

Early Bird Rates for **RealTime Economics Summit** ends at midnight on Sunday, April 23rd. Register now and save up to \$1,245!



Join **Refik Anadol** (Refik Anadol Studio), **Girish Balakrishnan** (Netflix), **Elizabeth Baron** (Unity), **Ryan Beagan**, **Scott Belsky** (Adobe), **Lyron Bentovim** (The Glimpse Group), **Camille Cellucci** (Digital Fish), **Rick Champagne** (NVIDIA), **Ben Conway** (VNTANA), **François Cottin** (Adobe), **Doug Cooper** (Spire Animation Studios), **Alex Coulombe** (Agile Lens), **Matthew Drinkwater** (London College of Fashion), **Mateusz Gawad** (HOK) **Barbara Ford Grant** (Prysm), **Ron Frankel** (Proof Inc.), **Darin Friedman** (Planet X Studio), **Reeti Gupta** (HOK), **Kerenza Harris** (Morphosis), **Jalaj Hora** (Nike), **Sallyann Houghton** (Epic Games), **Alina Kadlubsky** (Open AR Cloud Europe), **Christina Lee-Storm** (Netflix), **Rob Legato** (Ktm Productions Inc.), **Max Limper** (DGG), **Monte Lutz** (Adobe), **Pierre Maheut** (Adobe), **Eve Maler** (ForgeRock), **Barbara Marshall** (HP), **Terrence Masson** (SVA), **Nelly Mensah** (LVMH Moët Hennessy Louis Vuitton Inc.), **Kamal Mistry** (Arcturus), **Chris Nichols** (Chaos Group), **Bob Pette** (NVIDIA), **Jan Pflueger** (Audi), **Jo Plaete** (Metaphysic), **Sam Polquin** (Warner), **Guido Quaroni** (Adobe), **Austin Reed** (HNTB), **J.T. Rooney** (XR Studios), **Rotimi Seriki** (Teague/Boing), **Dane Allan Smith** (The Third Floor), **Paolo Tamburrino** (Autodesk), **Ed Ulbrich**, **Marc Whitten** (Unity), **Philipp Wolff** (DNEG), **Karl Woolley** (Framestore), **Kariem Younes** (Michael Kors), **Habib Zargarpour**, and more...

...for an executives-only think tank devoted to the economic impact of real-time across industries.

For two days, a select cohort of executives from industries including virtual production, broadcast, digital fashion, retail & 3D commerce, manufacturing, architecture, automotive, advertising, and enterprise management will gather in New York to answer the hard questions about the economics of real-time technology:

- Which real-time tools and techniques are ready for my field's demands?
- Will adopting real-time technologies mean real, structural change?
- What will it cost to get started?
- What ROI can I expect and when?

The Early Bird Pricing Ends in Two Days!

[Apply now](#) to get your invitation and save up to \$1,245

Early Bird pricing for **RealTime Economics Summit (RTES)** May 15 & 16 | New York | In-Person | 250 Executives ends at midnight on Sunday, April 23rd.

RealTime Society Members benefit from a 50% rebate on tickets to the exclusive 2023 **RealTime Economics Summit** (all prices in USD)

