



IMEKO
International Measurement Federation
TC17 Technical Subcommittee on Augmented Reality
Presents
[Hosted by IEEE/GBS]

ONLINE Virtual Mini-Seminar on AUGMENTED REALITY

DATE: Friday June 26th 2020, Times: Brazil (9:00-10:30 AM), Houston (7:00-8:30 AM), Europe (2:0-3:30 PM), Japan (9:00-10:30 PM), UK (1:00-2:30 PM), and India (5:30-8:00 PM).

TOPIC: How is AR changing how retailers see customer interaction?

Speaker 1: Gustavo do Valle CEO at CreativeDrive, Forbes 30 Under 30.

Bio: Gustavo is the Founder and CEO of Decora, which he started from his college room in 2012 with Paulo Orione. During the company's early years, Gustavo acted as a sole commercial, financial, and administrative representative, changing and pivoting the startup to basically survive and innovate. Following a quick growth and expanding Decora's solutions to the biggest retailers in the world, Decora was acquired by CreativeDrive in 2018 in one of the biggest acquisitions in Brazil for 2018. He remains active as the CEO of now, CreativeDrive Brazil. <https://creativedriver.com.br/>

Scope: From a business perspective, Gustavo will share experiences and thoughts on how retailers are learning and yet eager to understand more about AR possibilities. Also, he presents how Computer-Generated Imagery (CGI), photogrammetry, and other high-tech solutions allow customers to have high-quality experiences interacting with virtual objects in the real world. Although AR is not a new word from the tech side, retailers and mainly online customers are on baby steps to its real transformation.

TOPIC: Augmented Reality and its potential uses in aircraft maintenance

Speaker 2: Gabriel do Prado

Bio: Gabriel holds a Bachelor's degree in Civil Engineering at the Polytechnic School of the University of São Paulo (USP) in 2010 and a Master of Science degree in Aeronautical Engineering at the Aeronautical Institute of Technology (ITA) in 2013. He has been working at Embraer since 2012, where he started his career as Stress Analysis Engineer of Commercial. Currently, he is working as Project Manager in the Smart Structures R&D department with new technologies to reduce maintenance cost, as Structural Health Monitoring (SHM) and Augmented Reality.

Scope: Augmented Reality (AR) is a technology that has shown great potential of use in the aeronautical industry. The integration of the real world with the virtual world allows the time reduction in tasks of manufacturing, maintenance, and training. This webinar will talk about the possibilities of using AR technology during aeronautical maintenance and cover topics such as the use of AR to guide the user to aircraft components or even stock items, the use of Remote Assistance and others.

This complimentary Seminar is a global event hosted by IEEE Galveston Bay Section. Registration will be required in order to receive the login information.

PLEASE send your name, country, email for registration to Dr Zafar Taqvi at Z.Taqvi@IEEE.ORG by COB Wednesday June 24th, 2020. All registrants will be provided ZOOM login information

Coordinator of Mini-Seminar: Prof. Simone Keller Füchter, Dr. - Estácio de Sá-SC University, Brazil

Seminar Objective: To bring together academicians, researchers, entrepreneurs and other interested professionals to exchange ideas and describe collaborative opportunities through description of available and needed technology.

Information is also available on host section website <https://site.ieee.org/gb/>