

# AEROSPACE IN AUSTIN

YOUR GUIDE TO SXSW 2020  
AEROSPACE & DEFENSE  
PANELS, EVENTS & ACTIVITIES



MARCH 13-21, 2020



# LAUNCH! SPACE INNOVATION HOUSE

TUESDAY, MARCH 17 • 1PM – 10PM  
Hangar Lounge, 318 Colorado St, Austin

Join the Aerospace Industries Association for space-related programming, an evening reception co-hosted by the Smithsonian National Air and Space Museum, food and drink, retired astronauts, and more.

## PROGRAMMING

- 1:00 – 1:45 pm **Space Force: More than a Meme**
- 2:00 – 2:45 pm **Start-Up Life: Aerospace Edition**
- 3:00 – 3:45 pm **How We'll Live and Work in Space**
- 4:00 – 4:45 pm **Documenting the New Era of Space**
- 5:00 – 5:45 pm **3, 2, 1 Liftoff: Launching Buzzworthy Space Outreach**

## RECEPTION

- 7:00 – 10:00 pm **LAUNCH! Party hosted by AIA and the National Air and Space Museum**



**Smithsonian**  
*National Air and Space Museum*

# AIA's OFFICIAL SXSW PANELS

## **The Reality of Sci-Fi: From Fantasy to Future Tech**

**March 16, 5:00 – 6:00 pm**, Hilton Austin Downtown

Take a deep dive into the creative process behind science fiction storytelling and its impacts on the real-world science of today and tomorrow.

### **Panelists**

**David Brandt**, Lockheed Martin Corporation

**Kevin Grazier**, Hollywood Science Advisor

**Lucianne Walkowicz**, Adler Planetarium

**Ytasha Womack**, Afrofuturist Author

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## **Space Gold Rush**

**March 18, 11:00 am – 12:00 pm**, JW Marriott

Innovative entrepreneurs aren't looking to the West for the next "Gold Rush," but to the sky. Explore how "2049-ers" will become Earth's first trillionaires through asteroid mining, 3D printing, and satellite servicing.

### **Panelists**

**Loren Grush**, The Verge

**Joe Landon**, Lockheed Martin Corporation

**Alex Macdonald**, NASA

**Daniel Suarez**, Science Fiction Author

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## **The Gravity of Space Junk**

**March 19, 3:30 – 4:30 pm**, JW Marriott

Too much space debris cluttering up our skies will turn our world into Wall-Es, where almost nothing gets in or out. How might space junk impact our everyday life and what can we do about it?

### **Panelists**

**Howard Eller**, Northrop Grumman

**Moriba Jah**, UT Austin

**Travis Langster**, AGI

**Jackie Wattles**, CNN Business

# PROGRAMMING OF INTEREST

## **eCombat: The Future of Digital Warfare**

US Air Force, Mansueto Ventures

**March 13**, 12:30 – 1:30 pm, Hilton Austin Downtown

## **Moon to Mars Discussion with Astronaut Stephanie Wilson**

NASA

**March 13**, 1:30 – 2:00 pm, Fairmont

## **Unlocking the World's Biggest Tech Customer: DoD**

Defense Innovation Unit, Shield AI Inc, Dcode

**March 13**, 3:30 – 4:30 pm, Hilton Austin Downtown

## **Startup Culture in the Department of Defense**

US Air Force, Defense Innovation Board

**March 13**, 5:00 – 6:00 pm, Hilton Austin Downtown

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## **Ethical AI**

Deloitte, Defense Innovation Board, Joint Artificial Intelligence Center, Dell

**March 14**, 10:00 – 11:00 am, Capital Factory

## **Hypergiant Presents: SpaceCom**

Hypergiant and SpaceCom are teaming up to explore how aerospace and industry come together to connect space technologies and business innovation.

