

**There is still time to register to the RealTime Economics Summit, May 15 & 16, New York. VES Members benefit from a \$995 Special Rate (versus \$2,995 regular price)**



**What is the REAL Economic Impact of Real-Time on Architecture, Enterprise, Fashion, Media & Entertainment, Retail, and more?**  
**It's time for a closer look!**

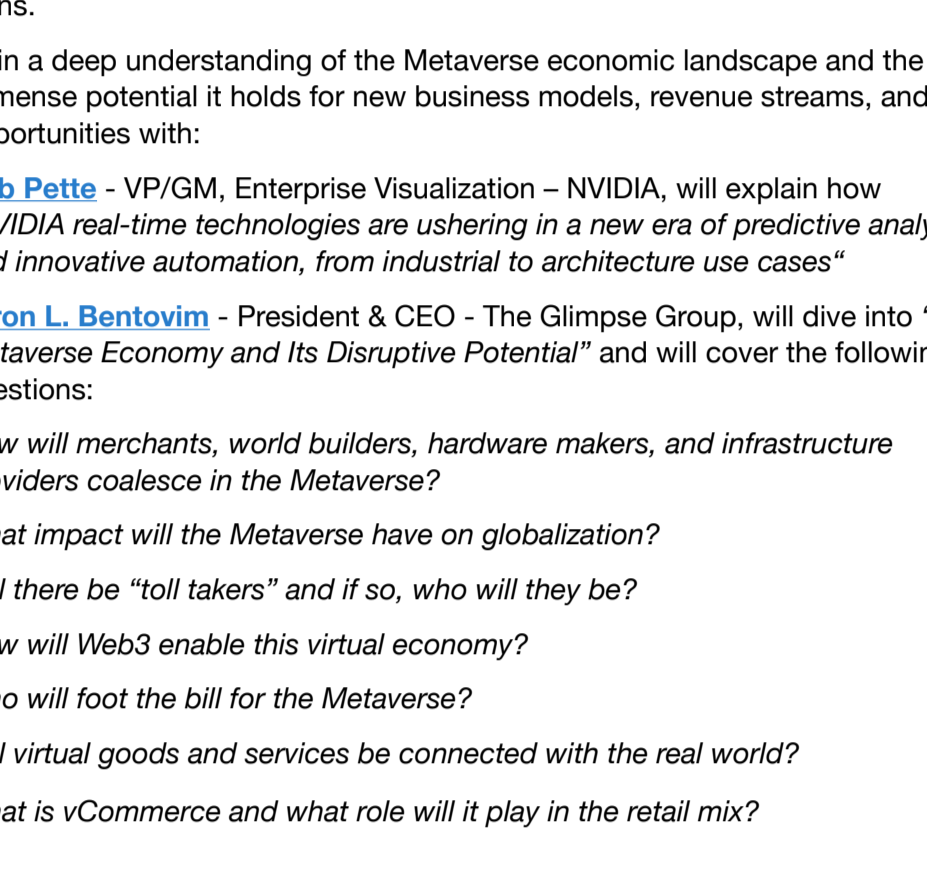
**RealTime Economics Summit is not just another technology event. It's an executives-only think tank.**  
 Join the [RealTime Society](#) and benefit from the **\$995 special price!** If you are a member of the [RealTime Society](#) [register here!](#)

