

Press Release #6 – FMX 2021 program goes online - more Track and Speaker highlights confirmed

For immediate publication

FMX 2021

Conference on Animation, Effects, Games and Immersive Media

Online, May 4-6, 2021

Ludwigsburg/Germany, March 30, 2021. Not long until FMX 2021 kicks off on May 4. The **Conference program** of FMX's first online edition is quickly taking shape. Packed with world-leading media creators sharing their insights into the latest creative developments in digital entertainment, **it will go live on our website on April 1.**

One of our most fascinating tracks, on the remarkable advances in creating **Digital Humans**, has just been confirmed. Another highlight is about **Goodbye Kansas Studios'** cinematic commercial for the action role-playing video game **Assassin's Creed Valhalla**. Moreover, we are pleased to introduce to you our **FMX Gold Partner Foundry** and we have news about numerous new participants in the FMX Forum.

If you want to be part of FMX 2021, visit www.fmx.de/tickets.

► **Giving Digital Humans a Voice**

There is an explosive growth in digital humans and a key aspect of this is now shifting from just issues of appearance to that of correct animation. The **Digital Humans track**, curated by **Mike Seymour**, Co-Founder of fxguide.com & fxphd.com, will encompass a series of talks and a panel discussion on the validity of hybrid models of CG and AI and the future of enhancing traditional workflows with machine learning approaches. The talks will provide a primer on AI for content creators with a summary of the state of the art in production applications.

Our speakers cover traditional high end CG pipelines, modern machine learning AI and advanced voice synthesis:

Colin Urquhart from **DI4D** which is deploying cutting edge algorithms as new solutions to deliver high-fidelity facial animation at scale, especially in high end AAA games.

Hao Li, CEO and Founder of **Pinscreen**, a startup building the world's most advanced AI-driven digital humans and known for their real-time 'deep fakes' technology currently being used live on Dutch TV.

Alex Serdiuk, CEO of **Respeecher**, who are pioneering voice cloning using high tech artificial intelligence and have just opened a voice marketplace to democratize the advanced AI technology.

► **TVC for Assassin's Creed Valhalla**

Goodbye Kansas Studios offers award-winning and uniquely integrated services for feature films, TV series, commercials, games and game trailers. Follow behind the scenes and learn how Goodbye Kansas Studios created the **cinematic commercial for Ubisoft's Assassin's Creed Valhalla**, a production that started just as the pandemic forced the world to go into lockdown. Director **Emnet Mulugeta**, Executive Producer **Jan Cafourek**, Producer **Rebeca Cervantes** and CG Supervisor **Alexis Andersson** will talk about mastering this challenge in our VFX for Commercials track.

► **Forum News**

Numerous new participants in the FMX 2021 Forum are confirmed:

We are pleased to introduce to you **Foundry** as one of our **FMX Gold Partners**. Foundry's products help tackle complex visualization challenges to meet the demands of your customers and projects. With over 20 years of industry know-how and a focus on speed, quality and user-experience, they save you time so you can spend it bringing incredible ideas to life. Foundry develops creative software for the Digital Design, Media and Entertainment industries.

Series: **Autodesk** (The Autodesk Vision Series), **Foundry** (The Foundry Series), **SideFX** (The Houdini Series)

Workshops: **Avid**, **ftrack**, **IO Industries**, **Salzburg University of Applied Sciences**, **vrbn solutions**, **Ziva Dynamics**

Recruiting: **Blue Zoo**, **Illumination MacGuff**, **Mikros Image**, **Scanline VFX**, **The Focus**, **The Marmalade**

Schools: **Escape Studios**, **Mediadesign Hochschule**, **University of Applied Sciences (MD.H)**, **University of Luxembourg Competence Centre**

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► **Press Downloads**

On www.fmx.de, journalists can download the [FMX 2021 logo](#) as well as the [FMX CI Guidelines](#).

► **Editor's Notes:**

FMX is an event by [Filmakademie Baden-Wuerttemberg GmbH](#), organized by [Animationsinstitut](#) and funded by the [Ministry of Science, Research and Arts](#) of the State of Baden-Württemberg, the [City of Stuttgart](#) and [MFG Baden-Wuerttemberg](#), taking place in cooperation with [ACM Siggraph](#). Together with the Stuttgart International Festival of Animated Film ([ITFS](#)), FMX organizes the Animation Production Days ([APD](#)).

Further information at www.fmx.de