



In collaboration with Eyebeam,  
pQubd proudly presents:

# pQubd NYC

Creativity Unleashed

The Leading Conference On  
Phones, Photography & Profits

**pQubd NYC @ Eyebeam**  
**Chelsea NYC, NY**  
**October 14-16 2013**

## About the Event

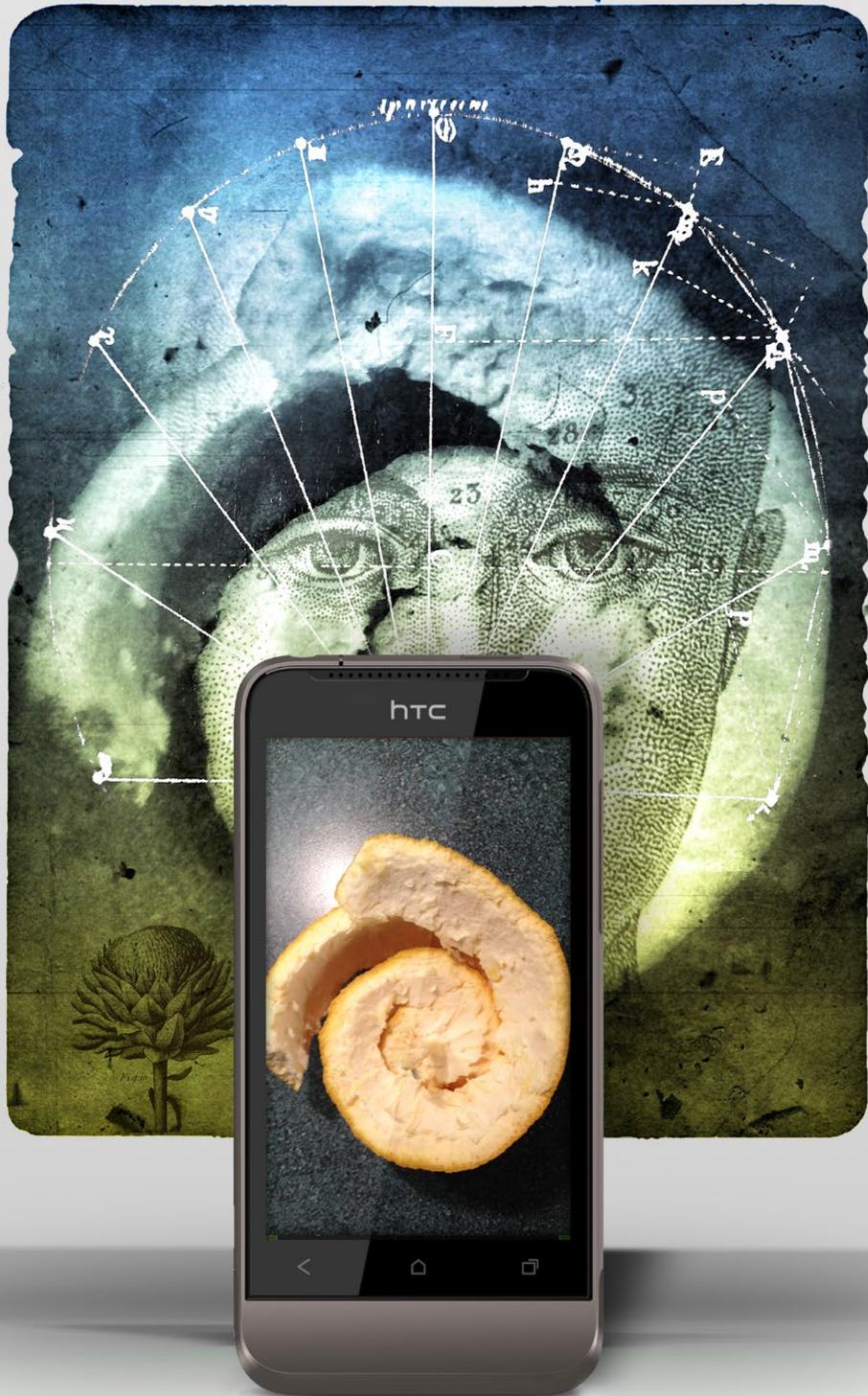
pQubd is a multiday celebration of the profound socio-economic impact of camera enabled mobile devices. These connected image sensors, and related technologies from QR codes and watermarks to image recognition, augmented reality and wearable computing, have spawned a bountiful array of products and services for creating, consuming and monetizing mobile photos and videos.

The ability to foster creative expression through mobility has mesmerized the public and piqued the interest of some of the world's most renowned creatives, service providers, and marketers. This phenomenon is attracting investments, seeding new fields of study, and instigating new intellectual property laws and regulations. From fine art

and photo-journalism, to education, marketing, medical and public services, the connected camera is enabling innovation in every conceivable vertical, forever revolutionizing the way we communicate and exchange on a global scale.

