

## REGISTRATION

Tuition is \$1480 for one person or \$990 for two or more. The price includes all meals but one, workshop materials, a copy of the book *Mobile Technology for*



*Children* and ground transportation to and from the airport. In order to insure quality of discussion, group size is limited to 60. Seats are available on a first-come, first-serve basis in the order in which the tuition payment is received. Other restrictions may apply. To register by phone, call 800-993-9499 during business hours EST or send an e-mail to MaryBeth Griffith (marybeth@childrenssoftware.com). You can also register online using the secure registration form found at [www.dustormagic.com](http://www.dustormagic.com) or you can fill out this form and fax it to 908-284-0405.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

e-mail \_\_\_\_\_

## PAYMENT

Visa  MC  Amex  A check is enclosed  
Number \_\_\_\_\_ Exp \_\_\_\_\_ Code \_\_\_\_\_

## CANCELLATIONS

Tuition is 100% refundable up to October 1; 50% refundable from October 2 to October 18; and non-refundable after October 18. Your Inn room can be cancelled up to 48 hours prior to the start of the event. In the event the Institute is postponed, you will have the option to receive a tuition refund or keep your seat for the next proposed date.

## INN RESERVATIONS

Participants stay at The Inn at Lambertville Station, 11 Bridge Street, Lambertville, NJ 08530. Room cost is \$110/night (standard) or \$115/night (deluxe). Suites are \$150. Call 609-397-8461 or visit [www.lambertvillestation.com](http://www.lambertvillestation.com).

## PHOTOGRAPHS & BLOGGING

Sessions and discussions may be audio or video recorded unless you specify otherwise. The Inn has abundant Wi-Fi throughout.

## WHAT TO BRING

1. Literature to share. Participants are welcome to bring papers, samples or promotional materials. Send 60 copies to DUST OR MAGIC, c/o CTR, 120 Main Street, Flemington, NJ 08822. You can also bring materials with you.
2. A laptop computer or portable game system for testing products or pre-viewing Internet content. Please make sure all items you bring to share are properly marked.
3. Something to demonstrate. 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.

## QUESTIONS?

More information can be found online at [www.dustormagic.com](http://www.dustormagic.com), or contact MaryBeth Griffith, 908-284-0404  
[marybeth@childrenssoftware.com](mailto:marybeth@childrenssoftware.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](http://www.dustormagic.net).



PRIOR ATTENDEES  
360KID  
Animusic  
Apple Computer, Inc.  
AWE, Inc.  
BinaryLabs  
Boggle Noggin  
Brainpop  
Byrne Communications  
Carstens Studios  
Center for Intentional Media  
Children's Ed. Network  
Clicktoy Interactive Inc.  
Club Penguin/Disney  
Columbia Teacher's College  
Computer Explorers  
Core Learning  
Dana Shields Design  
Delta Editora  
Disney Interactive  
Do 2 Learn  
DreamBox Learning  
ETS  
ESI Design  
ESRB  
Evan-Moor Ed. Publishers  
FableVision  
Fisher-Price  
Frog Design  
Heavy Iron Studios  
Her Interactive  
Highlights for Children  
Ignite Learning  
ImaginEngine  
Jersey Cow Software  
Joan Ganz Cooney Center  
Kerpoof LLC  
Kinder Magic Software  
Knowledge Adventure  
Leapfrog  
Learning Sandbox  
Learning Today  
Legacy Interactive  
LEGO Group  
Leveractive  
Livescribe, Inc.  
Living in Digital Times  
Mattel  
McGraw-Hill  
Michigan State University  
Microsoft  
MIT  
NASA  
NCTM  
New York Times  
PREL  
NOGGIN  
Nickjr.com  
Noodleworks  
Oppenheim Toy Portfolio  
Parents' Choice Foundation  
PBS  
Pearson Learning Group  
Playful Efforts  
PREL  
Riverdeep-The Learning Co.  
Roger Wagner Publishing  
SABI Games  
Scholastic  
School Zone Interactive  
Scribble Mats  
Sesame Workshop  
Sockeye Media LLC  
Software MacKiev  
Sunburst Technology  
Techno-Source  
TERCworks  
Thinking Moves  
THQ, Inc.  
Toy Industry Association  
University of Maryland  
Viewpoints Research  
Viva Media  
Vivendi Universal  
Voyager Learning  
Vtech Kids  
Waterford Research Institute  
WGBH  
Wild Planet  
Wisdom Voyager  
Zinc Roe Design

## CONFERENCE AND TRAVEL INFORMATION

# Dust or Magic

## — 2009 —

## THE NINTH ANNUAL CHILDREN'S NEW MEDIA DESIGN INSTITUTE

—with—

**Jeff Braun**, co-founder, Maxis;

**Chris Byrne**, The Toy Guy;

**Daren Carstens**, Carstens Studios;

**Jon-Paul Dyson**, National Center for the History of Electronic Games;

**Caroline Hu Flexer**, Duck Duck Moose Design;

**Claire Green**, Parents' Choice Foundation;

**Jim Gray**, Leapfrog; **Peter Grunwald**, Grunwald

Associates; **Kathleen Kremer**, Fisher-Price;

**Krista Marks**, GM, Disney Online Kerpoof Studios;

**Robin Raskin**, Living Digital;

**Reyne Rice**, TIA; **Eric Rosenbaum**, MIT Media Lab;

**Scott Traylor**, 360KID

November 1-3, 2009

Sunday through Tuesday

TO BE HELD AT:

The Inn at Lambertville Station

11 Bridge Street, Lambertville, New Jersey



Created by  
ACTIVE LEARNING ASSOCIATES, INC.  
PUBLISHERS OF  
*CHILDREN'S TECHNOLOGY REVIEW*

800-993-9499

[WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)



## ABOUT THE INSTITUTE

Designers of children's interactive products (software, children's web sites, videogames and toys) are invited to come to Lambertville, NJ, for the ninth annual Dust or Magic Institute. This relaxing three-day meeting brings a small group of product managers, educators, reviewers, digital artists, interface designers and researchers to the same place to brainstorm and critique the state of the art.



