The Media Innovation Lab (milab) at the Sammy Ofer School of Communications cordially invite you to

**End Of The Year Innovation Event**

**Wednesday, 23 June 2010, 18:00**
Arazi-Ofer building, IDC Herzliya Campus

**Program:**

**18:00**  Greetings

*Dr. Noam Lemelshtrich Latar*, Dean of the Sammy Ofer School of Communications, IDC Herzliya.

Keynote speaker

*Dr. Gil Weinberg*, Georgia Institute of Technology, USA

"Extending the Musical Experience from the Physical to the Digital and back"

MiLAB Goals and future plans

*Dr. Oren Zuckerman*, co-director, Media Innovation Lab, IDC Herzliya

*Dr. Guy Hoffman*, co-director, Media Innovation Lab, IDC Herzliya

**19:00**  Students’ Prototypes Exhibition

In-car gaming experience, Location based music network, family life-logging system, physical-digital workout game, urban biking games and more…

You Are All Invited!