This first-of-its-kind gathering will illustrate the magnitude and reach of these new media by joining together innovators, influencers, and stakeholders ranging from artists, designers, gamers, publishers, broadcasters, filmmakers, technologists, and academics to brands, marketers, retailers, lawyers, analysts and investors.





## About Eyebeam

Founded in 1997, Eyebeam was conceived as a non-profit art and technology center. This one of a kind center provides a fertile context and state-of-the-art tools for digital research and experimentation. It is a lively incubator of creativity and thought, where artists and technologists actively engage with culture, addressing the issues and concerns of our time. Eyebeam challenges convention, celebrates the hack, educates the next generation, encourages collaboration, freely offers its contributions to the community, and invites the public to share in a spirit of openness: open source, open content and open distribution.

Since its inception, Eyebeam has supported some 245 fellowships and residencies for artists and creative technologists; they run an active education program for youth, artists' professional development and community outreach; and have mounted an extensive series of public programs. They produce approximately 4 exhibitions and 40 workshops, performances, and events annually. Supporters of Eyebeam include:

### Foundations:

- Andrew W. Mellon Foundation
- Andy Warhol Foundation for The Arts
- National Endowment for The Arts
- Atlantic Foundation
- Jerome Foundation
- New York Community Trust
- New York State Council on The Arts
- Pacific Foundation
- Rockefeller Foundation
- Rodney L. White Foundation

### Government:

- Manhattan Borough President Office
- NYC Department of Cultural Affairs
- New York Council For the Humanities

