

Macworld | iWorld HOT SHEET

JANUARY 26-28 | MOSCONE CENTER | San Francisco, CA | (ALL EVENTS ARE AT MOSCONE CENTER WEST UNLESS OTHERWISE NOTED)

OUR LIST OF THE HOTTEST THINGS TO SEE AND DO AT MACWORLD | iWORLD 2012
(ACTIVITIES ON THIS PAGE ARE OPEN TO ALL REGISTERED ATTENDEES)

EXHIBIT HALL

JAN 26 10:00 am – 5:00 pm
JAN 27 10:00 am – 5:00 pm
JAN 28 10:00 am – 4:00 pm

SEE, TEST, BUY

THE LARGEST COLLECTION OF APPLE-RELATED PRODUCTS ON THE PLANET. SEE THE LATEST PRODUCTS AND COOLEST APPS AND ACCESSORIES FOR THE MAC, IPHONE AND IPAD PLATFORMS.

MOBILE APPS SHOWCASE

BOOTH #818

TEST DRIVE THE HOTTEST APPS
TALK DIRECTLY WITH THE APP DEVELOPERS.

OS X ZONE

BOOTH #228

A DEDICATED AREA SHOWCASING THE LATEST OS X SOFTWARE DEVELOPMENTS.

MACWORLD LIVE

BOOTH #752

EXCLUSIVE MACWORLD | iWORLD COVERAGE, INTERVIEWS, DEMOS, AND COMMENTARY.

MACWORLD | iWORLD MIDWAY

ALL ACTIVITIES TAKE PLACE JAN 26 - JAN 28 10:00am - 6:00pm UNLESS OTHERWISE NOTED



FEATURED ARTIST: BERT MONROY

MONROY'S ONSITE EXHIBIT IS A NOT-TO-BE MISSED HISTORICAL LOOK AT ART ON THE MAC.



SOUTH PARK ART GALLERY

SOUTH PARK-INSPIRED ARTWORK WILL BE ON DISPLAY, INCLUDING FAN-SUBMITTED ARTWORK, STAFF ARTWORK AND *FAMOUS* SOUTH PARK MEMORABILIA.



DIGITAL ART GALLERY

COME SEE MASTERPIECES CREATED USING APPLE TECHNOLOGY AND TOOLS. FROM THE WHIMSICAL TO THE INTENSE, YOU'LL SEE IT HERE.

IPAD SKETCH STATION

WATCH AS TALENTED ARTISTS DRAW AMAZING IMAGES AND PICTURES BEFORE YOUR VERY EYES USING IPADS AND THEIR IMAGINATION.

SUPER ART FIGHT

JAN 26 @ 3:00 pm

WATCH ARTISTS BATTLE IT OUT AS THEY CREATE THEIR MASTERPIECE WITH AUDIENCE INPUT AND CHALLENGES. AN ART TOURNAMENT LIKE YOU'VE NEVER SEEN BEFORE!

MUSIC STUDIO

Berklee
college of
music

DEMOS, SESSIONS AND PERFORMANCES LED BY BERKLEE COLLEGE OF MUSIC PROFESSIONALS AND OTHER MUSICAL ARTISTS SHOW WHAT HAPPENS WHEN APPLE TECHNOLOGY MEETS MUSIC.

SILENT FRISCO

TAKE PART IN THE SILENT FRISCO DANCE PARTY WHERE YOU CAN SWITCH BETWEEN DIFFERENT PERFORMANCES BY DUELING DJS BROADCAST WIRELESSLY TO PATENTED "SILENT EVENTS" HEADPHONES.



U9LIFT

THURSDAY 1/26 | 12:00 - 2:00 pm
FRIDAY 1/27 | 4:00 - 6:00 pm



MOTION POTION

THURSDAY 1/26 | 2:00 - 4:00 pm
FRIDAY 1/27 | 12:00 - 2:00 pm



A. SKILLZ

THURSDAY 1/26 | 4:00 - 6:00 pm



DRUM CIRCLE

JAN 28 @ 3:00 pm

A MUSICAL CLOSING CEREMONY
NOT TO BE MISSED!

www.macworldiworld.com

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(Activities on this page are open to all FAN and ALL ACCESS attendees)

WEDNESDAY, JANUARY 25 OPENING NIGHT BLAST with MODEST MOUSE | The Warfield - Doors Open at 7:00pm

