



5th March 2004

fmx/04 – animation/effects/real time/content
6th – 9th May 2004

The FMX is the main German event for animation, visual effects and digital content. Internationally speaking, it is a popular and much frequented meeting place for the whole industry – from artists, technical directors and VFX supervisors to animation service providers, TV networks and (post) production companies. It is also an extremely interesting event in terms of content as it has its finger on the pulse of the latest technological developments. However, the FMX's greatest and most lasting success has to be the fact that it puts young people in contact with professionals: with newcomer forums such as the fmx/talents and the Eyes & Ears of Europe Junior-Showcase. And not forgetting its highly acclaimed friendly atmosphere which encourages dialogue and personal contact.

Now in its tenth year, the FMX has added a new headword to its title: **real time**. By doing so, it is following a trend that has rapidly gained in importance just recently – and this not only applies to games. Although games are still one of the most important areas of application for real time. For this reason, the fmx/conference will be focusing in more detail on games than it has done in the past. Companies like Electronic Arts (SSX3), 4Head Studios ("Back to Gaya") and others will be taking part.

In addition, a **Real-Time Festival** will be held for the first time. This Festival will screen outstanding real-time animations including selected films from the 2003 Machinima Festival in New York, flash films from this year's Festival of Animated Film in Stuttgart and current 64k demos – a type of real-time application which involves producing a maximum number of images, sound and suspense using a minimum amount of storage space.

fmx/conference & fmx/essentials

Traditionally, the presentations by representatives of the large animation, visual effects and post-production companies have always been very popular with the public – this year's programme will not only feature Double Negative, Duran, ESC, PDI/Dreamworks, Pixar, Scanline and Sony Pictures Imageworks for example, but also new films such as "Back to Gaya" (showing at cinemas from 18th March) and the Spanish productions "El Cid" and "Pinocchio 3000". The lectures will be focusing on topics such as the relationship between 2D and 3D animation and the unrestricted camera with virtual cinematography. The field of production is particularly well represented this year.

Nico Hofmann from teamworx will be explaining the importance of effects for a large German production company using the film "Sturmflut" and the series "Verschollen" produced in HD as examples. Michael Sauer (RTL) will be presenting the series "Schulmädchen" which has also been produced in HD; Stefan Ottenbruch (Sat1) will be talking about the TV network's interest in digital techniques and Dr. Uwe Boll about the possibilities of funding and production for the international market.

For the first time in 2004 the fmx/conference will be accompanied by the **fmx/essentials**: based on up-to-date topics and the latest technological and economic developments, this series will be examining the social and cultural effects of these trends. Taking part in the discussion will be Ed Hooks ("Acting for Animators"), Matt Brunner ("Crimson Skies" for Microsoft/X-Box), Doug Frankel (Pixar, Academy award winner with "Finding Nemo") and Peter Plantec, the creator of Sylvie, an extremely advanced virtual human interface for use in client contacts.

fmx/workshops

In comparison with last year, the workshop programme has been extended considerably. All the important suppliers of hardware and software, such as Adobe, Macromedia, Alias, Discreet, Avid, Apple and Dreamwalks, will be presenting themselves and their latest products on a central stage. The highlight in 2004: HD (High Definition), render techniques (e.g. Mental Ray) and real time – with a workshop on "Synthetic Social Behaviour" for example. The company digitalMankind from Vienna is developing a middleware for game engines based on anthropological findings which is able to simulate the social skills and human non-verbal communication techniques of game characters. The presentation "Porsche Carrera GT – Fascination in Real Time" by Realtime Technology also promises to be exciting. A series of company forums has been added to the programme - with the roundtable discussions from Alias titled "Meet the Stars" – and there is also ample opportunity for hands-on testing including a presentation by Discreet specially for journalists.

fmx/talents

Following the successful premiere in 2003 the fmx/talents will once again be providing students and people embarking on their careers with an opportunity to make contact with companies, potential clients and investors. The aim of fmx/talents is to promote the exchange between schools, colleges, universities and further education institutions, particularly in the field of animation, and to establish an efficient network between new talent and the industry:

- "european talents" provides graduates and students of German-speaking colleges and animation newcomers with a chance to pitch their project ideas to a jury of TV editors and producers (Steffen Kottkamp, RBB; Tony Loeser, MotionWorks; Benjamin Manns, SWR; Thilo Rothkirch, Cartoonfilm; Manuela Schöbel-Lumb, WDR; Susanne Schosser, SuperRTL; Stefan Thies, NFP). The jury will be judging these projects and making recommendations on quality, and how to produce and finance the projects on the market. The concepts should focus on TV animation series and/or full-length animated feature films. The closing date for submissions is 22nd March. Further information and registration forms are available at www.fmx.de
- The "Recruiting Event" provides artists with the opportunity to chat to representatives of leading international VFX companies. Dreamworks, Framestore, Moving Pictures, Scanline and Sparx will be taking part. Furthermore, German artists will be talking about their experiences of working abroad.