**The Rise of Generative AI in Media & Entertainment**



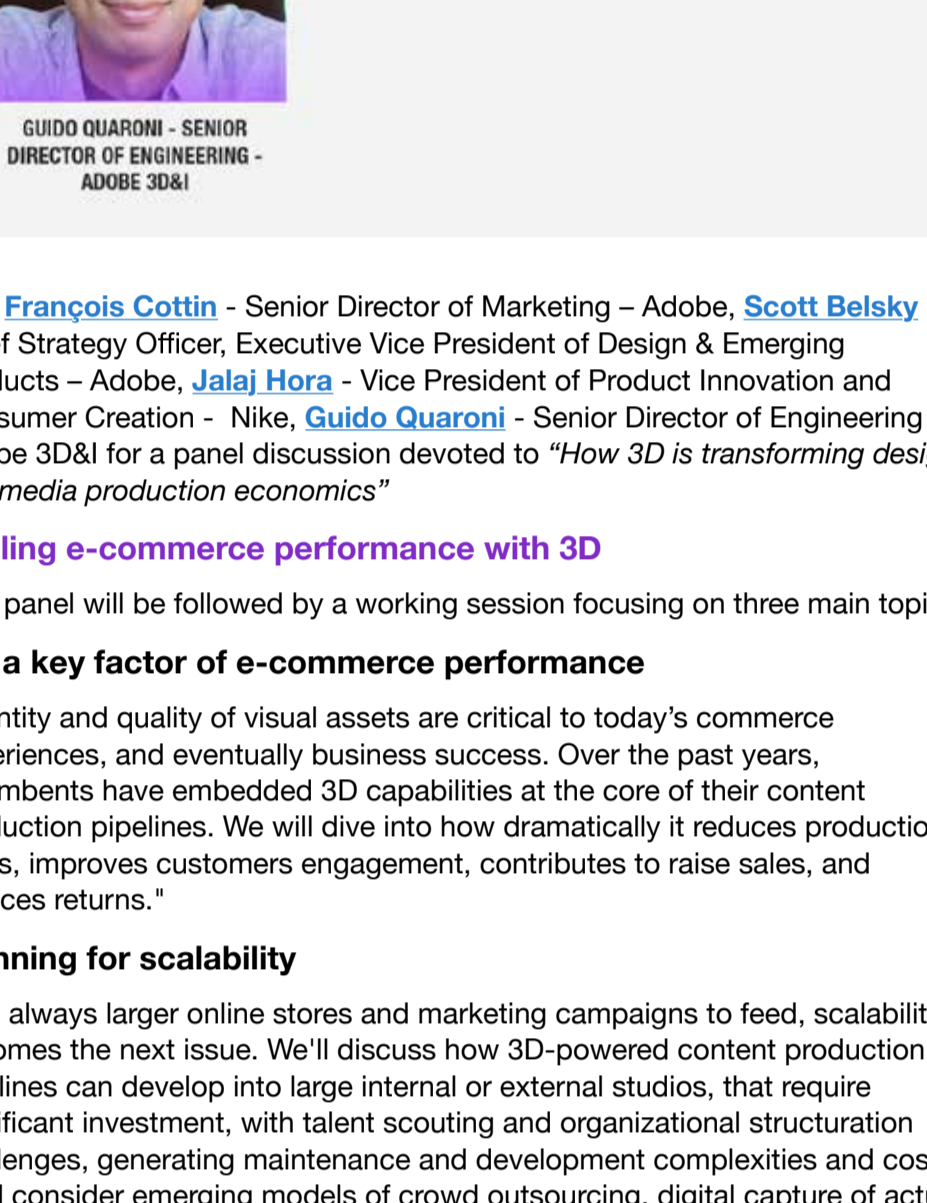
Artificial Intelligence (AI) is making significant strides in many industries. The high-end VFX industry is poised for significant disruption as AI continues to advance.  
 Join [Jo Plaete](#) - Chief Innovation Officer & VFX Supervisor - Metaphysic.ai for a keynote devoted to "Real-time AI in feature film: Is Generative AI already changing the Economics of Film Production today? How? Which benefits? Which challenges?"  
 Continue the conversation about "The Economic Impact of Artificial Intelligence (AI) on the Media & Entertainment Industry" with [Kevin Baillie](#) - VFX Supervisor, [Rick Champagne](#) - Global Industry Strategy & Marketing, Media & Entertainment - NVIDIA, [Tom Graham](#) - Co-Founder & CEO - Metaphysic.ai, [Rob Legato](#) - President - KTM Productions Inc., [Jo Plaete](#) - Chief Innovation Officer & VFX Supervisor - Metaphysic.ai, and [Ed Ulbrich](#) - Former CEO Digital Domain and Method Studios

**Creating with a Thinking Brush: Data Aesthetics and the Future of AI-based Art**



"Where to locate human creativity in an AI-human machine artistic collaboration?" is the ultimate question that forces critics and artists to reconsider the meaning of authenticity, artificiality, and authorship in the age of generative AI.  
 Los Angeles-based media artist and director Refik Anadol tackles this question by collaborating with machines to create immersive and multi-sensory artworks for a decade, finding meaning in the artificially created nature simulations. Coining the terms "AI Data Painting" and "AI Data Sculpture," the artist has been reflecting on new forms of narrating humanity's collective memories of nature, inviting his audience to imagine alternative and dynamic realities.  
 In this talk, Anadol will discuss his optimistic perspective of the potential that generative AI holds for enhancing humanity's cognitive capacities.

