Texas A&M is the first university to deploy 360 virtual reality videos across global time zones to highlight Aggies making global impact.

Panama Canal, Panama: Tour the Canal with the Exec. VP of the Panama Canal expansion project’s Engineering and Program Management.

Rock Islands, Palau: Explore the waters of the Western Pacific and see one of the most diverse ecosystems in the world. Research studies the impact of increasing carbon dioxide levels in Earth’s atmosphere.

Bristol, Connecticut: Get an inside look at ESPN Studios with the host of Fuera de Juego, ESPN Deportes and ESPN International’s highest-rated international soccer program since 2006.

International Ocean Discovery Program: Tour the JOIDES Resolution research ship with the director of the International Ocean Discovery Program, where scientists explore the sea floor for clues about Earth’s history and development.

Houston, Texas: Join an Urban Student Teachers Advanced Residency (USTAR) student undergoing a yearlong clinical teaching experience in the classroom of the future.

Aggieland: Experience the Texas A&M University campus on a 360 tour, or join in virtually as more than 95,000 Aggie fans unite in their passion for the Texas A&M football team in one of the most intimidating venues in college football, Kyle Field.

Visit with one or more of these individuals daily at 2 pm to discuss their lives and work.

Texas A&M invites media and participants to get a custom analysis of your brain scan and behavior and inclinations.

Biometric equipment that gauges emotion in choices:

1. Texas A&M to announce largest biometrics lab – The Human Behavior Laboratory – in U.S.
2. Eye tracking, facial expressions, galvanic skin response will help marketers research consumer choices, habits and tendencies
3. In the future, you may walk into a store, facial recognition software will determine that you’re sad, and change lighting.

Participants can take a virtual walk on the surface of Mars with NASA/Texas A&M research program called “SpaceCRAFT” to train astronauts.
Uncovering Trends: Interacting With Big Data

**MARCH 12-14**
Red River Ballroom, HVZ*
Daily Exhibit: 10:30 am – 5:00 pm

See first-hand large data sets in research translated into images on a multi-tactile wall to show breakthroughs in research – from astronomy, to arts and humanities.

“BigDIVA” (Big Data Infrastructure Visualization Application) - web-based search and discovery resource that combs through scholarly material such as images of ancient art or historical documents and generates infographics. Amazing findings – such as in analysis of vocabulary of mystery writer Agatha Christie from age 28 to 82 revealing that she had Alzheimer’s. (Dr. Laura Mandell)

**Astronomy:** How big data sets are being interpreted to understand the universe. (Dr. Casey Papovich)

**Future of Big Data:** from mega storage (10 years ago) to drawing conclusions from seemingly disparate data (today) to interacting with Big Data by touch and imagery (tomorrow)

The Collision of Art & Technology

**MARCH 11-13**
Meriwether Ballroom, HVZ
Panel: MARCH 11: 9:30 – 10:30 am
Reception: MARCH 11: 4 – 6 pm
Exhibit daily: 10:30 am – 5 pm

Take a tour in a virtual reality and augmented reality “petting zoo” to play with educational, healthcare, and entertainment next generation technology.

**Time Release Reel:** Oscar-winning Zootopia, Piper and other animation by Texas A&M VizLab students with DreamWorks, Pixar, Walt Disney Animation, Industrial Light & Magic.

**Trends in Educational Gaming for higher Ed: “Variant,”** adopted by hundreds of universities to teach calculus 
**“Arte Mecenas,”** - Renaissance-era art while virtually navigating the era’s tumultuous politics and economics.

**Digital enhancements for therapeutic value:** Using digital technology in toys to help lessen fear of social touching by children with autism.

**Canine anatomy in virtual space:** Assemble and manipulate a VR dog skeleton, attach and flex muscles.

**And much more!**

Texas A&M Formula SAE Roll-Out

**MARCH 13**
3:30 – 4:30 pm in front of HVZ
Remarks by Texas A&M President Michael K. Young and Ahmed Mahmoud (General Motors)

Texas A&M mechanical engineering students unveil a racecar that they designed and built this year for an international design competition.

**Student design and built:** This is a senior design project within the Dept. of Mechanical Engineering. Texas A&M is one of a handful of schools that uses this project as part of the curriculum; each team is brand new each year.

The work is part of an international design competition where student teams from around the world design, fabricate, test and compete with formula-style racecars.

**Unveiling:** The Texas A&M team will unveil its racecar outside the Hotel Van Zandt on Monday, March 13 at 3:30 p.m.

Chemistry Road Show

**MARCH 14**
5 – 6 pm
Lady Bird Ballroom, HVZ

Dr. James Pennington shares his renowned “Chemistry Road Show” live @ SXSW - entertain, educate and blow things up.

A great example of **STEM education** with high-energy presentations at the K-12 level - public schools, libraries, and related educational events.

With the help of exciting and educational demonstrations involving fire, explosions, weird polymers, and super cold materials, we seek to ignite imaginations and career potential as we inspire a greater appreciation for the important role played by this elemental yet everyday science.

*HVZ = Hotel Van Zandt a.k.a. Texas A&M House for SXSW Interactive Exhibits*