- The “Graphic Animation and Simulation“ group of experts from the ‘Gesellschaft für Informatik’, will once again be presenting the Tweenworks Award for the best interdisciplinary student works at the FMX. Further information is available at www.tweenwork.de

flashconference®

The flashconference® is the eldest and largest German conference for Macromedia’s flash format. The conference, which is being held for the sixth time this year, will be taking place at the FMX. Well-known international speakers will be introducing the latest technical developments. The focus in 2004 will be on real time, the programming language ActionScript, 3D, web entertainment and business applications, games and mobile devices.

animago Award

Like last year, the professional journal *digital production* will once again be presenting its popular animago Awards at the FMX. This competition for digital content creation, which is the largest and most important in the German-speaking countries, attracts over 1,000 participants from around 50 countries. The categories are Still, Animation, Compositing, Interactive and Game Design. A top-class jury will be presenting the awards at a festive Awards Ceremony in Stuttgart followed by a party. For further information visit www.animago.com
All the new products and all the important companies in the field of digital content creation will be presented at the accompanying DCC exhibition.

Eyes & Ears of Europe Junior Showcase

The FMX would not be the same without it: The Eyes & Ears Junior Showcase is an impressive display of the best degree projects in the fields of art, TV, film, web and marketing. The event is organized by Eyes & Ears of Europe, the Association for the Design, Promotion and Marketing of Audiovisual Media in Cologne. For further information visit www.eeofe.org

fmx/e-content

Innovative e-content solutions for mobile handsets is the top theme of this one-day workshop. International experts will be presenting innovative sectors such as games, video, travel, mobile business applications and marketing. The Finnish IT Institute Yellowmap AG, which won the German Internet Award, and Germany’s leading mobile games provider elkware are just two of the companies taking part. The workshop is organized by the MFG Medienentwicklung Baden-Württemberg. This year it is the only German scouting workshop by the European e-content initiative ACTeN (www.acten.net), which is sponsored by the EU.

SAGASNET – Seminar Developing Interactive Narrative Content

Sagasnet is a European network for professionals engaged in the content development for interactive digital media. A one-week seminar on this subject will be taking place at the fmx/04. International experts will be holding individual consulting sessions for selected interactive story-based projects, which are still in the development phase. To register and find out more visit www.sagasnet.de

We greatly appreciate any press coverage of the fmx/04. Please do not hesitate to contact me should you require pictures or further information:
Tel. ++49 (0) 71 56 – 35 06 16 or steller@freie-pr.de

Kind regards

Nicola Steller
Press Contact fmx/04

www.fmx.de

The fmx/04 is organized by the Film- und Medienfestival GmbH, supported by the Institute for Animation, Visual Effects and Digital Post-Production of the Baden-Württemberg Film Academy. The event is promoted by the Baden-Württemberg Ministry of State, the MFG Medien- und Filmgesellschaft Baden-Württemberg and the Landesgewerbeamt Baden-Württemberg.

The fmx/04 would like to thank its

Sponsors

Adobe Systems GmbH, Macromedia, Alias, Apple Computer GmbH, Lazi & Lazi, Realtime Technology AG, EST Engineering Systems Technologies, Dreamwalks Solutions for Moving Pictures GmbH, MSS – Medien System Service GmbH, Vicon Motion Systems, prophysics AG, more3D GmbH, AVID, m.a.r.k.13, discreet, Media Arts, Yello! AG, VORBLICK Media Consult, Sony Deutschland GmbH, IRIDAS digital interaction design, jangled nerves GmbH

Media Partners

Digital Production, Film- & TV-Kameramann, filmecho | filmwoche, PAGE, Creative Life, Professional Production, MACWELT, Blickpunkt: Film, Production Reality, epd Film Magazin