**Digital Twins and the Industrial Metaverse**



The Metaverse will usher in a new era of economic disruption that we simply won't be able to ignore. Companies across industries and disciplines anticipate new levels of operational efficiency through large-scale, living digital twins.  
 Gain a deep understanding of the Metaverse economic landscape and the immense potential it holds for new business models, revenue streams, and job opportunities with:

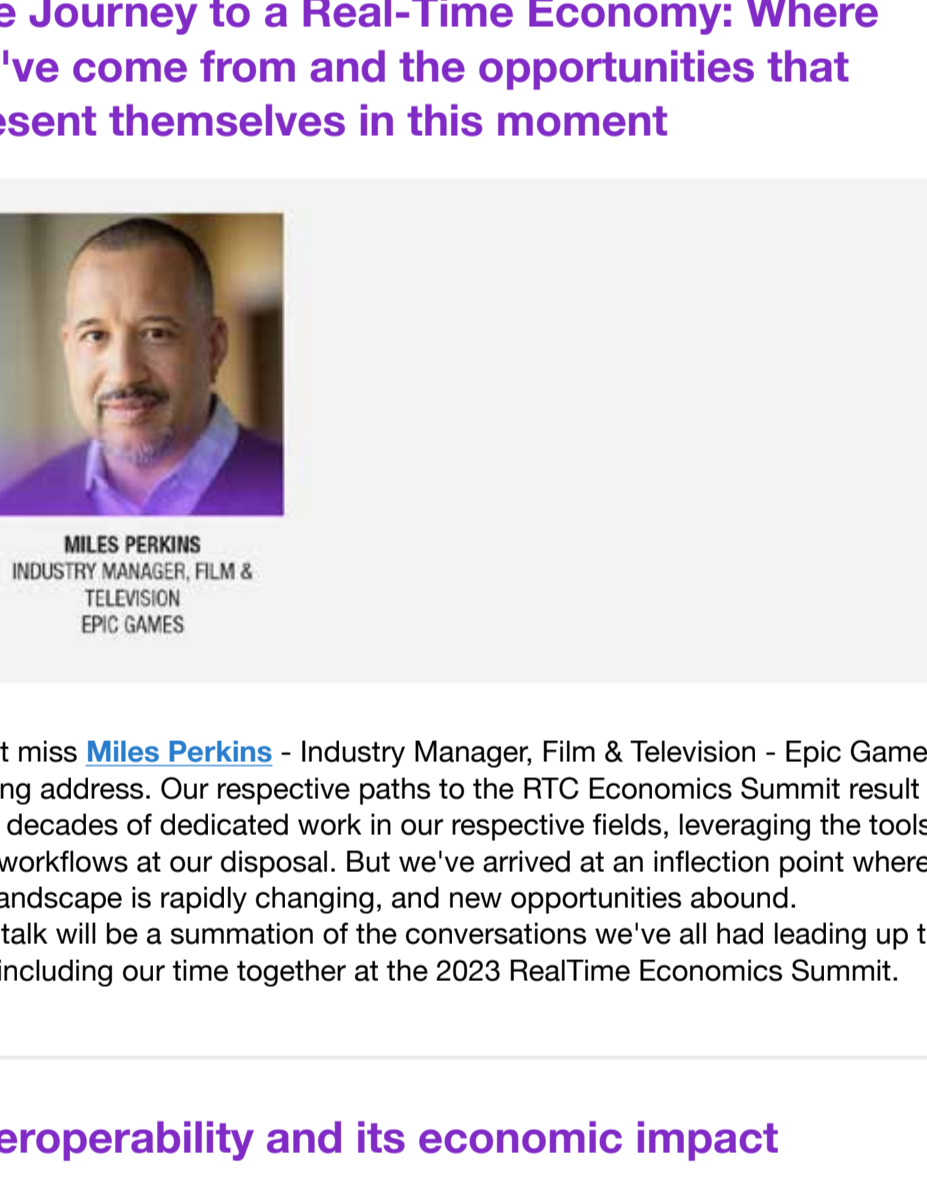
[Bob Pette](#) - VP/GM, Enterprise Visualization - NVIDIA, will explain how "NVIDIA real-time technologies are ushering in a new era of predictive analysis and innovative automation, from industrial to architecture use cases"

[Lyron L. Bentovim](#) - President & CEO - The Glimpse Group, will dive into "The Metaverse Economy and Its Disruptive Potential" and will cover the following questions:

- How will merchants, world builders, hardware makers, and infrastructure providers coalesce in the Metaverse?
- What impact will the Metaverse have on globalization?
- Will there be "toll takers" and if so, who will they be?
- How will Web3 enable this virtual economy?
- Who will foot the bill for the Metaverse?
- Will virtual goods and services be connected with the real world?
- What is vCommerce and what role will it play in the retail mix?

