



VR, AI AND BLOCKCHAIN – NEW BUSINESS MODELS FOR ANIMATION

Stuttgart, April 10, 2019

New technologies for the creative industry: Virtual Reality (VR), Artificial intelligence (AI) and Blockchain are increasingly finding their way into the film and games sector. The Stuttgart International Festival of Animated Film (ITFS) presents seven companies working on these new business models.

May 3, 2019, 3 – 5.30 pm, Rotunde of L-Bank

Prior to presenting the Trickstar Professional Awards on Friday, May 3rd, this year and for the first time, the ITFS will host a conference on the topics of VR, AI, and Blockchain directed at representatives of the film, animation and games industry. During this afternoon, enterprises, start-ups, and projects from Baden-Württemberg, Germany, and other European countries working on AI and Blockchain projects and providing important ideas to the creative industry in Baden Württemberg – especially within the animation, VFX, and games economy – present themselves.

The benefits – especially in relation to big film data banks, online platforms, and digital channels of distribution – are obvious: a targeted scaling and focusing in the distribution of works becomes possible, all parties involved benefit from enhanced security, increased transparency, and a fair profit participation. With the help of artificial intelligence, an evaluation of whether and in which target group a film could garner success can already be made during the process of production, which enables creative people to tell more inventive, daring and innovative stories, knowing that they will have an effect on their audience. At the same time, the technology provides possibilities to distribute and finance formats with more independence from the streaming giants. New narratives and business models have already evolved in the Virtual Reality sector and they are continuously developed further. As part of the conference, we introduce the VR multiplayer project that already has more than 204 location-based units in 19 countries on 6 continents and creates new immersive, interactive possibilities of gaming in cinemas and shopping malls.

Keynote: VR & AR in realtime product visualisation

Speaker: Philip D. Hertel, Executive Creative Director Dassault Systemes 3DExcite GmbH

Products, services and brands are in continuous demand for new communication modes to lift them out of the media whizz in a more dynamic and emotional way also attracting customers. One of these modes is the visualisation in realtime – from photo-realistic to artificially stylised. The whole range of applications and how employing modern gaming engines contributes to it, are presented on the basis of a few examples.

Line-up:

Leif Arne Petersen, Hologate (Munich): the company presents its expansive, immersive and interactive multiplayer Virtual Reality playground. For HOLOGATE, famous game, film and animation contents such as "Angry Birds" or "Das Boot" are being developed further.

Christian Hirth, DeepVA (Freiburg): DeepVA (Freiburg): the start-up is developing special image recognition programmes which can identify and assign relevant contents, for instance persons or certain animation techniques, for users of big video databases.

Pietro Triscari, Dserv (Tübingen): the software company explores AI in the sector of marketing and automatization of design processes.

Tilman Scheel, The Reelport GmbH (Cologne/Berlin): the company develops platforms for film uploads for festivals and film markets and has, among other things, developed the Online Animation Library with the ITFS and Stadtbibliothek Stuttgart – the biggest password protected online film database for animated films in the world.

Alan R. Milligan, White Rabbit (Oslo): Blockchain-company in the field of streaming which work on peer-to-peer. For monetization A token system, which can be regarded as an alternative to the classic subscription models of the large studios, contributes to monetization.

Marc Wardenga, EuroVideo Medien GmbH (Munich): Developer of the game for the Schleich brand and animated film project "Bayala", which illustrates the increasing connection between games, animation and toy industry.

Sarita Christiansen, Copenhagen Bombay (Copenhagen): CoboStories - new animation software and hardware system for animation production for KITAS and primary schools that motivates children to make their own films. In cooperation with Dusyma (Schorndorf).

The event will take place before the Trickstar Professional Awards . The conference language is English.

Please register using the following code: ITFS19_BUSINESS-73EX78FS.

Registration: <https://www.xing-events.com/ITFS2019-Galas.html>

With the friendly support of the Ministry of Economic Affairs, Labour and Housing Baden-Württemberg

More information: www.itfs.de/en

Get your press accreditation: presse@festival-gmbh.de

About ITFS

Established in 1982, ITFS has evolved into a festival that stands out among the world's events for animated film. It presents the full and up-to-date spectrum of animated filmmaking and its intersections with visual effects, architecture, art, design, music, and games. The FMX takes place alongside the ITFS. As the largest professional conference for animation, effects, games and immersive media (Conference on Animation, Effects, Games and Immersive Media), it is organizing the Animation Production Days business platform, the only coproduction and financing market specialized in animation projects Germany. In 2018, around 100,000 visitors came to Stuttgart to see about 1,000 films on the Open Air screen and in the Festival Cinema InnenstadtKinos Stuttgart.

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