### Organizations:

- Art Dealers Association
- Society of American Archivists

### Corporations:

- O'Reilly Media
- MakerBot
- Time Warner

## Advisors & Invited Speakers Include:

**Jed Alpert:** CEO, Mobile Commons, Member, Board of Directors, EyeBeam

**Nicholas Negroponte:** Author, Founder, Chairman Emeritus, MIT Media Lab

**Seth Pinsky:** President, New York City Economic Development Corporation

**Giles Clark:** World Famous Photographer

**Dan Marcolina:** Renowned Designer/ Photographer & Digital Media Author

**David Karp:** Founder & CEO, Tumblr

**Francis Bitonti:** Founder/Director, Francis Bitonti Studio

**David Pogue:** Technology Columnist, The New York Times

**Cheni Yerushalmi:** Founder Sunshine Suites, Sunshine Bronx Business Incubator

**Walter Mosseberg:** Technology Columnist, The Wall Street Journal

**Quentin Bajac:** Curator of Photography, MoMA

**Murray Slovick:** Famed Journalist

**Anthony Aziz:** Renowned Visual Artist

**Jon Patricof:** COO, Member Board of Directors, Tribeca Enterprises

**Knox Bronson:** Founder & Curator, pixelsatanexhibition.com

**Andrew Bud:** Founder & CEO iProof, MEF Chairman & Non-Exec Director

**Katrin Eismann:** Photoshop Diva

**Jack Hollingsworth:** World Renowned Photographer

**Dr. John Puterbaugh:** Founder & CEO, Nellymoser, A division of Gruner + Jahr

**Bradley Rothenberg:** Architect, SAMS NYC

**Carl Taylor:** Mobile Guru and Industry Insider

**Ralph Simon:** CEO, Mobilium, Founder and Chairman Emeritus, MEF

**Ted Cohen:** Managing Partner, TAG Strategic LLC

**Michael Becker:** Author, Managing Director NA, Mobile Marketing Association

**Dr. Taj Ahmad:** COO, Waraire-Boswell Fashion House

**Ori Inbar:** Co-Founder & CEO, Augmented Reality.ORG

**John Ousby:** Photographer, Radio Professional & Connected Device Guru

**Hugh Garry:** Digital Storyteller, Storythings

**Laurie Mirsky:** President & Founder, 3DPhacktory

**John Suytak:** Executive VP, Digital Development Management (DDM)

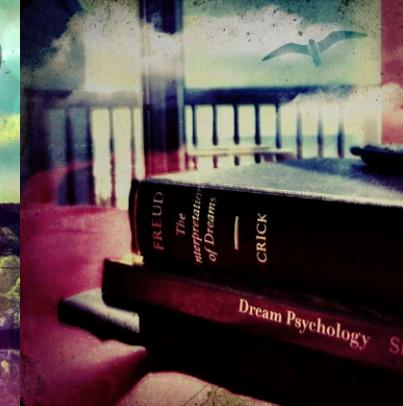
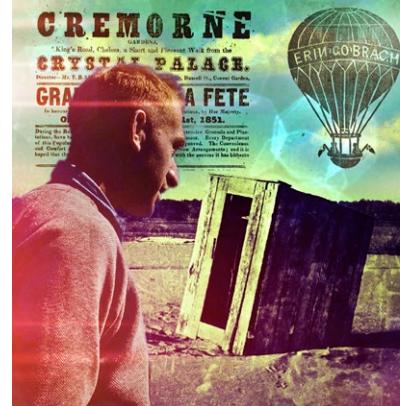
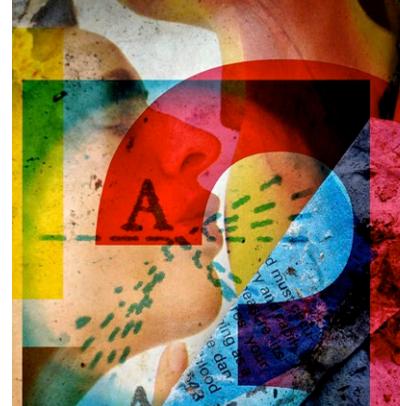
**Abdel Monim Idrissi:** Managing Director Kamar, Ltd.

**Adam J. Grill:** CEO, Group President, Odyssey Group

**Helen Keegan:** Founder, Heroes Of The Mobile Fringe Festival

**Tony Sklar:** Producer and Host, BnetTV

Many others to be announced...



