

# The 23rd East Asia Round Table Meeting & International Symposium

- Date : November, 2020
- Venue : Intercontinental COEX(for Korean)
- Program at a Glance

10:00-15:30	International Symposium on Smart Entertainment - Trends of Digital Transformation - Future Innovation - Prospects of Game Industry
15:30-17:00	The 23rd EA-RTM

# The 23rd EA-RTM Symposium on Smart Entertainment

10.00am-5.00pm  
November 30, Monday, 2020  
Allegoroom, Intercontinental COEX Hotel, Seoul, Korea

## Opening Session

- 10:00-10:05 Welcome Address**  
**Prof. Oh-Kyong Kwon**  
President, National Academy of Engineering of Korea
- 10:05-10:10 Address**  
**Dr. Chen Wang**  
Vice President, Chinese Academy of Engineering
- 10:10-10:15 Address**  
**Prof. Yuko Harayama**  
Vice President, Engineering Academy of Japan
- 10:15-10:30 Real-world media technology and smart entertainment (Keynote Speech)**  
Sungsoo Lee, CEO, SM Entertainment

## Session 1: Trends of Digital Transformation in Smart Entertainment

- 10:30-10:45 Real-world media technology and smart entertainment**  
Sung-Ho Lee, CEO of d'strict
- 10:45-11:00 Flower Factory: A Component-based Approach for Rapid Flower Modeling**  
Junjun Pan, Associate Professor of Beihang University
- 11:00-11:15 Leading Innovation through Co-Creation with Citizens**  
Koichiro Eto, Senior Researcher / Media Artist, National Institute of Advanced Industrial Science and Technology
- 11:15-11:30 Discussion**
- 11:30-11:40 Break**

## Session 2: Future Innovation on Smart Entertainment

- 11:40-11:55 Future Display, AR/VR**  
Joon Young Yang, Vice President, LG Display
- 11:55-12:10 Designing ourselves via embodiment in VR**  
Takuji Narumi, Associate Professor, Tokyo University
- 12:10-12:25 Visual Entertainment: What's on the Horizon?**  
Baoquan Chen, Professor of Peking University
- 12:25-12:40 Discussion**

**12:40-14:00 Lunch**

<b>Session 3: Prospects of Game Industry</b>
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**14:00-14:15 Game Market Key Trend**

Jaehwan Lee, CEO of One Store corp.

**14:15-14:30 Cloud based gaming and media applications enabled by 5G**

Yunfei Zhang, Founding Director of Tencent Future Network Lab

**14:30-14:45 Digital Art Museum by TeamLab**

Takashi Kudo, Communication Director of TeamLab

**14:45-15:00 Discussion**

**15:00-15:30 Break**

## **The 23rd East Asia Round Table Meeting (Closed)**

3.30pm-5.00pm, November 30, Monday, 2020  
COEX Intercontinental Hotel, Seoul, Korea

15:30-16:00 Academy Activities (NAEK, CAE, EAJ)

16:00-16:30 Discussion on the joint survey (NAEK, CAE, EAJ)

16:30-16:40 Proposal on the 24<sup>th</sup> EA-RTM (CAE)

16:40 Close