

## Press Release

# Digital Health, Big Data, Alexa, Artificial Intelligence, Mixed Reality Headsets, Location-based and Cinematic VR

MediaTech Con with extensive programme and international speakers in Potsdam-Babelsberg on 14 - 15 November

Potsdam, 4 October 2018. The first speakers at the **MediaTech Con**, the new English-language conference for future media technologies in Potsdam-Babelsberg, have now been confirmed. It will be held for the first time together with the previously established conference brands **Changing the Picture (CTPiX)** and **VR NOW Con & Awards** at Potsdam-Babelsberg on 14 and 15 November, 2018.

## Six sessions at MediaTechCon

„**MediaTech and Big Data**“, **MediaTech and Health**“, **“Media Tech and Logistic**“, **“MediaTech and Science**“, **“MediaTech and Infrastructure**“, **“MediaTech and Volumetric Film**“ are the subjects of the six sessions at the **MediaTech Con** which is dedicated to the technology-driven production of content and the media business. International experts will come together under the heading of **„Trio Infernale? The inexorable convergence of Media, Tech and Data**“ to address the phenomenon of **“Big Data**“, the alleged universal remedy for increasingly complex, chaotic and competitive markets. But is this actually the case? Or are financial, social and cultural risks also associated with Big Data? The debate on **“An App a day keeps the doctor away – a better life with digital health?”** focuses on the topic of MediaTech and health. Operating with the aid of robots, virtual reality as support for pain therapy or as trauma therapy and for treating anxiety disorders. Smart devices for the automatic measurement and transmission of pulse, sleep or performance – digital technologies have long since become a part of medical treatment and yet are still at the beginning of their development.

## Magic Leap, Voices of VR, VR and IPs at the VR NOW Con & Award

The **VR NOW Con & Award** is focused on how virtual reality is being brought into the cinema. How one can tell stories in large and freely accessible virtual spaces. Another focus: various industries have been using VR and other mixed realities for training activities and maintenance work for some time. What kind of developments are there here? **Sean Stewart**, author, digital storyteller („I Love Bees“ for Halo 2, „Cathy’s Book“) and currently Creative & Design Director at the US mixed reality startup Magic Leap, will speak about the genesis of the hotly anticipated mixed reality headset whose first models were recently shipped out to content developers.

In addition, the „VR veteran“ **Kent Bye**, journalist and the creator of the „Voices of VR“ podcast, has confirmed his attendance. Since the launch of his podcast in 2014, he has spoken with hundreds of VR experts, pioneers and enthusiasts, thus documenting the development of Virtual Reality from the outset. The famous last question of his podcast, **„What is the ultimate potential of VR?“** is also the title of his forthcoming book. Bye will be presenting the most interesting answers at VR NOW Con. „Justice League“, Stephen King's „IT“, „Fantastic Beasts And Where To Find Them“ are just a few examples of films as well as TV shows released with VR experiences. They can serve as promotional tools or as a new medium to expand the realms of experience.

Film and TV professionals will work with **John Canning** and **Eric Shamlin** on analysing their own licences in the "**How to get your IP ready for VR**" workshop and then develop an appropriate implementation of immersive media. John Canning is a VR/AR and VFX aficionado, Executive Producer at Digital Domains and Managing Director of MediaSherpa Consulting and Productions, Eric Shamlin is SVP Head of Growth North America and an Emmy award-winner as well as the winner of 12 Cannes Lions.

In addition, the VR NOW Awards will be presented for the third year running as part of the VR NOW Con & Awards.

### **Voice assistants, European Netflix & Amazon at Changing the Picture**

„**Alexa, how will you change our industry?**“ this question will open what will now be the sixth edition of the **Changing the Picture (CTPiX)** conference. **Pete Thompson**, Vice President of Amazon Voice Service (AVS) will be joined with **Philip McLauchlan**, Chief Science Officer at the renowned TV technology company Mirriad (UK) and **Mark Harrison**, Managing Director of the largest British network of broadcasters, producers and suppliers (DDP, UK) in a discussion about how smart voice recognition systems, sophisticated search algorithms, recommendation engines or personalised content are currently changing the media industry from the bottom up.

Artificial intelligence and its influence on storytelling is the subject of the fireside chat under the heading of „**AI for Storytelling and Film: Scriptwriting and Workflows**“ with **Deb Ray**, founder and CEO of the AI platform for content producers RivetAI (USA) and **Oscar Sharp**, the British filmmaker whose „Sunspring“ was the first film to be written by AI. They will both discuss how screenplays, production and distribution will be influenced by AI in the future. **Soumy Sriraman**, President of BritBox, the joint venture VoD subscription service between the largest British broadcasters BBC and ITV, will also be coming to CTPiX. She will be joined by **Robert Amlung** (Head of Digital Strategy, ZDF) and **Alexandar Vassilev** (head of the new joint platform of Discovery Channel and ProSiebenSat.1) to discuss the European answer to Netflix and Amazon.

The three conferences will be offering their delegates a two-day international platform with visionary presentations, talks and workshops in Potsdam-Babelsberg – and thus be right at the interface of technology, content and application.

All three events are supported by the Medienboard Berlin-Brandenburg.  
Further information at [www.mediatech-con.de](http://www.mediatech-con.de).

#### **Press contact:**

SteinbrennerMüller Kommunikation  
Dr. Kathrin Steinbrenner & Kristian Müller  
[mail@steinbrennermueller.de](mailto:mail@steinbrennermueller.de),  
Telefon +49 30 4737-2191 & -2192