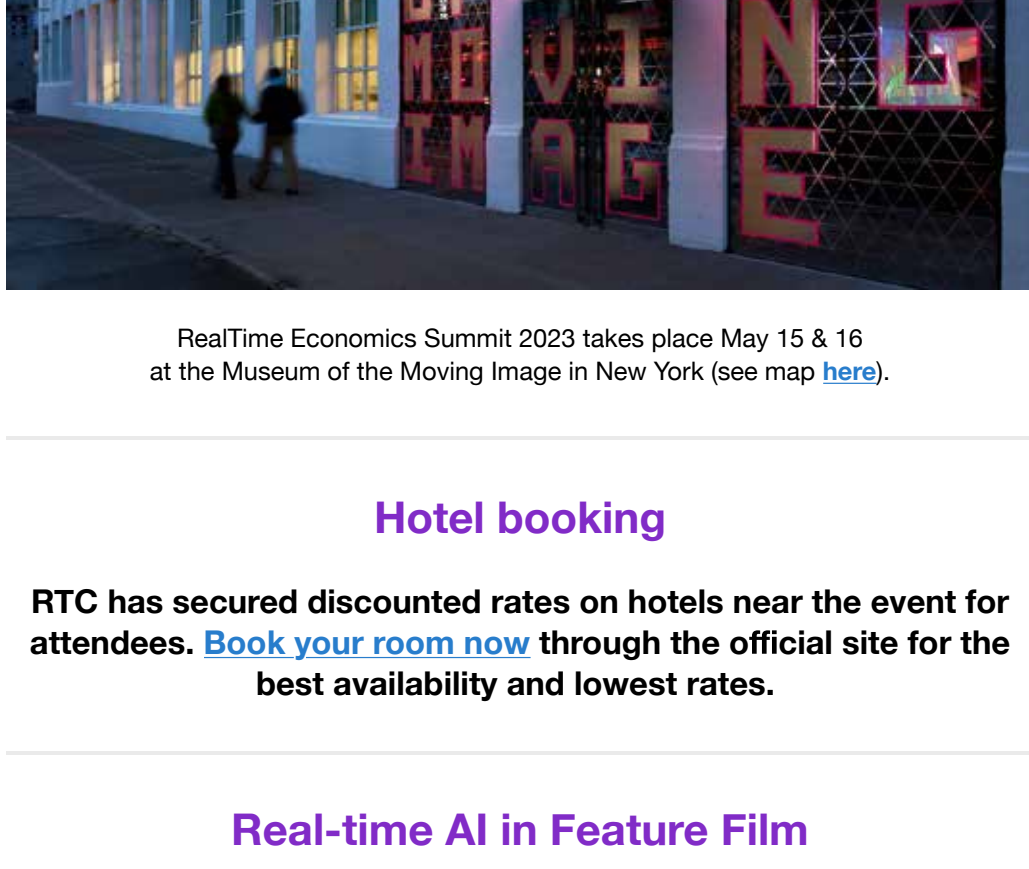
Early Bird

March 20 to April 23, 2023
Non-Members pay \$2,495
RTS Members pay only \$1,245

Regular

April 24 to May 15, 2023
Non-Members pay \$2,995
RTS Members pay only \$1,495

[Join RTS](#) to benefit from the 50% rebate and [complete your RTES attendee application today!](#)



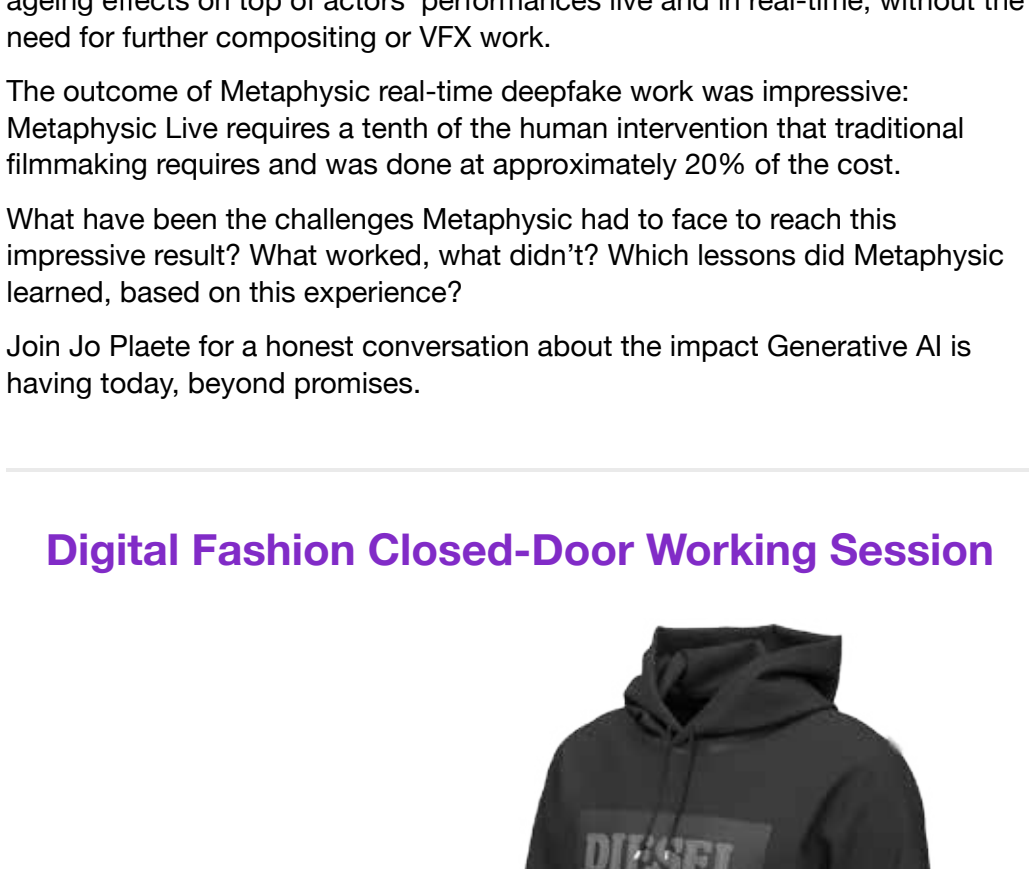
RealTime Economics Summit 2023 takes place May 15 & 16 at the Museum of the Moving Image in New York (see map [here](#)).