[Jan Pflueger](#) - Founder & Advisor - AdvisXR, will host a Working Session entitled "Separating Hype from Reality: Everything a business needs to know about the Metaverse" with the support of [Lyron L. Bentovim](#) - President & CEO - The Glimpse Group, [Jake Maymar](#) - VP Innovation (VR, AR, XR, MR) - The Glimpse Group, [Bob Pette](#) - VP/GM, Enterprise Visualization - NVIDIA, [D.J. Smith](#) - Co-Founder & Chief Creative Officer - The Glimpse Group, and [Samantha G. Wolfe](#) - Emerging Tech Brand Strategist | Keynote Speaker | Adjunct Professor | Co-Author of "Metaversed".

**How 3D is transforming design and media production economics**



Join [François Cottin](#) - Senior Director of Marketing - Adobe, [Scott Belsky](#) - Chief Strategy Officer, Executive Vice President of Design & Emerging Products - Adobe, [Jalaj Hora](#) - Vice President of Product Innovation and Consumer Creation - Nike, [Guido Quaroni](#) - Senior Director of Engineering - Adobe 3D&I for a panel discussion devoted to "How 3D is transforming design and media production economics"

**Scaling e-commerce performance with 3D**

This panel will be followed by a working session focusing on three main topics:

**3D, a key factor of e-commerce performance**  
 Quantity and quality of visual assets are critical to today's commerce experiences, and eventually business success. Over the past years, incumbents have embedded 3D capabilities at the core of their content production pipelines. We'll dive into how dramatically it reduces production costs, improves customers engagement, contributes to raise sales, and reduces returns."

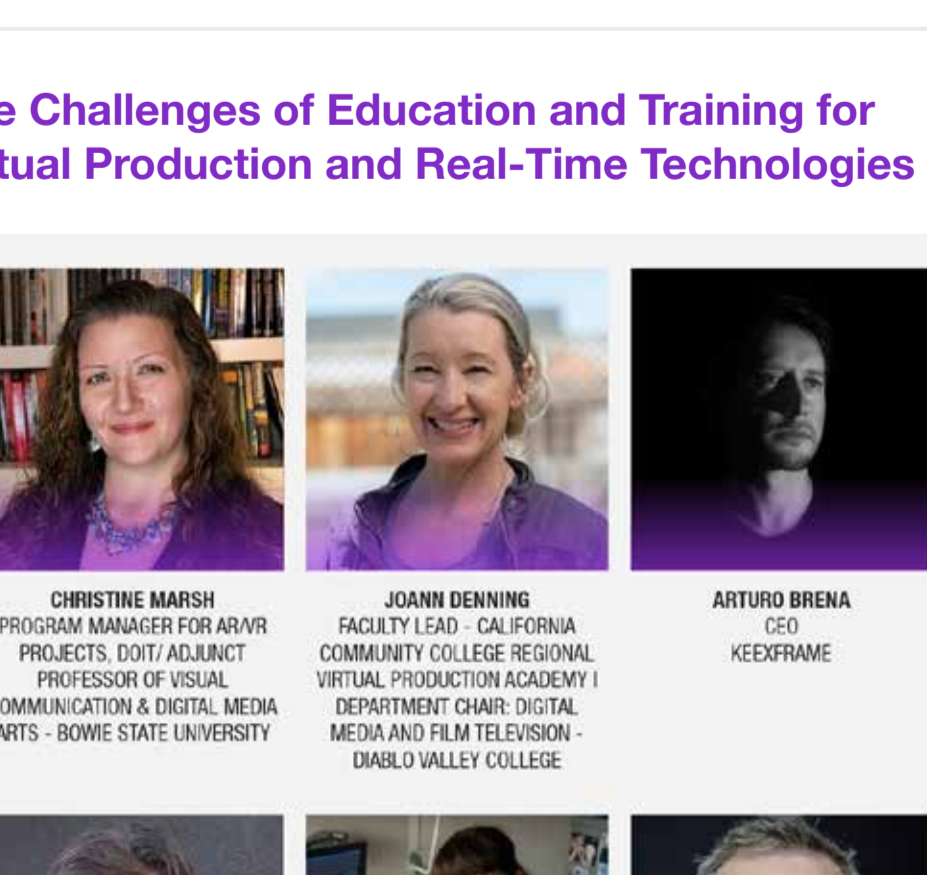
**Planning for scalability**  
 With always larger online stores and marketing campaigns to feed, scalability becomes the next issue. We'll discuss how 3D-powered content production pipelines can develop into large internal or external studios that require significant investment, with talent scouting and organizational structuration challenges, generating maintenance and development complexities and costs. We'll consider emerging models of crowd outsourcing, digital capture of actual goods, and semi-automated conversion of CAD data, highlighting how, even for medium-sized teams, 3D asset sourcing and production can be scaled to many thousands of assets per month. We'll also detail how technical challenges associated with setting-up and running these entities may affect their economics."