**March 14**, 10:00 am – 6:00 pm, 101 West 6th St.

## **The Future of Defense with Exponential Tech**

Booz Allen Hamilton, Army Futures Command

**March 14**, 11:00 am – 12:00 pm, Hotel Van Zandt

## **Code War: Defense in the Age of AI**

Booz Allen Hamilton, Army Futures Command

**March 14**, 11:00 am – 12:00 pm, Hotel Van Zandt

## **End Zone to Combat Zone: New Science of Performance**

Booz Allen Hamilton, US Army, Qey Capital, WHOOP

**March 14**, 12:30 – 1:30 pm, Hotel Van Zandt

## **The Future of Aviation**

Airbus, Scandinavian Airlines

**March 14**, 12:30 – 1:30 pm, JW Marriott

## **Making Your Own Luck at CIA**

CIA

**March 14**, 12:30 – 1:30 pm, Hilton Austin Downtown

## **Exploiting AI Before It Exploits Us**

White House, Rep. Hurd (R-TX), Rep. McNerney (D-CA),  
Bipartisan Policy Center

**March 14**, 12:30 – 1:30 pm, Hilton Austin Downtown

## **How Defense Innovation in Austin Was Pioneered**

US Air Force, Defense Innovation Unit, re:3D, Bunker Labs

**March 14**, 12:30 – 1:30 pm, Omni Downtown

## **AWS Day | Cloud in Space**

AWS Ground Station

**March 14**, 1:00 – 2:00 pm, Capital Factory

## **AWS Day | Emerging Tech for Commercial Space**

AWS Demonstrations & Customer Stories

**March 14**, 2:30 – 4:00 pm, Capital Factory

## **Democratization of Space**

Booz Allen Hamilton, National Air and Space Museum,  
Axios, USAF Space Command

**March 14**, 3:30 – 4:30 pm, Hotel Van Zandt

## **Defense and Industry in the Cyber War**

Defense Innovation Unit, Hoover Institute, Countercraft

**March 14**, 3:30 – 4:30 pm, Omni Downtown

## **AWS Day | Cloudtrails and Cocktails Happy Hour**

Hosted by AWS WWPS Venture and Startups

**March 14**, 4:00 – 5:30 pm, Capital Factory

## **Russians Are Coming! Is Our Cyber Long Night Here?**

R Street Institute, Washington Post

**March 15**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Challenges in Modernizing the Army Network**

US Army, Kerberos International

**March 15**, 11:00 am – 12:00 pm, Omni Downtown

## **Attract, Manage & Train Next Generation Talent**

US Air Force, AFWERX, Shift.org

**March 15**, 3:30 – 4:30 pm, Omni Downtown

## **Pushing Our Bodies and Minds Beyond the Limits**

NASA, Texas A&M

**March 15**, 3:30 – 4:30 pm, Fleming's

## **Sisterhood of Spies: Through the Glass Ceiling**

Salesforce, State Department, The Cipher Brief, NGIA

**March 15**, 5:00 – 6:00 pm, Hilton Austin Downtown

## **NASA iTech's Ignite the Night Austin**

Start-up Pitch Competition

**March 15**, 6:00 – 9:00 pm, Capital Factory

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## **Anne Neuberger in Conversation with Nicholas Thompson**

National Security Agency, Wired

**March 16**, 9:30 – 10:00 am, JW Marriott

## **Startups in Defense**

Boeing HorizonX Ventures, Deloitte, Striveworks, Army Applications Lab

**March 16**, 10:00 am – 4:00 pm, Capital Factory

## **The Black Box: 5G Security**

ODNI, DHS, European Union, Stanford University

**March 16**, 11:00 am – 12:00 pm, Maggie Mae's

## **How NOT to Re-Innovate the Wheel**

Airbus, Defense Digital Service, Dcode,

Army Futures Command

**March 16**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Lunar Village: The Future of Space Exploration**

Bechtel, NASA, Texas A&M

**March 16**, 11:00 am – 12:00 pm, Fleming's

**The National Security Side Hustle**

Defense Innovation Unit

**March 16**, 2:00 – 3:00 pm, Omni Downtown**It's Not Rocket Science (Well Actually...It Is)**Northrop Grumman, The Spaceship Company, Saber  
Astronautics, Equatorial Launch Australia**March 16**, 3:30 – 4:30 pm, Lucille**Who on Earth Should Govern Space?**

SpaceX, For All Moonkind, The Conversation, Texas A&amp;M

**March 16**, 3:30 – 4:30 pm, Fleming's**Defense Innovation Needs Entrepreneurs**

Defense Innovation Unit, Forgepoint Capital

**March 16**, 3:30 – 4:30 pm, Omni Downtown**The Reality of Sci-Fi: From Fantasy to Future Tech**Lockheed Martin, Adler Planetarium, Afrofuturist Author,  
Hollywood Science Advisor**March 16**, 5:00 – 6:00 pm, Hilton Austin Downtown**Lesson from a Lifetime in the Pentagon**

Former Secretary of Defense Ash Carter

**March 16**, 5:00 – 6:00 pm, Austin Convention Center**Drones: Changing Lives, Shaping Society**

Bell Flight, Airbus, FAA, FedEx

**March 17**, 9:00 – 10:00 am, Courtyard Marriott**Start-up and Government-Compatible at Last**

US Air Force, NASA, Established, re:3D

**March 17**, 9:30 – 10:30 am, Hilton Austin Downtown**Race You There: 90 Minute Transatlantic Travel**

Hermeus Corporation

**March 17**, 9:45 – 10:00 am, Fairmont**The Future of Training & Work**

How AR/VR can change how we train and work

**March 17**, 10:00 am – 4:00pm, Capital Factory**Design a Circular Economy with Business,  
Gov't & Tech**Deloitte, AFWERX, US Air Force, US Business Council For  
Sustainable Development**March 17**, 12:30 – 1:30 pm, Omni Downtown

