INTEGRATED INTELLIGENCE

Carnegie Mellon University

" It's not simply about technological advancement, but the seamless and smart integration of artificial intelligence with human intelligence."

Subra Suresh, President,
Carnegie Mellon University

cmu.edu/integrated-intelligence

#integratedintelligence

CMU TRADESHOW BOOTH STAND 645, 647

March 15 – 18, 10 a.m. – 6 p.m.

Carnegie Mellon University is taking SXSW by storm this year. Visit our booth to learn more about our entertainment-related graduate programs at the Heinz College and the Entertainment Technology Center, our approach to Integrated Intelligence, and to interact with our startups.

Austin Convention Center
Exhibit Hall 3 and 4

MARCH 14

Well Played: On Video Games, Value and Meaning

Drew Davidson, professor and director at CMU's Entertainment Technology Center, will provide an in-depth reading of a video game to parse out various meanings found in the game-playing experience.

Hyatt Regency Austin
Zilker Ballroom 4
208 Barton Springs Road   12:30 – 1:30 p.m.

Accel Diagnostics

Founded by Alberto Gandini, an alumnus of CMU's Tepper School of Business — Accel Diagnostics is a finalist in the SXSW Accelerator competition, Digital Health and Life Sciences Technologies.

Hilton Austin Downtown
500 East 4th Street   3:30 p.m.

MARCH 15

The Principles of UX Choreography

CMU alumna Rebecca Ussai, of R/GA, and legendary animator Glen Keane share how the 12 Principles of Animation can change how you approach UX design.

JW Marriott Austin
Salon D, 110 East 2nd Street   11 a.m. – noon

My Data is Bigger Than Your Data

Join Heinz College professors Ari Lightman and Vibhanshu Abhishek in a lively panel discussion on Big Data, social media and marketing. *RSVP required.*

Four Seasons Austin
98 San Jacinto Blvd.   3:45 – 4:45 p.m.

SXSW Interactive CMU Reception

Join CMU faculty, staff, students and alumni for a private reception at Austin's popular eatery, Chinatown.
Connect with a CMU representative to register.

107 West 5th Street   5 - 7 p.m.

MARCH 16

The day's presentations will be emceed by **Jeremiah Owyang**, founder of Crowd Companies and notable industry analyst.

● **Expressive Interactive Interfaces**

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● CMU students and faculty present the merging of technology and arts innovation through the adoption of integrated intelligence: seamless interfaces with human and artificial intelligence.

Madeline Gannon – The Shape of Touch
Carmel Majidi – Soft-Matter Electronics
Evan Shimizu – Lumiverse
Josh Bard – Morphaux

Hilton Austin Downtown
Salon B, 500 East 4th Street | 9:30 – 10:30 a.m.

● **Shaping Technology for Improved Future Human Life**

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● CMU's Vice Provost for Design, Arts and Technology Thanassis Rikakis, along with Computer Science Professor Manuela Veloso, and Computer Science alumnus Ken Goldberg, address the interface between humans and artificial intelligence and how it improves the lives of people everywhere.

Hilton Austin Downtown
Salon B, 500 East 4th Street | 11 a.m. – noon

● **Carnegie Mellon Interactive Startups**

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● Four CMU startups that actively integrate technology and the arts will showcase their products and how they improve people's lives daily. Startups include:

Priya Narasimhan – YinzCam
Illah Nourbakhsh – AirViz
Matt Tesch – Modular Robotic Actuators
Sophie Lebrecht – Neon Labs

Hilton Austin Downtown
Salon B, 500 East 4th Street | 12:30 – 1:30 p.m.

MARCH 17

● **Marioneta: Puppeteer Experience with Kinect v2**

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● Marioneta, a CMU student project, is a selected SXSW 2015 installation that creates an experience wherein elements in the world react to the user's actions through puppets.

Austin Convention Center
Austin Suite | 12:30 – 1:30 p.m.

● **Moonshots and Reality**

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● Astro Teller, a CMU alumnus and Captain of Moonshots at Google[x], will share never-before-heard stories — and hard-learned lessons — from Project Loon, the self-driving car, and more.

Austin Convention Center
Exhibit Hall 5 | 2 – 3 p.m.

SXSW Badges: ● Interactive ● Film ● Gold ● Platinum