**The need for interoperability**  
 In this talk of fierce competition, staying ahead of the fast-evolving technologies is more important than ever for the e-commerce players. We'll discuss how interoperability has become a major concern across the industry, what technologies providers can do to improve it, and foster the democratization of 3D in e-commerce."

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

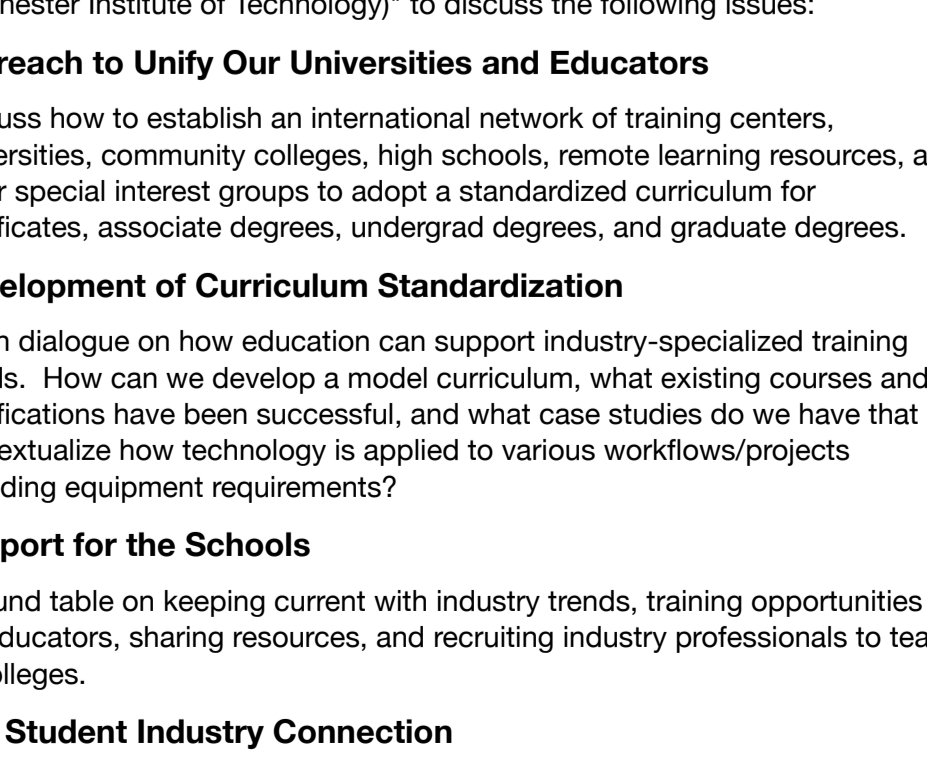
20 to 25 participants gather to discuss real-time economics and issues specific to their industry.  
 Experienced moderators guide the discussion. An officially designated reporter records key-takeaways and presents conclusions to the wider RTES audience.

**Integrating Creative, IVCFX, Motion Capture, Photogrammetry, and Volumetric Capture All in One Facility**



ZeroSpace is a Brooklyn-based virtual production studio and XR lab specializing in the integration of virtual and live content. Join [Barbara Marshall](#) - Industry Strategy & Marketing, Media & Entertainment - HP, [Evan Clark](#) - Head of Research Engineering - ZeroSpace and [Jon Kreutzer](#) - CEO - ZeroSpace, to learn "how they have integrated Creative, IVCFX, Motion Capture, Photogrammetry, and Volumetric Capture all in one facility, as well as the economic benefits of this strategy and how they are working with HP to overcome technical hurdles."