*No microphone needed. The small group size puts you in close contact with leading children's designers and reviewers, for the highest possible quality discussion.*

## UNIQUE OPPORTUNITIES

This year's lineup of speakers includes a mix of reviewers and publishers. The reviewers will share what they've seen this year and explain what they'd like to see more of in 2010. The publishers will demonstrate their latest products. Don't miss the chance to:

- Relax and take notes as you view the latest interactive products by way of fast, critical demonstrations.
- Learn about multitouch interfaces and kinesthetic input devices, such as the Wii MotionPlus and Microsoft Natal; make connections with the key players in new markets.
- Learn to apply principles of child development to the latest technologies in order to "capture the magic" that can launch a new line of products.
- Contribute your own vision of a product that represents either "dust" or "magic."
- Leave inspired to create more engaging products that work with children, with practical techniques and specific design ideas that you can apply—tomorrow.



### DON'T DELAY!

The Institute has room for 60 participants, and has sold out every year. To check for availability, visit [WWW.DUSTORMAGIC.COM](http://WWW.DUSTORMAGIC.COM)

## TRAVEL

The welcome reception will start at 4:30 PM, Sunday, Nov. 1st at The Inn at Lambertville Station; dinner will start at 6:00 PM followed by a presentation at 8:00 PM. The Institute will end at 1:30 PM on Tuesday, Nov. 3rd, following lunch.

## YOUR TRIP

Plan to arrive at Newark Liberty Airport no later than 2:45 PM on Sunday, November 1. Contact MaryBeth (908-284-0404) for ground transportation arrangements, or you can also take the Trans-Bridge Bus (908-730-6552, [www.transbridgebus.com](http://www.transbridgebus.com)). Ticket counters are located at Door 6 on the Arrival Level of each terminal. Tickets cost about \$34, round trip. There are two bus options, each stopping within four blocks of the Inn.

Newark Airport—> Lambertville  
Bus 1 10:45 AM—> 12:40 (arrive)  
Bus 2 3:15 PM—> 4:45 (arrive)

## RETURN

Check out of the Inn on Tuesday morning, bags ready to go in the Riverside room. The luncheon will end at 1:30, and the bus will depart for Newark airport at 1:55 PM, arriving at Newark at 3:15 PM. If you need to leave earlier, please let us know one week in advance. To be safe, plan for your flight to leave after 4:30 PM.

## DRIVING DIRECTIONS

Set your GPS to **11 Bridge Street, Lambertville, NJ 08530**. The address for Mediatech Foundation (for Monday PM) is **118 Main Street, 2nd Floor, Flemington, NJ 08822**. From New York City: (approx. 90 minutes) via the NJ Turnpike South to Exit 14. I-78 West to I-287 South (exit 29). Merge onto US-202 South (exit 17) on the left- toward US-22 SOMERVILLE/FLEMINGTON for about 25 miles. Take the last exit before the toll bridge, Rt. 29. Watch for BRIDGE street. The Lambertville Station is 11 Bridge Street, on the edge of the Delaware river.



*Warren Buckleitner and Daren Carstens will coordinate the sessions.*



## EVENTS & SPEAKERS

Sundays' events start at 4:30 pm, with hors d'oeuvres in the Inn lobby, followed by a banquet in the old train station. Over dessert Maxis co-founder Jeff Braun will tell us a story— "*How We Built an Empire, One Sim at a Time.*"

Monday morning's annual reviewer panel will sort the train wrecks from the brilliance, with the help of Chris Byrne, Warren Buckleitner, Claire Green, Robin Raskin, Reyne Rice and James Oppenheim. Each will show, tell, disagree and take questions. Throughout the sessions, classic products like Speak & Spell and Pac Man will be demonstrated by JP Dyson of the Strong Museum's new National Center for the History of Electronic Games. Brainstorming and quick critiques of products will mix with sessions by researcher Peter Grunwald and designers Jim Gray (Leapfrog), Kathleen Kremer (Fisher-Price) and Krista Marks (Kerpoof/Disney Interactive). After a photo, demos and brainstorming, we'll take the



The Inn at Lambertville Station is located on the shore of the Delaware River. The station was designed in 1867 by Thomas Ustick Walter, the architect who designed the dome of the United States Capitol. The Inn is an easy walk (via bridge) to New Hope, PA, a picturesque town nestled along the Delaware River and Delaware Canal. New Hope is a "shopper's paradise" with over 100 diverse stores.

with real kids and a session on engagement with Byrne/Green. After a dinner in Lambertville or New Hope, we'll return to hear how Caroline Hu Flexer of Duck Duck Moose conquered the app store. Finally, an evening of music, dancing, and informal product testing.

Tuesday will begin with a basket of fresh croissants along with some child development trends by Warren Buckleitner followed by a hands-on session on the iPod/iPhone. Sessions by MIT's Eric Rosenbaum and Scott Traylor will be capped with an annual literature review hosted by Bob Wickenden. The institute will conclude with lunch and a ride to the airport.

*"An idea can turn from dust to magic, depending on the talent that rubs against it."  
Matsuo Basho (1644-1694)*



Jeff Braun



Chris Byrne



Robin Raskin



J. Oppenheim



Claire Green



JP Dyson



Krista Marks



Peter Grunwald



Jim Gray



K. Kremer



CH Flexer



E. Rosenbaum



Scott Traylor