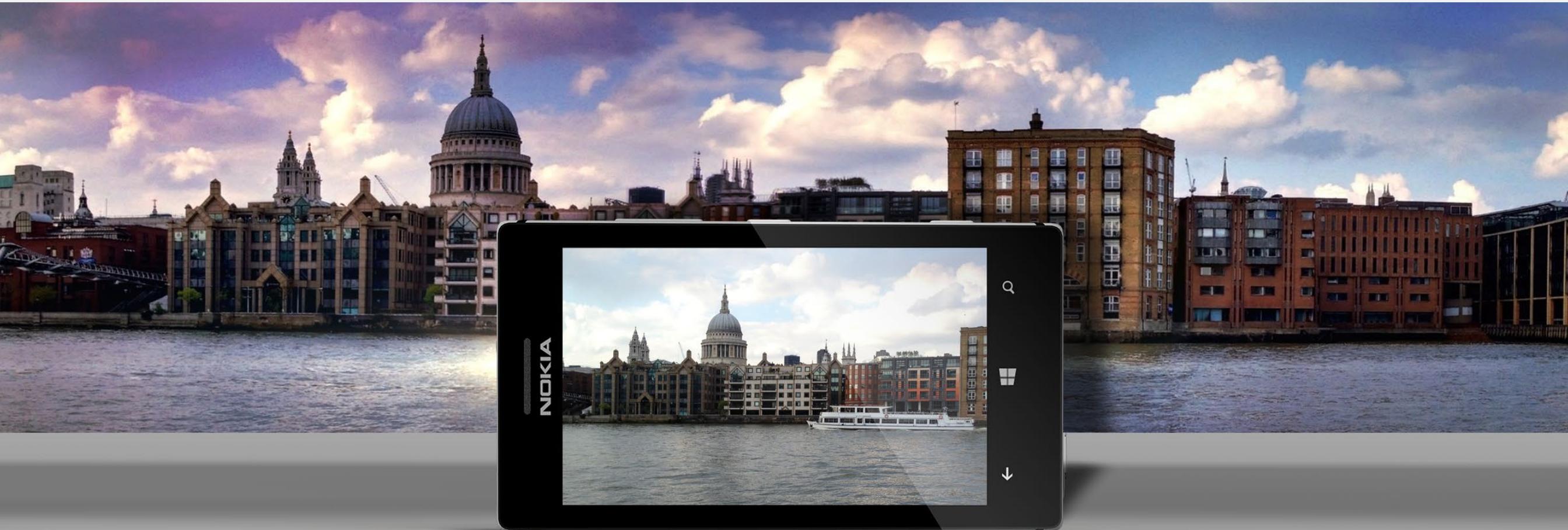
## Objective

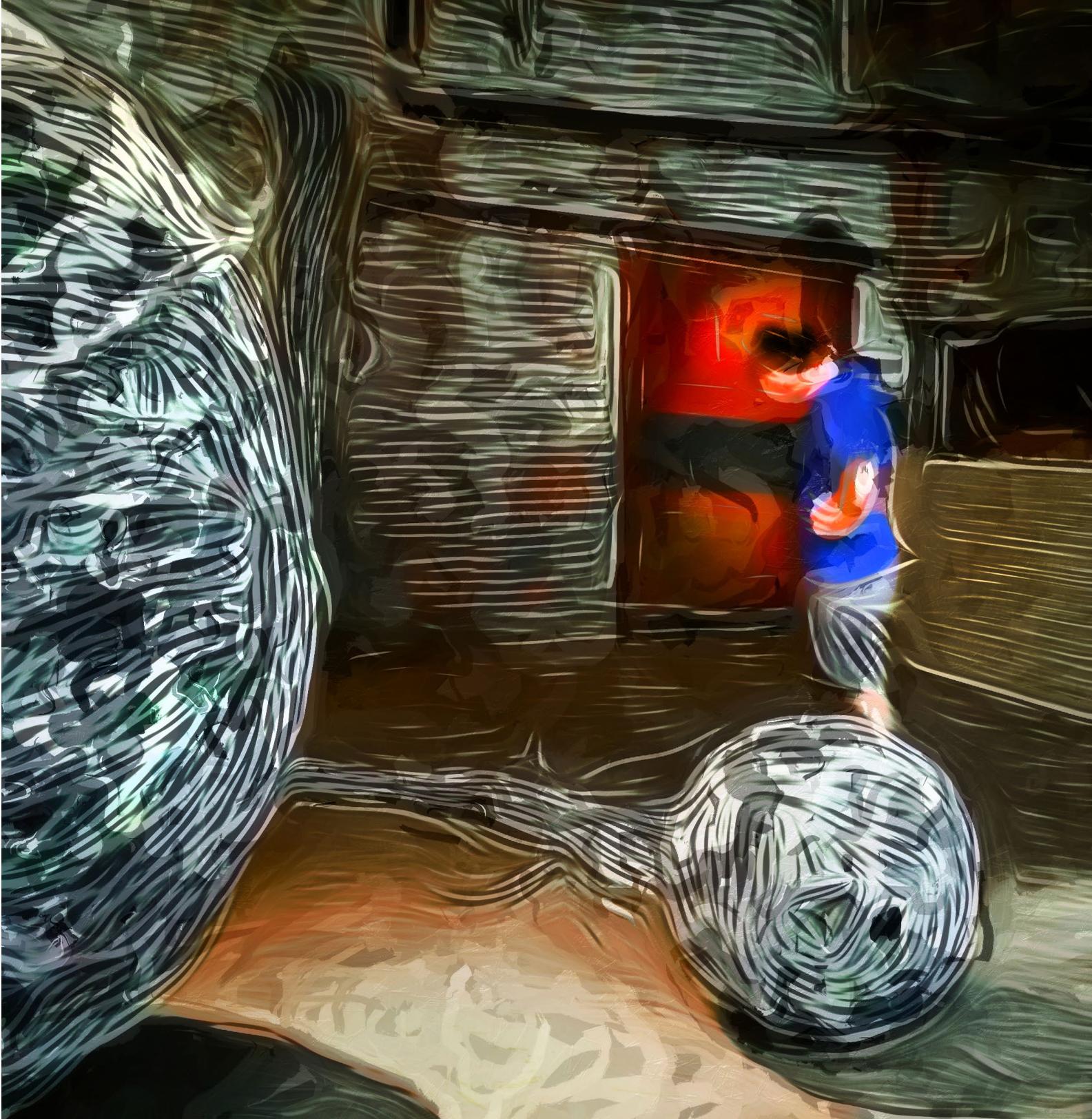
The primary objective of this conference is to provoke thoughtful ideas and create a forum where pQubd participants, speakers and attendees can jointly discuss, experience and engage in the rapidly changing landscape of mobile imagery creation, dissemination and profit generation. pQubd commits to:

- 1 Raise awareness to what technology is available today
- 2 Highlight innovations and near future implications
- 3 Unveil hidden opportunities and potential collaborations
- 4 Raise awareness to the socio-economic/ethical implications of the technology
- 5 Acknowledge innovators and market leaders
- 6 Cross industry collaborations and ongoing learning and best practices
- 7 The unanticipated, unplanned excitement & business that will simply happen!

## Conference Format

pQubd is not your typical conference, it is an experience. Framed with thought provoking keynotes and panel discussions, the event will feature art installations showcasing the richness of the mobile platform and its output mediums from the traditional to 3D printed. Together with highly interactive demos, hands-on workshops and master classes, the conference will provide attendees with ongoing networking activities throughout the day and into the night. Participants will have fun while exploring new technological, cultural and commercial opportunities in the style and spirit of New York City.





## Target Audience

Your sponsorship/participation exposes your organization to a diversified audience of attendees. PQubd, will bring together creators, buyers, investors, advertisers, influencers, connectors, lawyers, deal makers, opinion shapers, marketers, educators, fashionistas, technologists, art collectors, diger-atis, and press in the 'media capital of the world' – New York City.

## Areas of Focus

**Mobile photography and art: creation, dissemination & monetization**

**Photojournalism & storytelling**

**Related technologies & their uses from QR codes to Augmented Reality and from entertainment to publishing**

**Investment opportunities, applicable laws, and new regulations**

**Tools, gadgets, and gizmos**

**Into tomorrow: inside university research labs**

**Awards and artist recognition**



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**pQubd Executive Producers:**

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