## **If It Can, It Will Be Connected: NSA, IoT, & You**

National Security Agency

**March 17**, 12:30 – 1:30 pm, Hilton Austin Downtown

## **Space Force: More than a Meme**

AIA, Mercury Systems, McKinsey & Company, The Hill

**March 17**, 1:00 – 1:45 pm, Hangar Lounge

## **Start-Up Life: Aerospace Edition**

AWS, Stratolaunch, Bryce Space & Technology,  
Relativity Space, The Bridge

**March 17**, 2:00 – 2:45 pm, Hangar Lounge

## **How We'll Live and Work in Space**

Boeing, Collins Aerospace, NASA, Space Journalist

**March 17**, 3:00 – 3:45 pm, Hangar Lounge

## **5G Technology: Unique Challenges & Opportunities**

Department of Homeland Security

**March 17**, 3:30 – 4:30 pm, Hilton Austin Downtown

## **ASCEND: Creating Our Off-World Civilization**

York University, MIT Media Lab, DoD, Space Consultant

**March 17**, 3:30 – 4:30 pm, Hilton Austin Downtown

## **Documenting the New Era of Space**

Cosmic Perspective

**March 17**, 4:00 – 4:45 pm, Hangar Lounge

## **3, 2, 1 Liftoff: Launching Buzzworthy Space Outreach**

National Air and Space Museum, Yuri's Night

**March 17**, 5:00 – 5:45 pm, Hangar Lounge

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## **Space Gold Rush**

Lockheed Martin, The Verge, NASA, Author of Delta-v

**March 18**, 11:00 am – 12:00 pm, JW Marriott

## **Keeping NATO's Technological Edge**

NATO Communications and Information Agency

**March 18**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Space Viruses! Preventing the Next Deadly Outbreak**

Mexico Ministry of Health

**March 18**, 11:00 am – 12:00 pm, JW Marriott



## **Entrepreneurship in Aerospace**

Starburst Accelerator, TechCrunch

**March 18**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Swarms: Current Research & Future Applications**

NASA JPL, USC, MIST Lab, Charles River Analytics

**March 18**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Leadership in Emerging Transportation Technologies**

US Department of Transportation

**March 18**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Alienating Mars: Challenges of Space Colonization**

NY Academy of Sciences, Lunar and Planetary Institute, Cornell Medicine, Adler Planetarium

**March 18**, 12:30 – 1:30 pm, JW Marriott

## **The Billion Year Archive and Lost Lunar Library**

Arch Mission Foundation

**March 18**, 12:30 – 1:00 pm, JW Marriott

## **Unmanned Aerial Systems Revolution**

Defense Innovation Unit, Auterion, Modalai, US Army

**March 18**, 12:30 – 1:30 pm, Omni Downtown

## **Space Exploration: Ask Me Anything**

The Space Gal, National Math and Science Initiative

**March 18**, 2:00 – 3:00 pm, Austin Convention Center

## **Living on Mars, Beyond Surviving**

NASA, Leading Edge Enterprises, Hôpital Du Valais, HASSELL

**March 18**, 3:30 – 4:30 pm, JW Marriott

## **Moon XR: Speculative Storytelling & Future Media**

SeirenFilms

**March 18**, 3:30 – 4:30 pm, JW Marriott

## **Reimagining the Visual Language of Cybersecurity**

Craft-O-Graph, IDEO, Hewlett Foundation, Stratigos Security

**March 18**, 3:30 – 4:30 pm, JW Marriott

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## **The Apollo 11 Moonshot: Making the Impossible Real**

One Giant Leap

**March 18**, 5:00 – 6:00 pm, JW Marriott

## **Should Humans Explore the Moon or Mars Next?**

Space/Science Influencers, SpaceX

**March 18**, 5:00 – 6:00 pm, JW Marriott

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## **Space Race: NASA Tech Supercharges Autonomous Cars**