Hotel booking

RTC has secured discounted rates on hotels near the event for attendees. [Book your room now](#) through the official site for the best availability and lowest rates.

Real-time AI in Feature Film

Is Generative AI Already Changing the Economics of Film Production Today? How? Which Benefits? Which Challenges?



Keynote - Monday, May 15 at 8:30 AM ET.

Jo Plaete - Chief Innovation Officer & VFX Supervisor - **Metaphysic.ai**

Generative AI impacts more and more movies, concerts, games and virtual worlds' production.

Does Generative AI significantly lower costs, accelerate workflows, and reduce the human intervention as promised?

Jo Plaete, Chief Innovation Officer at Metaphysic, gets back on his experience using Metaphysic Live for Miramax's 'Here' with Tom Hanks and Robin Wright, directed by Robert Zemeckis.

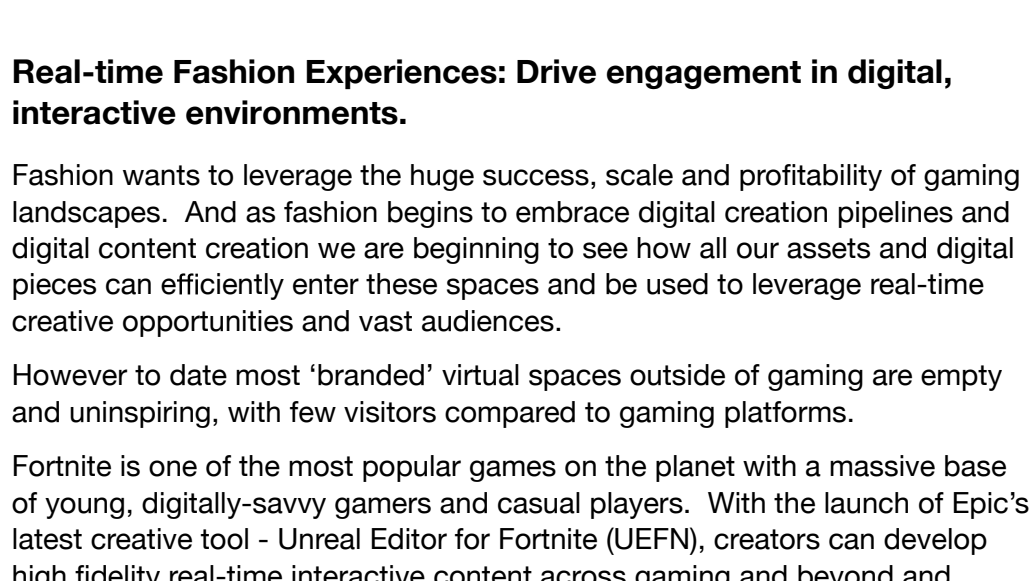
The goal was to create high-resolution photo-realistic faceswaps and de-aging effects on top of actors' performances live and in real-time, without the need for further compositing or VFX work.