**Audi dimensions - a look behind the curtain of the new interface concept**



The Audi activesphere concept car shows the latest vision of premium mobility for tomorrow. Audi dimensions - the new UI/UX concept, is a paradigm shift for the interior experience. Using Mixed Reality technology enables a perfect symbiotic between the user and the environment in a mobility ecosystem. Get some insights about how this concept car was created and about the challenges of real-time interaction with [Jan Pflueger](#) - Creative Technologist - Audi Design

**The Journey to a Real-Time Economy: Where we've come from and the opportunities that present themselves in this moment**



Don't miss [Miles Perkins](#) - Industry Manager, Film & Television - Epic Games' closing address. Our respective paths to the RTC Economics Summit result from decades of dedicated work in our respective fields, leveraging the tools and workflows at our disposal. But we've arrived at an inflection point where the landscape is rapidly changing, and new opportunities abound. This talk will be a summation of the conversations we've all had leading up to and including our time together at the 2023 RealTime Economics Summit.

**Interoperability and its economic impact**



Join [Alina Kadlubsky](#) - Director of Communications & Managing Director - Open AR Cloud Europe and [Guido Quaroni](#) - Senior Director of Engineering - Adobe 3D&I to answer the hard questions about the economic impact of interoperability on various industries:

- How do you understand the value of 3D asset interoperability and how does it impact your industry?
- What is the current state of interoperability within your industry?
- What are the most common problems or related issues that you encounter when exchange 3D assets?
- How would you rate the current state of Interoperability/open standards within your industry and broader economy -- how does it affect user experience and accessibility?
- What are the key factors that would contribute to better Interoperability within your industry and broader work?

**Revolutionizing High-End Sales with Real-Time Technologies: Photoreal Experiences in Luxury Markets**



In this dynamic working session, [Alex Coulombe](#) - CEO - Agile Lens, [Chris Nichols](#) - Director - Chaos Labs, [Whitt Sellers](#) - XR Creator and Volumetric Capture Specialist - Agile Lens, [Yu-Jun Yeh](#) - Creative Technologist - Agile Lens and [Samantha Anderson](#) - Technical Marketing Manager - Epic Games, dive into practical case studies of how they've utilized cutting-edge real-time platforms like Unreal Engine 5, Chaos Vantage, and NVIDIA Omniverse to transform the luxury market to craft virtual experiences that captivate high-net worth individuals and brands.

Discover how these photorealistic showcases have driven sales and even pre-sales of multi-million dollar residences, planes, and luxury products.

**EDI in Action: Uniting Industries to Drive Equity, Diversity, and Inclusion**



Join [Carolyn Pitt](#) - Founder & CEO - Productions.com, [Philipp Wolf](#) - Executive-in-Charge, Corporate Strategy - DNEG, [Lisa Cooke](#) - Chair - Visual Effects Society, and [Michelle Byrd](#) - Associate National Executive Director - Producers Guild of America, at the RealTime Economic Summit's working session, "EDI in Action," to discuss successes and shortcomings in implementing equity, diversity, and inclusion (EDI) initiatives across sectors. This session marks the starting point to create a white paper that serves as a resource for organizations looking to improve their EDI efforts, fostering cross-industry learning and collaboration.

**The Challenges of Education and Training for Virtual Production and Real-Time Technologies**



[Christine Marsh](#) - Program Manager for AR/VR Projects, DoIT Adjunct Professor of Visual Communication & Digital Media Arts - Bowie State University and [Joann Denning](#) - Faculty Lead - California Community College Regional Virtual Production Academy | Department Chair: Digital Media and Film Television - Diablo Valley College" will be joined by [Arturo Brena](#) - CEO - KeexFrame, [Todd Bryant](#) - Director of Production - NYU Tandon School of Engineering, [Diana Dirichwaechter](#) - Education Lead - Epic Games, [Terrence Masson](#) - Chair, MFA Computer Arts Department - School of Visual Arts and [David Schwartz](#) - Director of School Of Interactive Game and Media - RIT (Rochester Institute of Technology) to discuss the following issues:

**Outreach to Unify Our Universities and Educators**

Discuss how to establish an international network of training centers, universities, community colleges, high schools, remote learning resources, and other special interest groups to adopt a standardized curriculum for certificates, associate degrees, undergrad degrees, and graduate degrees.

**Development of Curriculum Standardization**

Open dialogue on how education can support industry-specialized training needs. How can we develop a model curriculum, what existing courses and certifications have been successful, and what case studies do we have that contextualize how technology is applied to various workflows/projects including equipment requirements?

**Support for the Schools**

A round table on keeping current with industry trends, training opportunities for educators, sharing resources, and recruiting industry professionals to teach at colleges.

**The Student Industry Connection**

We want to create Pathways for students and invest in their potential - (ie. creating support from the classroom, being mentored, student showcases, and providing internship/job opportunities). What are some ways that this is already happening? How can we improve it?'