Uber ATG, NASA, Wards Intelligence, Hyundai Cradle

**March 19**, 11:00 am – 12:00 pm, JW Marriott

## **Shooting for the Moon with Hypersonic Flight**

HyperSciences Inc, UT Austin

**March 19**, 11:00 am – 12:00 pm, JW Marriott

## **Building a Better World from Outer Space**

L3Harris Technologies, NASA, Development Seed

**March 19**, 11:00 am – 12:00 pm, JW Marriott

## **Journeying to the Outpost of Humanity in Space**

NASA, Canadian Space Agency, Time + LIFE VR,  
Felix & Paul Studios

**March 19**, 11:00 am – 12:00 pm, JW Marriott

## **Leadership in the Low Earth Orbit Economy**

Firefly, Defense Innovation Unit, CesiumAstro

**March 19**, 12:30 – 1:30 pm, Omni Downtown

## **NASA's First Planetary Defense Mission: DART**

Johns Hopkins Applied Physics Lab, NASA

**March 19**, 12:30 – 1:30 pm, JW Marriott

## **Space for All: The Future's Frontier**

The Spaceship Company, ASU, Planet, GWU

**March 19**, 12:30 – 1:30 pm, JW Marriott

## **Are You Ready for the Future of Space Exploration?**

NASA Administrator Jim Bridenstine

**March 19**, 2:00 – 3:00 pm, Hilton Austin Downtown

## **Air Mobility: Fueling the Hydrogen Economy**

SmartSky Networks

**March 19**, 2:00 – 3:00 pm, Hilton Austin Downtown

### **The Gravity of Space Junk**

Northrop Grumman, AGI, CNN Business, UT Austin

**March 19**, 3:30 – 4:30 pm, JW Marriott

### **Space Force: This Is All Very Real**

Aerospace Corporation, Starburst Accelerator, US Air Force

**March 19**, 3:30 – 4:30 pm, JW Marriott

### **Launching an Austin Space Start-Up: Why, Where and How**

Firefly Aerospace

**March 19**, 5:00 – 6:00 pm, JW Marriott

### **Can Regulation Boldly Go? Space Law X Star Trek**

State Department, University of Nebraska, R Street Institute

**March 19**, 5:00 – 6:00 pm, JW Marriott

### **Sex and Intimacy for Today's Space Travelers**

Project PoSSUM, Future of Sex, Tourism Society

**March 19**, 5:00 – 6:00 pm, JW Marriott

### **New Approaches to Space Architecture**

Blue Origin, Crushing Terrell, Stellar Amenities,

Space Exploration Architecture

**March 19**, 5:00 – 6:00 pm, JW Marriott

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### **Female Trailblazers in Space: Reaching for the Stars**

CEO of Girl Scouts USA, Astrafemina

**March 20**, 11:00 am – 12:00 pm, JW Marriott

### **To Bennu & Back—Pioneers on the Asteroid Frontier**

University of Arizona

**March 20**, 11:00 am – 12:00 pm, JW Marriott

### **Shaping the Trillion Dollar Space Economy**

Dessert Sky Holdings, NanoRacks, Hemisphere Ventures,

Space Fund

**March 20**, 11:00 am – 12:00 pm, JW Marriott

### **Using Science Fiction to Inspire Innovation**

Superhuman-x

**March 20**, 12:30 – 1:30 pm, JW Marriott

### **Artemis Generation: NASA's Next Giant Leap**

NASA

**March 20**, 12:30 – 1:30 pm, JW Marriott

## **The Last Stargazers: The Evolution of Astronomy**

University of Washington

**March 20**, 12:30 – 1:30 pm, JW Marriott

## **Future Investment Opportunities in the Space Industry**

Virgin Orbit, Voyager Space Holdings

**March 20**, 3:30 – 4:30 pm, JW Marriott

## **Preventing Space Weather Disasters**

NOAA, National Science Foundation, National Solar Observatory

**March 20**, 3:30 – 4:30 pm, JW Marriott

## **Feeding the Force: Innovating the Army's Supply Chain**

Army Futures Command, UT Austin, USPTO

**March 20**, 3:30 – 4:30 pm, Hilton Austin Downtown

## **The History and Future of Fashion in Space**

Parson School of Design

**March 20**, 5:00 – 6:00 pm, Hilton Austin Downtown

## **The Value of Space Partnerships for Brands**

ISS US National Lab, Space Marketing Group, FlightLine Films

**March 20**, 5:00 – 6:00pm, JW Marriott

## **Can We Build a Better Society Beyond Earth**

Science Authors

**March 20**, 5:00 – 6:00 pm, JW Marriott

## **Love, Robots, Mars: Becoming an Astronaut**

AstroNav LLC

**March 20**, 5:15 – 5:30 pm, Hilton Austin Downtown

## **Fire & Laser Beams: 3D Printing a New Space Age**

Ursa Major Technologies

**March 20**, 5:30 – 5:45 pm, Hilton Austin Downtown

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## **AI Visualized: Prepping For The Robot Revolution**

Spark Cognition, Johns Hopkins Applied Physics Lab, New American Foundation

**March 21**, 11:00 am – 12:00 pm, Hilton Austin Downtown

## **Attack Vectors in Orbit: Cybersecurity in Space**

Trend Micro

**March 21**, 12:30 – 1:30 pm, Hilton Austin Downtown