THURSDAY, JANUARY 26

A CONVERSATION WITH SUSAN ORLEAN, AUTHOR & GEEK
11:00am - 11:45am | ROOM 2005

NEW YORKER MAGAZINE STAFF WRITER AND AUTHOR OF "THE ORCHID THIEF" TALKS ABOUT HER PROCESS AND HER TOOLS - INCLUDING HOW THE IPAD HELPED HER WRITE HER LATEST BOOK, RIN TIN TIN

APPALOOZA: TOP 25 PAD 2 APPS FOR SOCIAL MEDIA
11:00am - 11:45am | ROOM 2011

TOP 25 IPAD2 APPS THAT WILL BOOST YOUR BRANDING AND YOUR POPULARITY

THE MAKING OF SOUTH PARK
1:00pm - 1:45pm | ROOM 2005

INSIGHT INTO HOW THE ICONIC ANIMATED SERIES SOUTH PARK RELIES ON MACS TO PRODUCE EACH EPISODE IN UNDER A WEEK

SUPERFLY PRESENTS THE CREATORS
2:00pm - 2:45pm | ROOM 2005

FITZ OF FITZ AND THE TANTRUMS AND "LINCOLN LAWYER" DIRECTOR BRAD FURMAN DISCUSS HOW APPLE TECHNOLOGY HAS BEEN VITAL IN THE DEVELOPMENT OF THE MODERN DAY ARTISTIC PROCESS.



INTERVIEW & PERFORMANCE WITH MOE.

4:00pm - 5:00pm | ROOM 2005

MOE WILL PERFORM AN ABBREVIATED SET, INCLUDING A PERFORMANCE OF THE SONG "CRAB EYES" USING INSTRUMENTS ON THEIR IPADS FOLLOWED BY AN INTERACTIVE INTERVIEW AND Q&A

MACWORLD | iWORLD RAPID FIRE
5:00pm - 7:00pm | ROOM 2006

MACWORLD RAPIDFIRE FIVE (5) MINUTE, TO-TO-POINT TOPICS TO HELP YOU GRASP A CONCEPT OR DEVELOP A NEW APPROACH TO USING APPLE TECHNOLOGY SUPER FAST!



SOUTH PARK STUDIOS UNAIRED PILOT SCREENING

7:00pm - 8:30pm | ROOM 2005

EXCLUSIVE SCREENING OF THE FULL-LENGTH, UNAIRED SOUTH PARK PILOT EPISODE, FOLLOWED BY A MIND-BLOWING, MYTH-DISEMPOWERING Q&A WITH SHOW STAFF.



OLIVE: EXCLUSIVE PREMIER

8:30PM - 10:30PM (DOORS OPEN AT 8PM)
AMC METREON THEATER

AN EXCLUSIVE SCREENING OF OLIVE THE VERY FIRST FULL-LENGTH FEATURE FILM SHOT 100% ON A CELL PHONE

EVOLVE @ MEZZANINE

8:00pm - MIDNIGHT | 444 JESSIE STREET, SF (AGE LIMIT: 21 AND OVER)
FEATURES PERFORMANCES USING MAC TECHNOLOGY TO TRANSFORM VINTAGE INSTRUMENTS AND PERCUSSION INTO A 21ST CENTURY SOUND.



BEATS ANTIQUE

J BOOGIE'S DUBTRONIC SCIENCE

TECH TALKS

FILM

MUSIC

FRIDAY, JANUARY 27

THE FUTURE OF LEARNING

10:00am - 10:45am | ROOM 2005

AN IN-DEPTH LOOK AT HOW APPLE DESIGN AND TECHNOLOGY ARE CHANGING LEARNING TODAY AND WHAT'S AROUND THE CORNER

TOP STORIES OF THE YEAR

11:00am - 11:45am | ROOM 2005

JOIN JASON SNELL, VP & EDITORIAL DIRECTOR OF MACPUBLISHING AS HE REVIEWS THE TOP STORIES OF 2011

FANTASTIC VOYAGE: A VIRTUAL FLIGHT THROUGH THE BRAIN

1:00 - 1:45pm | ROOM 2024

A BREATHTAKING GUIDED TOUR OF THE MOST AMAZING COMPUTER OF ALL - THE BRAIN - USING MAC IMAGING, MOVIE AND MUSIC TECHNOLOGIES.

