

**Special Press Release: Automotive Industries meets Real-Time at FMX in Stuttgart, Europe's Capital of the Car Industry**

For immediate publication

**FMX 2017**

International Conference on Animation, Effects, VR, Games and Transmedia

**May 2-5, Stuttgart, Germany**

**Ludwigsburg/Germany, April 3, 2017.** FMX is happy to announce its very first series of talks on Automotive at FMX. Under the headline "Automotive Industries Meet Real-Time," FMX will bring together players such as Audi AG, McLaren, Renault-Nissan, Mackevision, 3DEXCITE, Almotive, Burrows, IGNYTE, REWIND and ZeroLight. The keynote for this vital set of presentations will come from **Chris Bradshaw**, Senior Vice President of Media & Entertainment, Education Experiences, and Impact at Autodesk. He will discuss the convergence of automotive and media industries, focusing on real-time technologies and their impact. One central project in the limelight is the **BLACKBIRD® Project**, which was introduced at this year's GDC by Epic Games and The Mill, and the upcoming Pixar film **Cars 3**, which FMX will spotlight more than a month before its official US release.

**► The Future of Automotive Marketing and Customer Engagement: The Mill BLACKBIRD® + Unreal Engine**

**Alistair Thompson, Vince Baertsoen and Joji Tsuruga** (The Mill) as well as **Kim Libreri, Francois Antoine, Michael Gayand Guillaume Abadie** (Epic Games) will discuss how they joined forces to revolutionize the conventions of digital filmmaking and the future of customer engagement with production tools such as The Mill BLACKBIRD®, Mill Cyclops™ and the latest iteration of Epic's Unreal Engine. **Mill BLACKBIRD®**, is a fully adjustable car rig that can be modified in length and width as well as programmed to replicate the driving characteristics of any car. Fitted with a camera rig, lidar scanner and tracking markers, this vehicle can be used with Unreal Engine to create any photo-real car in CGI in real time. **Mill BLACKBIRD®**, stars in **The Human Race**, a short film that merges real-time visual effects and live-action storytelling, which was premiered to launch the 2017 Chevrolet Camaro ZL1 at this year's Game Developers Conference in San Francisco.

**► Virtual Design for Cars for over 25 years: Racoon**

**Bruno Simon** counts as the founding father of the Renault Design **Racoon** Project, that entailed a highly innovative concept car featuring the first ever CG car integration in a real environment, as early as 1992. Simon will explain why Renault decided to invest time and energy to develop the very first "Virtual Production Studio" in the world and integrate virtual cars in live environments as much as 25 years ago. He will share his learnings with the audience and present the fascinating perspectives that become possible - from pre-calculated images, towards real-time.

**► Digital Retail and Real-Time Car Configurators**

How do Visual Effects and Real-time Technologies merge and benefit the Automotive Industry? Mackevision's **Juri Stanossek**, VFX Supervisor, and **Benny Glende**, Head of Real-time, speak about technical challenges but also open up new perspectives on Cinematography for Car Commercials and the use of Real-time 3D-Technology. Also on-board: **Tim Rau** from 3DXCITE with a presentation of their most recent developments.

**► The Use of VR in Marketing and User Experiences: Jaguar VR and Audi VR**

**Leif Petersen** (IGNYTE) and **Thomas Zuchriegel** (Audi AG) will dive into the Audi VR Experience. The Audi VR Experience, which select Audi dealers are outfitted with, acts as a car configurator for potential buyers. It allows the VR user to change the look of the car and walk around it. **Solomon Rogers** (REWIND) provides an insight into the creation of the Jaguar VR Experience, which was the central showpiece of the Jaguar all-electric I-PACE concept car launch. Working with Imagination, REWIND combined virtual reality and social reality with product demo to create a unique multi-user experience. More than 300 people around the world were transported into a virtual space, where they were able to interact with one another, the car's creators, a live presenter and the car itself; they were even able to sit behind the stirring wheel.

**► Character Design for Cars 3 one-and-a-half months before its release**

The third instalment of the popular **Cars** franchise becomes a showrunner at FMX more than a month ahead of its US release (June 16, 2017). **Jay Shuster** (Pixar Animation Studios), who was the Production Designer for **Cars 3**, reveals how he helped to build the world of the film and worked on the character design.

**► The use of real-time graphics and games engines in automotive development process**

**Marc Petit**, General Manager for Unreal Enterprise at Epic Games, will host a series of talks that will cover the use of real-time graphics and games engines in the automotive development process from design to retail. Almotive will demonstrate how to teach autonomous vehicles about the real world, they will discuss how technology is changing the experience of the user in the car. Following this, Marc Petit will bring the best of automotive marketing and retail with showcases from 3DEXCITE, McLaren, Burrows and ZeroLight, which will demonstrate how their work leverages games engines, GPUs, mobile and cloud.

If you want to receive further program updates, you find them on our [website](#).