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# The Film Industry of the Future: EFM Horizon

## Description

Posted by Larry Gleeson

### â??EFM Horizon presented by Audiâ?•: Virtual Reality, Computer Games, Startups, New Technologies and Innovations at the European Film Market

The film industry of the future, with the newest technological developments, trends that provide a glimpse of things to come and evolving business models, is the focus of a total of five innovative events united under the newly created label â??*EFM* Horizonâ?• and made possible with the support of Audi. The platform, which encompasses the formats â??Propellor | Speednicâ?•, â??*EFM* Startupsâ?•, â??VR NOW Con Business Mixerâ?•, â??Game & Cinemaâ?• and â??The Next Level of Cinemaâ?•, simultaneously aims to offer *EFM* trade visitors opportunities for networking with members of adjacent sectors of the audio-visual industry, such as tech, virtual reality and games.




**â??Game & Cinemaâ?•**
Friday, February 10, 2017, 7:30pm to 9:30pm
MGB Kino (Niederkirchnerstr. 7, 10963 Berlin)

The local multiplayer event â??Game & Cinemaâ?• combines cinema and computer games in a shared gaming experience that plays out on the big screen. The event format is produced by Booster Space and was presented for the first time at the International Games Week in Berlin. Trade guests from the film market can experience the world of gaming together with an audience of gaming fans within the cinema context and discover potential new uses for cinemas in the process.

**â??*EFM* Startupsâ?•**
Monday, February 13, 10am to 12:30pm
Berliner Freiheit (Berliner Freiheit 2, 10785 Berlin)

The successful â??*EFM* Startupsâ?• initiative, which brings the film industry together with thought leaders and mavericks from the tech scene, is continuing under the umbrella of â??*EFM* Horizon presented by Audiâ?•. Ten select startups from Germany, The Netherlands, Luxembourg, Switzerland and Spain will present new technologies for production, distribution and marketing to *EFM* trade visitors. Pre-arranged one-on-one meetings with potential partners are intended to serve to pave the way for possible co-operations. â??*EFM* PopUp Offi artin-Gropius-Bau will be made available for use by the attending startups.




â??*EFM* Startupsâ?• is made possible with the support of Medienboard Berlin-Brandenburg.

The participants at â??*EFM* Startupsâ?• 2017:

- AIVA (Luxembourg)
- CtrlMovie (Switzerland)
- DIVE (Spain)
- Illusion-Walk (Germany)
- Mobisol Group (Germany)
- Native Studios Creace (Germany)
- PICL (The Netherlands)
- SPHERIE by SpiceVR (Germany)
- Viorama (Germany)
- Virtelio by realab (Luxembourg)

**â??VR NOW Con Business Mixerâ?•**
Monday, February 13, 4pm to 7pm
Berliner Freiheit (Berliner Freiheit 2, 10785 Berlin)

Everyone is talking about virtual reality â?? and the film industry is no exception. At the same time, there is a lot of uncertainty about how these new technologies of VR, AR, MR, and 360Â° can be used in the film business, which technologies make sense, what costs they bring with them, etc. In talks,

presentations and discussions, the â??VR NOW Con Business Mixerâ?• â?? a conference and networking event â?? addresses the most current impulses and trends in the sector and brings virtual reality pioneers and experts together with members of the film industry. At the same time, participants also have the opportunity to test diverse VR technologies.

The event is organized in co-operation with Virtual Reality e.V. Berlin-Brandenburg and made possible with the support of Medienboard Berlin-Brandenburg.

**â??The Next Level of Cinemaâ?•**
Tuesday, February 14, 11am to 1pm
Audi Berlinale Lounge (Marlene-Dietrich-Platz 1, 10785 Berlin)

Leading companies and creatives provide interested distributors, sales agents, producers, exhibitors and cinema operators with insight into the challenges facing the film industry of the future. Special emphasis is placed here on the topics of digitization and innovation. After taking a look at brief case studies, there will be opportunities for discussion with and among participants.

Included among the guests expected to attend are representatives from Audi, IBM (Watson), Dolby (Atmos) and filmmakers such as David Oâ??Reilly and Thomas Wallner.

**â??Propellor | Speednicâ?•**
Tuesday, February 14, 2:30pm to 4:30pm
Rooftop CafÃ© (Potsdamer Platz 1, 10785 Berlin)

The question of the film industry of the future and how the branch can best work to actively shape its own development by employing forward-thinking concepts and innovations is at the centre of the first â??Propellor | Speednicâ?•, a closed networking and workshop event in Berlin. 24 select participants â?? twelve of them from the film industry and twelve from the technology sector â?? will discuss how we can develop and implement new sales, distribution and marketing models together as well as how we can learn from success stories from other branches.

The incubator programme â??Propellor Film Tech Hubâ?• is a joint initiative of *EFM*, the International Film Festival Rotterda

m (IFFR), the international documentary film festival CPH:DOX and the Berlin-based i

nnovation studio Cinemathon.

Further information on the events as well as details regarding possibilities for attending â??*EFM* Horizon presented by Audiâ?• can be found at the â??EFM Horizonâ?• website.




(Source: Berlinale Press Office)

**Category**

1. #Berlinale
2. European Film Market

**Tags**

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2. audio-visual industry
3. Booster Space
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