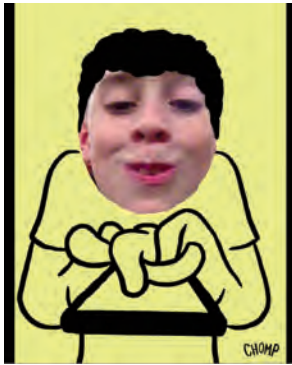## Registration

$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 involving 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, 2016. 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 $195.91/night for double occupancy. Participants must stay onsite at the Asilomar Conference Center, 800 Asilomar Avenue, Pacific Grove, CA 93950 Phone: (888) 635-5310.

Once online you can select your preferences for housing.

Latest info and registration, at www.dustormagic.com

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.
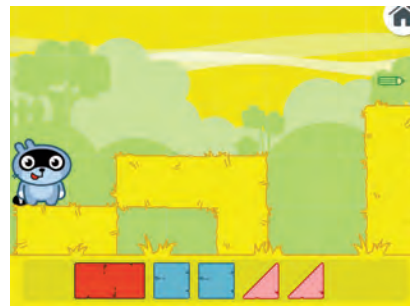
Attire   Dress is casual.

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 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.

132 Apps were awarded "Editor's Choice" seals. These will be discussed:

12 Huia Birds
A is for Amphibian
Action Graphing
All About Dinosaurs
Attributes by Math Doodles
Auto Repair
Auxy: Beat Studio
BB-8
Blox 3D World Creator
Book Creator
Bubl City Cars
Cat in the Hat - Read & Learn
CHOMP by Christoph Niemann
Curious Letters
Dada Trains
David Wiesner's Spot
Dexteria VMI
Dino Sight Words
Dr. Panda
Dr. Seuss Read & Learn
DragonBox Numbers
Earth, The
Easy Music
Elmo's World and You
Endless Learning Academy
Everything Machine, The
Fiete Choice
Goldilocks and Little Bear
Grandma's Preschool
Guitar Hero Live
HangArt: Play Hangman, Draw Pictures, Tell Stories
Hilda Bewildered
I Love Potatoes
Inside Out Storybook Deluxe
iPad Pro, The
Jeremy Goes to the Fair
Kapu Bloom Tunes
Labo Leaves
Land of Venn
Leonardo's Cat
Lipa Theater
Loopimal
Mario's Alphabet
Masterpiece for Osmo
Metamorphabet
Middle School Confidential
Minecraft: Story Mode
Mini-U: OverColor
Miximal
Monster Mingle
Montessori Letter Sounds
Moonbeeps: Gizmo
More or Less
Mystery Word Town
Name Play
NYT VR
Pango Blocks
Pepi Bath 2
Peter and the Wolf in Hollywood
Planet Lettra
Professor Astro Cat‚Äôs Solar System
Quick Math Jr.
Quiver (formerly ColAR Mix)
Sago Mini
Sesame Street Apps
Shape Gurus
Starfall ABCs
StikBot
Super Mario Maker
Thinkrolls 2
Tiggly Submarine
Toca Blocks
Understanding Math, Addition and Subtraction
Water Bears
We are the Chuggineers
WeDo 2.0
WonderBox
Woomi Wins
World of Lexica, The
YouTube Kids
Zen Studio

Dust or Magic AppCamp

2016
THE SEVENTH ANNUAL CHILDREN'S APP DESIGN INSTITUTE

May 22-24, 2016

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 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.
- Learn to tap the power of VR, AR, accelerometers, cameras, multi-touch and more 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.
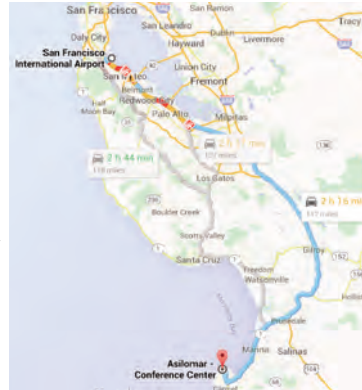
Dust or Magic is not affiliated with any hardware or software entity. It is self-funded through participant registrations.

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 22 and ends at 1:30 PM on Tuesday, May 24 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 2016 events include
Masterclass • Apr 3, Bologna, Italy
Highlights • Apr 24-26, Boyd's Mills, PA
AppCamp • May 22-24, Monterey, CA
Institute • Nov 6-8, Lambertville, NJ

AppCamp 2016 Events & Speakers

"Stack the States turned 5 years old last year and I've spent the last 6 months bringing it into the future with Stack the States 2. I will look at the evolution of app making (what it was like to make apps in the "early" days, comparing 2009 to today). Then I will focus on what I've learned."
A preview of a session by Dan Russell-Pinson

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 the talk described above by **Dan Russell-Pinson**.

MONDAY is packed with case studies, talks and a crash course on child development as it pertains to the latest apps. 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. **Ann McCormick** (Founder of the Learning Company) will be leading this year's Panel of Legends. We end with a group lunch and a toast to the year ahead.

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.