

### Save-the-date and Press Invitation

## International Virtual Reality Conference “IEEE VR 2018” comes to Reutlingen, Germany

**IEEE VR 2018 is hosted by the Max Planck Institute for Biological Cybernetics and the Fraunhofer Institute for Industrial Engineering IAO Stuttgart**



*Tübingen, March 8<sup>th</sup>, 2018. The 25<sup>th</sup> conference on Virtual Reality and 3D User Interfaces “IEEE VR 2018” will take place on March 18<sup>th</sup> -22<sup>nd</sup> in Reutlingen, Germany. More than 500 academic and industry experts from more than 20 countries will attend.*

“I am so happy that we managed to get the conference to Germany.” says Professor Betty Mohler, who is one of the general co-chairs of the conference. Betty Mohler is a Professor at the

Technical University of Darmstadt since 2017. She is still affiliated with the Max Planck Institute for Biological Cybernetics, where she has worked for many years together with Professor Heinrich Bülhoff to use and improve virtual reality technology for fundamental research aiming to understand human perception and performance.

The annual IEEE VR five-day event is co-chaired by Prof. Betty Mohler, Matthias Bues (Fraunhofer IAO), Torsten Kühlen (Aachen University), Evan Suma Rosenberg (University of Southern California) and Martin Goebel (FH Bonn-Rhein-Sieg). The conference attracts specialists from the industrial and academic communities alike. Europe, and specifically Germany plays an important role in the advancement of virtual reality technology and 3D user experience. “VR is such a hot-topic at the moment and specifically Europe has a lot to contribute, so we were not surprised that this year we received nearly twice the number of submissions as last year”, remarks Mohler.

Special highlights at the conference are the internationally recognized keynote speakers. Skip Rizzo from USC is a world-renowned expert in the use of virtual reality for clinical assessment and therapy and has been promoting VR4Good. As a director at the Max Planck Institute for Intelligent Systems, Katherine J. Kuchenbecker leads an interdisciplinary team that invents compelling haptic interfaces for touching virtual and remote environments, studies human haptic interaction, and endows autonomous robots with an astute sense of touch. Further IEEE VR 2018 will host three leading experts with vast industrial perspective, specifically: Oliver Riedel from University of Stuttgart, Helmut Hobmaier from Audi AG and Robert Menzel from NVIDIA.

On the evenings of March 19<sup>th</sup> and 20<sup>th</sup> participants of the conference are able to visit the Max Planck Institutes for Biological Cybernetics and Intelligent Systems in Tübingen, as well as the Fraunhofer Institute for Industrial Engineering IAO in Stuttgart. There, they will get insight on the most sophisticated state-of-the-art Virtual Reality facilities in Germany.

The Exhibitors Lunch on March 20<sup>th</sup> IEEE VR offers the unique opportunity for companies and organizations to showcase their novel technology and software to the world’s foremost VR researchers and application developers.

Information for the press: Journalists are able to join the conference free-of-charge. Please register to the venue by writing to Stephanie Bertenbreiter, see contact below. If you are interested in visiting one of the institutes or setting up an interview with the respective scientists please contact Prof. Betty Mohler and the general chairs of IEEE VR 2018 at [general2018@ieeivr.org](mailto:general2018@ieeivr.org)

For more information please visit: <http://ieeivr.org/2018>

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**Max-Planck-Institute for Biological Cybernetics**

The Max Planck Institute for Biological Cybernetics works in the elucidation of cognitive processes. It employs about 300 people from more than 40 countries and is located at the Max Planck Campus in Tübingen, Germany. The Max Planck Institute for Biological Cybernetics is one of 83 research institutes that the Max Planck Society for the Advancement of Science maintains in Germany and abroad: <http://www.kyb.tuebingen.mpg.de/>