

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 involv-
ing children and visitors.

All other costs such as food,
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

1. Something to share Participants are wel-
come to bring Apps, papers, codes, sam-
ples 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 feed-
back or an eight minute spotlight demon-
stration 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-confer-
ence. 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
BinaryLabs, Inc.
Bologna Children's Book
Fair
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
JlbJab
Joan Ganz Cooney Ctr.
L'Escapadou
Launchpad Toys
Leap Frog
Learning Friends
Learning Games Lab
Learning Touch
Lestroselles
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
Thinking Moves
Togetherville Inc.
Touch Press
Toy Industry
Association, Inc.
Tribal Nova
XEODesign, Inc.
Yoomerang

CONFERENCE AND TRAVEL INFORMATION

Dust or Magic AppCamp



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 Francisco

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



WWW.DUSTORMAGIC.COM





*“An idea can become dust or magic, depending upon the talent that rubs up against it.”
Matsuo Basho (1644-1694)*

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 following 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.



Warren Buckleitner and Daren Carstens coordinate the sessions.



OTHER 2015 EVENTS INCLUDE
Dust or Magic 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.

