

Press Release**Save the Date!****MediaTech Con with Changing the Picture and VR NOW
Con & Awards in Potsdam for the first time on 14 and 15
November**

Potsdam, 5 September 2018. The **MediaTech Con** is the new conference for future media technologies in Potsdam-Babelsberg. It is being held for the first time on 14 and 15 November, 2018. The two previously established conference brands **Changing the Picture** and **VR NOW Con & Awards** are a part of the MediaTech Con. The three conferences rolled into one will be offering their delegates a joint two-day international platform with visionary presentations, talks and workshops in Potsdam-Babelsberg – and will thus be right at the interface of technology, content and application. The use for those companies not directly part of the media industry is therefore be a foremost concern and will be supported by the MeetToMatch business networking platform. The organisers are offering a joint ticket and numerous opportunities for networking and communication. Further information at www.mediatech-con.de.

The **MediaTech Con** is dedicated to the technology-driven production of content and the media business. The MediaTech Con is being organised by the MediaTech Hub Potsdam. Potsdam was named as one of 12 Digital Hubs by the Federal Ministry for Economic Affairs and Energy. It is part of an extensive network which is made up of companies, startups, investors, institutions, universities and research institutes from the core sectors of Media Technology, Film, Virtual Reality, Digital Engineering, Edutainment, Data Visualisation, Gamification as well as interface sectors. Future Media Technologies are changing the whole value chain for the media, entertainment and film industries – from industrial production, Digital Engineering, Virtual/Mixed Augmented Reality through to Volumetric VR. www.mediatechhub-potsdam.de.

CHANGING THE PICTURE (CTPiX) is a conference at the interface between storytelling and technology and addresses national and international participants from across the film, television and digital production sectors. CTPiX is organised by transfermedia production services. The conference is being held this year for the sixth time. www.changingthepicture.de.

Virtual Reality e.V. Berlin-Brandenburg is organising the **VR NOW Con & Awards** now for the third year. The conference acts on current impulses and trends in the fields of VR, AR and MR and presents new business models and sustainable prospects for the successful deployment of Virtual Reality. In addition, this will be the third time that the event provides the backdrop for the **VR NOW Awards** in their five categories: VR NOW Grand Prize, VR Technology Award, Industry VR Award, Cinematic VR Award and Interactive VR Experience Award. The deadline for entries is 16 September, 2018. The English-language conference, the exhibition and the awards ceremony are organised by Booster Space. www.vrnowcon.io.

All three events are supported by the Medienboard Berlin-Brandenburg.
Further information at www.mediatech-con.de.

Press contact:

SteinbrennerMüller Kommunikation

Dr. Kathrin Steinbrenner & Kristian Müller

mail@steinbrennermueller.de, phone +49 30 4737-2191 & -2192