

## **BOLOGNA DIGITAL MEDIA HALL**

### ***Augmented reality, Kid's App Development Partnerships and Print On- Demand services dominate the 2017 event***

Now in its second year the **Bologna Digital Media Hall 32** goes from strength to strength. With its eclectic mix of media giants and start-ups the hall will host many different companies working in the space of app, web services and pushing forward innovation in the kid's content industry. VR and AR technologies are bursting onto the scene and the fair is delighted to host two major talks from Google's **Shazia Makhdumi** - Google Play (Education and kids) and **Luca Prasso** - from Google's Daydream VR platform team both talk about the opportunities in VR and AR. Along with the developer stands spaces we will be opening the doors to the brand new 2017 Digital Media Business Lounge where a number of clients and individuals will be able to take advantage of a special services area with open plan meeting spaces and refreshments included.

In the **Digital Café** three days of talks, seminars and mobile platform training will run back to back. Some highlights here include Pubcoder's(Italy) presentation of their noble Welcome ABC refugees app project, the first European Launch of SnaptLearn VR kids viewer(Singapore), making toys and VR apps from Crea (Germany) along with collective presentations from a number of Korean partners and a how to make great kids apps from the award winning Kids App Collective(EU). The importance of AR as bridge platform for Digital and Print picture books and non-fiction content is a further huge step for the children's book industry to watch and understand and we are delighted to host a number of key talks on the potential for AR. Finally print on demand innovation seminars from Amazon and the UK start up Lostmyname and a graduate digital Ideafest all bring a rich variety of elements to this vital show which is now an established as a key part of the Bologna Children's Book fair experience.

Last, but not least the Digital discussions begin on the Sunday 2<sup>nd</sup> of April where Warren Buckleitner from the Children's tech review will host the 5<sup>th</sup> Annual **Dust or Magic** masterclass, where developers will get a deep dive into the winning apps from this year's BolognaRagazzi Digital Award and lead further presentations around digital interface design and round table discussions on the industry as a whole.