



# RHYTHM OF CHANGE

ON SITE MAY 6-9 | ON DEMAND MAY 10 - JUNE 10

## FMX 2025: Facts

[FMX – Film & Media Exchange](#) is Europe’s most influential conference dedicated to media & entertainment creation, exploring the latest in Animation, Visual Effects (VFX), Interactive and Immersive Media. Founded in 1994 as an event for students of the Filmakademie Baden-Wuerttemberg, FMX quickly developed into a platform for information and exchange for international artists and creators.

From **May 6 to 9, 2025**, FMX offers presentations, panel discussions, workshops, and exhibition rooms. Most of the conference content will be available on demand from **May 10 to June 10**.

Founded	Venue	Language	FMX 2025	Edition
1994	Haus der Wirtschaft	English	May 6-9	29 <sup>th</sup>

At FMX, professionals share insights in the latest development concerning the **art, technology and business** in media & entertainment. **Around 250 speakers** will discuss creative solutions, present cutting-edge tools and debate business models. There will be talks on VFX and animation in feature film and episodic productions. Other hot topics at FMX include **XR, Artificial Intelligence (AI), Digital Humans** as well as **Diversity, Equity and Inclusion**.

At the **Marketplace**, visitors get a hands-on experience of the latest innovations presented by industry-leading companies and start-ups. **Workshops, Masterclasses and showcases in Company Suites** dig even deeper into recent international developments. Top-notch studios scout talent at the **Recruiting Hub**, schools from all over the world present their programs and projects at the **School Campus**.

The conference has a reputation for providing an **international yet intimate atmosphere**, offering professionals and students a great platform to network and mingle.

## FMX theme 2025: Rhythm of Change

The media landscape is changing. Shifting business models, consolidations and rapid developments in Artificial Intelligence are shaking the foundations of the industry.

Finding our rhythm in the midst of change can be a real challenge. What remains constant is the need for human perception, judgement, communication, and the making of creative choices.

How can we ensure that production technologies enhance and support the goals and intentions of the creators who keep us human and connected through their art?

From education to creation, production to distribution, FMX 2025 will offer insights and inspiration on how to navigate the obstacles and shape the opportunities before us.



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## FMX 2025 Program Chair: Paul Debevec

Paul Debevec received degrees in Computer Engineering and Mathematics from the University of Michigan, Ann Arbor in 1992 and a Ph.D. in Computer Science from the University of California, Berkeley in 1996.

He is the Chief Research Officer at Netflix's Eyeline Studios in Los Angeles, overseeing R&D for visual effects and virtual production with computer vision, graphics, and machine learning. In 2002, Paul's Light Stage 3 system pioneered the virtual production technique of surrounding actors with color LEDs to display images of virtual environments for lighting-accurate compositing.

Paul's techniques for photogrammetry, HDR imaging, image-based lighting, and photoreal digital actors have been used to create key visual effects sequences in "Matrix", "Spider-Man 2", "Benjamin Button", "Avatar", "Gravity", "Oblivion", "Maleficent", "Furious 7", "Blade Runner: 2049", "Gemini Man", "Free Guy", and numerous video games.

Paul's work in technology for visual effects and virtual production has been recognized with two Academy Awards for Scientific and Technical Achievement, the Progress Medal from the Society of Motion Picture and Television Engineers, and in 2022, the Charles F. Jenkins Lifetime Achievement Emmy Award.

Paul is a Governor of the Visual Effects Branch of the Academy of Motion Picture Arts and Sciences, a Fellow of the Visual Effects Society, and an Adjunct Research Professor at the University of Southern California.

*"We are honored that the Master of Light himself, Dr Paul Debevec, has agreed to be our Program Chair for FMX 2025. He has been instrumental in creating an entire discipline of image capture and image making, with rigorous and wide-ranging applications throughout Visual Effects, Virtual Production and beyond. Paul's network spans academia and industry at the highest level and we are excited to have his invaluable guidance. On top of that, he's a really nice guy!"*

*Dr Jan Pinkava, FMX Conference Chair*

## Press Contact

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