The outcome of Metaphysic real-time deepfake work was impressive: Metaphysic Live requires a tenth of the human intervention that traditional filmmaking requires and was done at approximately 20% of the cost.

What have been the challenges Metaphysic had to face to reach this impressive result? What worked, what didn't? Which lessons did Metaphysic learned, based on this experience?

Join Jo Plaete, for a honest conversation about the impact Generative AI is having today, beyond promises.

Digital Fashion Closed-Door Working Session



Closed-Door Working Sessions are in-depth discussions of the issues that matter most.

20 to 25 participants gather to discuss real-time economics and issues specific to their industry.

Experienced moderators guide the discussion. An officially designated reporter records key-takeaways and presents conclusions to the wider RTES audience.

Monday May 15 from 1:30 to 5:30 PM ET.

Join **Ben Conway** - Co-Founder - VNTANA, **Matthew Drinkwater** - Head of Innovation Agency - London College of Fashion, **Sallyann Houghton** - Industry Manager Fashion / Apparel - Epic Games, **Nelly Mensah** - VP of Digital Innovation | Global Head of Web3 and Metaverse - LVMH Moët Hennessy Louis Vuitton Inc., **Kariem Younes** - Senior Technical Designer 3D - Michael Kors for a working session devoted to the economic impact of real-time on Fashion.

This working session will cover the following topics:

The Value of a Scalable Real-Time 3D Workflow.

In this working session, we'll explore the differences between pre-rendered and real-time 3D, touching on current limitations such as material representation challenges. Although 3D designers may be trained in Browzwear or Clo or other 3D design programs, it doesn't guarantee readiness for real-time 3D, as most still results in 2D renders. Despite limited adoption, real-time 3D is not optional for organizations as it is a requirement for all things metaverse, game engine, and new interactive experiences that are being released by Amazon, Google, and retailers. We'll discuss strategies for implementing an effective real-time 3D workflow, ensuring your organization capitalizes on present opportunities.

Realtime Technologies, Artificial Intelligence and Virtual Production - A New Era of Fashion Creativity

The way fashion is created, communicated and consumed is being drastically altered by emerging technologies with many examples in brands like Balenciaga, Hugo Boss, and Timberland. This session will be a deep dive into the key technologies that are underpinning the current and next wave of immersive storytelling for the fashion industry. We'll discuss how to harness the power of photogrammetry, volumetric capture, artificial intelligence and virtual production and see how London College of Fashion is building a world-leading lab around all of them to empower the next generation of creatives.

Real-time Fashion Experiences: Drive engagement in digital, interactive environments.

Fashion wants to leverage the huge success, scale and profitability of gaming landscapes. And as fashion begins to embrace digital creation pipelines and digital content creation we are beginning to see how all our assets and digital pieces can efficiently enter these spaces and be used to leverage real-time creative opportunities and vast audiences.

However to date most 'branded' virtual spaces outside of gaming are empty and uninspiring, with few visitors compared to gaming platforms.

Fortnite is one of the most popular games on the planet with a massive base of young, digitally-savvy gamers and casual players. With the launch of Epic's latest creative tool - Unreal Editor for Fortnite (UEFN), creators can develop high fidelity real-time interactive content across gaming and beyond and distribute it to the millions of Fortnite players. Giving (fashion) brands the opportunity to access audiences at scale with bespoke digital content and experiences - but 'meaningful engagement' with player's will be the key to success.

In a space where engagement is everything, how does fashion / retail attract and keep players / customers and build community?

Learn how this 'industry transforming' launch will impact the fashion and luxury community. As a group candidly discuss the do and don't of virtual experiences and how to successfully build in gaming spaces.

Save the Dates!

Join **RealTime Society Global Meetup**, and **RTS upcoming Special Interests Groups (SIG)**

RealTime Society Global Meetup
 Friday, April 28, 2023 - 8 AM PT | 11 AM ET | 4 PM GMT | 5 PM CET

AECO - Architecture, Engineering, Construction and Operation
 Monday, May 5th - 8 AM PT | 11 AM ET | 4 PM GMT | 5 PM CET

Interactive Storytelling
 Friday, May 12th - 8 AM PT | 11 AM ET | 4 PM GMT | 5 PM CET