THEATRICKS PRESENTS "BECKINFIELD" MASS PARTICIPATION TV

1:00pm - 1:45pm | ROOM 2005

FEATURING SPECIAL GUEST JONATHAN FRANKS OF STAR TREK FAME, A SPECIAL SEGMENT OF "BECKINFIELD" WILL BE FILMED LIVE - JOIN IN THE STORY AND GET A LOOK BEHIND THE ORIGINS OF MASS PARTICIPATION TV

SUPERFLY PRESENTS MUSIC AND MARKETING
2:00pm - 2:45pm | ROOM 2005

JAMIE SAMPSON OF SOUNDTRACKING AND JORDAN KURLAND OF ZEITGEIST ARTIST MGMT LOOK AT HOW APPLE TECHNOLOGY ALLOWS ARTISTS TO ENGAGE DIRECTLY WITH THEIR FANS, HOW MOBILE MUSIC APPS ARE BEING UTILIZED VIA APPLE TECHNOLOGY AND THE INNOVATIONS THAT LAY AHEAD



HANK SHOCKLEE PRESENTS FUTURE FREQUENCY: ARTISTIC FREEDOM IN THE DIGITAL AGE

3:00pm | ROOM 2005

SONIC ARCHITECT, PROVOCATEUR AND BOMB SQUAD/PUBLIC ENEMY MASTERMIND, HANK SHOCKLEE, TALKS ABOUT THE ADVANTAGES TODAY'S ARTIST HAVE AND HOW TO BEST APPROACH TECHNOLOGY TO FREE UP YOUR THINKING AND TRANSFORM YOUR ART FOLLOWED BY A DRUM PROGRAMMERS CAMP PERFORMANCE.



IPHONE FILM FESTIVAL

7:00pm - 8:30pm | ROOM 2005

SCREENINGS OF AWARD WINNING AND NEW FILMS - FOLLOWED BY Q&A WITH THE FILMMAKERS ON THE CREATIVE PROCESS BEHIND IPHONE FILMMAKING.



RISE ELECTRONIC DJ BATTLE & BASH FEATURING HEADLINER BT

9:00pm - 1:00am MEZZANINE | 444 JESSIE STREET, SF (AGE LIMIT: 21 AND OVER)
HEAR ELECTRONIC MUSIC DJ FINALISTS COMPETE LIVE! YOUR VOTES, ALONG WITH CELEBRITY JUDGES, HELP DETERMINE THE 2012 RISE DJ CHAMPION! FOLLOWING THE COMPETITION, HANG OUT TO JOIN THE DIGITAL DANCE MUSIC REVOLUTION WITH GRAMMY NOMINATED HEADLINER BT!

TECH TALKS

FILM

MUSIC

SATURDAY, JANUARY 28

NOMAD COMPOSE SPEEDSKETCH

10:00am - 10:45am | ROOM 2009

ARTISTS AND AUDIENCE MEMBERS PARTICIPATE TO QUICKLY CREATE COLLABORATIVE SKETCHES ON THE IPAD UNDER TIME PRESSURE THEN INCORPORATE THEM INTO KEY SOCIAL MEDIA OUTLETS TO EXTEND THE CONCEPT AMONG THE BROADER CREATIVE AND DIGITAL COMMUNITY

GET STARTED OR IMPROVE YOUR TECHNIQUES MAKING STOP-ACTION MOVIES WITH ISTOPMOTION

10:00am - 10:45am | ROOM 2024

GREAT TIPS ABOUT CREATING STOP-ACTION ANIMATED MOVIES USING ISTOPMOTION SOFTWARE



ATOMIC TOM INTERVIEW & LIVE PERFORMANCE

1:00pm - 2:00pm | ROOM 2005

FAMOUS FOR THEIR "IMPROMPTU" PERFORMANCE OF "TAKE ME OUT" ON NYC'S B TRAIN, ARMED WITH NOTHING MORE THAN THEIR IPHONES, ATOMIC TOM SITS DOWN FOR AN INTERVIEW WITH CHRIS BREEN, FOLLOWED BY A LIVE PERFORMANCE

TECH TALKS

MUSIC

MASH UP @ MEZZANINE

8:00pm - MIDNIGHT | 444 JESSIE STREET, SF (AGE LIMIT: 21 AND OVER)

MASH UP @ MEZZANINE ILLUSTRATES THE POWER OF MAC TECHNOLOGY TO DECONSTRUCT AND RECONSTRUCT MEDIA AS A TRANSFORMATIVE PROCESS IN CREATING NEW ART.



MOTION POTION



ECLECTIC METHOD



A. SKILLZ

TECH TALK SESSIONS LISTED ARE JUST A SAMPLING OF THE OVER 75 SESSIONS AVAILABLE FOR FULL EVENT DETAILS: WWW.MACWORLDIWORLD.COM