

António Câmara will be a featured speaker at this year's addition of PICNIC, underway in Amsterdam from the 23rd to the 25th of September

António Câmara's presentation, focusing on Augmented Cities, will explore how Augmented Reality as a platform can bring new life to cities using a 'Powers to Ten' approach: Augmented Reality used on a micro-scale to visualize the intricate workings of utility networks; at an intermediate scale using virtual sightseeing units, and other digital signage; and at the macro-scale with large scale interactive projections.

PICNIC is a unique, three-day festival and inspiring conference complimented by a set of networking events and hands-on technology experiences for top creatives and innovation professionals in business, technology, new media, entertainment, science and the arts.

The event draws a wide audience, from heads of business, government leaders, marketers, artists, designers, producers, investors, scientists and innovators.

Picnic Amsterdam '09

Culture Park Westergasfabriek
Pazzanistraat 41
1014 DB Amsterdam
The Netherlands

For more information: <http://www.picnicnetwork.org/page/20753/en>