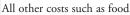
REGISTRATION

\$1440 for one seat, or \$1175 each for 2 to 5. \$990 for small publisher (pending approval).

Children and other family members are welcome to drop in to test apps. Call Asilomar for costs involvoing children and visitors.



drinks, marshmallows and parking are included in the price. The number of seats is limited and single rooms are given on a first come, first served basis.

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

Registration fees are 100% refundable up to May 1, 50% refundable from May 2 to May 15, and non-refundable after May 15, 2014. In the event that the event is postponed due to unforeseen circumstances, you will have the option to receive a refund or to keep your seat for the next proposed date

HOUSING RESERVATIONS & COSTS

Housing starts at \$189.91/night for double occupancy. Participants must stay onsite at the Asilomar Conference Center, 800 Asilomar Avenue, Pacific Grove, CA 93950 Phone: (888) 635-5310.

Dust or Magic Housing Link --> http://bitly.com/1ESCg6Y

Once online you can select your preferences for housing.

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

- 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 Warren Buckleitner at 908-284-0404 warren@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.



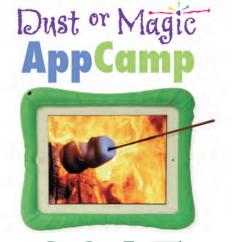


360KID AWE, Inc. American Center for Children and Media **APlusKidsApps** BinaryLabs, Inc. Bologna Children's Book Carnegie Mellon University Carstens Studios Crab Hill Press CSU Monterey Bay Disnev Duck Duck Moose Design Electric Eaaplant eSpark Evan-Moor Edu. Publishers Fantage Fisher-Price, Inc. Interactive Learning Desian JlbJab Joan Ganz Cooney Ctr. L'Escapadou Launchpad Toys Leap Froa Learning Friends Learning Games Lab Learning Touch Lestroiselles 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 Play Science PBS Interactive Rullingnet Corp. Sago Sago Scholastic SmarTots Smule Software MacKiev Still Motion Media The Juno Company Thinkina Moves Togetherville Inc. Touch Press Toy Industry Association Inc. Tribal Nova XEODesign, Inc. Yoomerang

PRIOR DM ATTENDEES

123 Apps

CONFERENCE AND TRAVEL INFORMATION



2015 THE SIXTH ANNUAL CHILDREN'S APP DESIGN INSTITUTE

May 31-June 2, 2015

Sunday through Tuesday

TO BE HELD AT:
Asilomar Conference Center
www.visitasilomar.com
Monterey, CA
3 hours South of San Franciso

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



WWW.DUSTORMAGIC.COM



ABOUT APPCAMP

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

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 the accelerometers, cameras, multi-touch and compass while making connections with veteran designers.
- Get your hands on the latest iOS and Android devices.
- Apply child development principles to emerging technology in order to "capture the magic" that can launch a business.
- Construct your own vision of "dust" and "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. It is self-funded through participant registrations.

DON'T DELAY!

Dust or Magic AppCamp is limited to 80 seats.

To check availability, visit

WWW.DUSTORMAGIC.COM

TRAVEL

The Institute starts at 5:00 PM, Sunday, May 31st, although you are welcome to arrive early to participate in the Children's AppFest in San Francisco, Saturday Afternoon on May 30. The institute will end at 1:30 PM on Tuesday, June 2nd fol-

lowing lunch. You can fly into one of the San Francisco airports and rent a car. You can also fly into the regional Monterey Airport and take a cab. Connecting flights commonly are available from SFO or LAX.

DRIVING DIRECTIONS

Set your GPS to Asilomar Conference Center, 800 Asilomar Avenue, Pacific Grove, CA 93950. Asilomar is 112 miles South of San Francisco International Airport.

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 6:30 PM from the Bay Area, if you are driving.



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OTHER 2015 EVENTS INCLUDE

Masterclass • Mar 29, Bologna, Italy Apps in Woods • Apr 19-21, Honesdale, PA Institute • Nov 1-3, Lambertville, NJ

APPCAMP 2015 EVENTS & SPEAKERS



Talks and demos by Toca Boca, Edoki, Dan Russel Pinson, Oceanhouse Media, Daren Carstens and L'Escapadou

Get to know expert designers, reviewers and researchers who will help you get smart, fast. The agenda is continually modified and speakers are updated at www.dustormagic.com.

SUNDAY starts with a 5 PM review of the year with the annual "State of the Children's App" panel. After our banquet, we'll move over to the Asilomar Chapel to listen to a talk by Bjørn Jefferey, followed by as much discussion as you like. You may be invited to give a demo.

MONDAY starts with a day that is packed with case studies, talks and a crash course on child development as it pertains to app design. It winds down with a traditional Pacific sunset beach marshmallow roast, with more wine and hands-on app testing into the evening.

TUESDAY combines more demos with talks about avoiding "dust," plus a look toward what the next year is likely to bring. We end with a group lunch and a toast to a great 2015.

The Asilomar Conference Center was at one time a YMCA retreat. It is located east of what was known as Moss Beach on the western tip of the Monterey Peninsula in Pacific Grove, California. Asilomar is a derivation of the Spanish phrase asilo al mar, meaning asylum or refuge by the sea. In 1975 it was the home of the Asilomar Conference on Recombinant DNA.

