

REGISTRATION

Seats are \$1290 for one seat or \$990 for two-five. Erikson Institute Credit is available (\$100 extra). Price includes extra food costs, workshop materials and handouts.

Group size is limited to 100; seats are available on a first-come, first-serve basis. Other restrictions may apply. Register by phone (800-993-9499, business hours EST) or online at www.dustormagic.com. For questions, contact Megan Billitti (megan@childrenstech.com). You can also fax this form to 908-284-0405.



Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____

e-mail _____

I would like 1 CEU of Erikson Institute Credit (\$100)

PAYMENT Charge \$ _____ to:

Visa MC Amex A check is enclosed

Number _____ Exp _____ Code _____

CANCELLATIONS

Tuition is 100% refundable up to April 1; 50% refundable from April 2 to April 18; and non-refundable after April 18. Your room at Asilomar may not be refundable. In the event the Institute is postponed, you will have the option to receive a tuition refund or transfer your seat to another Dust or Magic event.

HOUSING RESERVATIONS & COSTS

Participants stay at the Asilomar Conference Grounds, 800 Asilomar Blvd, Pacific Grove, CA 93950. Online at www.visitasilomar.com, by phone (831)372-8016. Rooms are assigned by Asilomar. A two night double costs \$157.70/night/person (costs are higher for single occupancy). You must have a Dust or Magic housing form for this rate.

OTHER DETAILS

Sessions and discussions may be audio or video recorded unless you specify otherwise. The meeting room has password-free Wi-Fi.

WHAT TO BRING

1. Something to share Participants are welcome to bring Apps, papers, codes, samples or promotional materials.
2. A laptop computer and tablet for testing products or previewing Internet content. Please make sure all items you bring to share or pass are properly marked.
3. Something to demo. Bring a product or project that could be classified as either "dust" or "magic"—for on-the-spot feedback or an eight minute spotlight demonstration in front of the whole group.

ATTIRE Dress is casual.

INFORMATION RELEASE

We make every effort to respect your privacy. Please notify us in advance if you do not want to appear in any group photos or videos or have other information release concerns.

QUESTIONS?

More information can be found online at www.dustormagic.com, or contact Megan Billitti, 908-284-0404 megan@childrenstech.com

The title of this institute comes from Bob Hughes' book Dust or Magic: Secrets of Multimedia Design. The book makes excellent reading, either pre- or post-conference. You can follow Bob's blog: www.dustormagic.net.



PRIOR DM ATTENDEES

123 Apps
360KID
AWE, Inc.
American Center for Children and Media
APlusKidsApps
Apple, Inc.
BinaryLabs, Inc.
Carnegie Mellon University
Carstens Studios
CTR
Crab Hill Press
CSU Monterey Bay
Disney
Duck Duck Moose Design
Electric Eggplant
eSpark
Evan-Moor Edu. Publishers
Fantage
Fisher-Price, Inc.
Interactive Learning Design
Joan Ganz Cooney Ctr.
L'Escapadou
Launchpad Toys
Leap Frog
Learning Friends
Learning Games Lab
Learning Touch
Lestrosilles
Living in Digital Times
LoeschWare
Luminarium Learning
Maxis
Mentor Interactive
Mindshapes Ltd.
MIT Media Lab
Mobile Learning Services LLC
Moms With Apps
Morning2Moon Productions
Motion Math
My Turn Mobile
NMSU
NoodleWorks
Interactive
Oceanhouse Media, Inc.
One Hundred Robots
Organa
Parents' Choice Foundation
PBS Interactive
Businesses
Project Injini
Rullingnet Corp.
Scholastic
SmarTots
Smule
Software MacKiev
Still Motion Media
The Juno Company
Thinking Moves
Togetherville Inc.
Touch Press
Toy Industry Association, Inc.
Tribal Nova
XEODesign, Inc.
YogiPlay
Yoomerang
zinc Roe Design

CONFERENCE AND TRAVEL INFORMATION

Dust or Magic 2013
AppCamp



THE FOURTH ANNUAL CHILDREN'S APP DESIGN INSTITUTE

May 19-21, 2013

Sunday through Tuesday

TO BE HELD AT:
Asilomar Conference Grounds
Pacific Grove, California on the
Monterey Peninsula

Created by
ACTIVE LEARNING ASSOCIATES, INC.
PUBLISHERS OF
CHILDREN'S TECHNOLOGY REVIEW
800-993-9499 (9-3 EST)



WWW.DUSTORMAGIC.COM





*"An idea can turn from dust to magic, depending on the talent that rubs against it."
Matsuo Basho (1644-1694)*

ABOUT APPCAMP

Since the dawn of the iPad, a small, very smart group of product managers, educators, reviewers, interface designers and researchers gather on the Monterey Peninsula, in the late Spring, for the **Annual Dust or Magic Children's App Design Institute**. They share ideas and brainstorm about the potential of children's interactive media.

UNIQUE OPPORTUNITIES

AppCamp participants include a mix of reviewers, publishers and leading designers. The reviewers share what they've seen and explain what they like. The publishers demonstrate their latest products; selling and PR-related activities are not permitted. Don't miss the chance to:

- Relax and take notes as you critique the latest apps by way of demonstrations.
- Tap the power of potential kid-appeal of the accelerometer, multi-touch and GPS while making connections with veteran designers.
- Get your hands on the latest mobile hardware, including all the new Android tablets, the iPad mini, the iPod Touch 5 and Nintendo 3DS.
- Apply child development principles to emerging technology in order to "capture the magic" that can launch a business.
- Contribute your own vision of "dust" or "magic."
- Leave inspired to create more engaging products that children can't stop playing, with practical techniques and specific design ideas that you can apply—tomorrow.



Dust or Magic is not affiliated with any hardware or software entity. There are no sponsors. It is self-funded through participant registrations.

DON'T DELAY!

Dust or Magic AppCamp is limited to 100 seats.
To check availability, visit
WWW.DUSTORMAGIC.COM

TRAVEL

The Institute starts at 4:00 PM, Sunday, May 20th, although you are welcome to arrive early to participate in the Children's AppFest. The institute will end at 1:30 PM on Tuesday, May 22nd following lunch.

YOUR TRIP

Asilomar is approximately 120 miles south of downtown San Francisco, and 310 miles from Los Angeles Airport.



AIRPORTS: Local taxi companies service the Monterey Peninsula Airport (about \$25), as does the Monterey-Salinas Transit bus system. Airport shuttle service to and from San Jose and San Francisco airports can be arranged in advance through Monterey Salinas Airbus by calling 831-373-7777, or via their website at <http://www.montereyairbus.com/>

The Monterey-Salinas Transit (MST) bus system can take you from the Monterey airport/Asilomar with a transfer. Tell the driver to announce the Monterey Transit Center, which is where you will disembark and transfer to the #1 Asilomar bus. Call (831) 899-2555.

RETURN

Check out of your room on Tuesday morning, bags ready to go. The luncheon will end at 1:30. If you need to leave earlier, please let us know in advance. To be safe, plan for your flight to leave after 5:30 PM from the Bay Area.

DRIVING DIRECTIONS

Have your kids set your GPS to Asilomar, 800 Asilomar Blvd, Pacific Grove, CA 93950.



Warren Buckleitner and Daren Carstens coordinate the sessions.



EVENTS & SPEAKERS

You'll meet expert researchers, designers and reviewers who will help you get smart, fast. These include:

Daren Carstens, Carstens Studios; **Barbara Chamberlin**, University of New Mexico; **Michael Colombo**, pushtheotherbutton.com; **Chris Crowell**, CTR; **Caroline Hu Flexer**, Duck Duck Moose; **Claire Green**, Parents' Choice; **John Ittelson**, CSU Monterey Bay; **Björn Jeffery**, CEO, Toca Boca; **Robin Raskin**, Living in Digital Times; **Dan Russell-Pinson**, President, Freecloud Design; **Mark Schlichting**, Noodle Works; **Aleen Stein**, Organa; **Keli Winters**, Evan Moor. **Max Whitby**, Touch Press

Sunday starts informally at 1:00 PM with the forth Children's AppFest, a free, public demonstration of Apps. This is open to the public.

In the afternoon, a special talk by **Max Whitby**, the CEO and co-founder of Touch Press. In 2004 Max earned a mid-life Ph.D. in chemistry; for the past decade, he's collaborated with last year's AppCamp speaker, **Theo Gray**, designing and building periodic table displays.



Max Whitby

Their first iPad title—The Elements—was downloaded 800,000 times, generating \$3 million. We've asked him to continue Theo's theme from last year -- and talk about the **Alchemy of Digital Magic**. He'll be introduced by Organa's **Aleen Stein**.



Dan Russell-Pinson

MONDAY will include updates on the art and business of making children's apps from **Caroline Hu Flexer** of Duck Duck Moose and **Dan Russell-Pinson**, who made such apps as Stack the States.



Caroline Flexer



Björn Jeffery

We'll wind down the day on Monday with our traditional Pacific sunset beach marshmallow toast, with more wine and hands-on app testing into the evening; followed by a special talk by Toca Boca's **Björn Jeffery**.

Tuesday begins with a frank talk about "dust" along with more talks, demos and a look toward what the next year is likely to bring. We'll end with a group lunch and a toast to another amazing year.

