



**PHOTOPIA
HAMBURG**

21. - 24.09.23
photopia-hamburg.com

Press Release

Artificial intelligence in focus

PHOTOPIA presents startups, conferences and AI exhibitions

Artificial Intelligence (AI) is the number one topic of conversation - also in photography and videography, which are rapidly changing due to the new technology. This ranges from cameras to image processing to image generation with software, not to mention generative AI. AI is giving imaging a whole new range of possibilities and changing viewing habits. New productivity tools, fascinating innovations, the options seem endless. Photographers and creators have only begun to use them and expand the worlds of imaging. At the same time, experts warn that we will soon no longer be able to distinguish between real (photo) and fake (AI image). The most important developments and questions surrounding AI will be the focus of PHOTOPIA Hamburg, which will open its doors from September 21 to 24 at the exhibition campus of Hamburg Messe und Congress as the most important meeting place for industry, content creators and the photo enthusiasts.

Hamburg, August 17, 2023 - Hamburg Messe und Congress is a driver for AI and presents selected and relevant AI solutions at its trade fairs and events in cooperation with AI.HAMBURG.

"Like hardly any other sector, the imaging industry is fast-moving and characterized by creative players who inspire with exciting technologies, promising concepts or surprising product innovations. The AI CENTER at PHOTOPIA in Hamburg offers startups a platform to present their innovations and applications for the new world of work. A wide variety of presentations and formats at PHOTOPIA will allow everyone involved in the future of visual media to discuss the potential and challenges of pioneering technologies," says **Bernd Aufderheide, President and CEO of Hamburg Messe und Congress**.

PHOTOPIA: The Place For AI.

The AI CENTER at PHOTOPIA showcases the possibilities and future of AI. Here AI.HAMBURG presents the productivity tools, opportunities and innovations that Artificial Intelligence brings, as well as the companies and startups that offer them. The AI CENTER in Hall A1 is the place to meet everyone working on the future of imaging. In addition to the impressive startup presentations, there will be masterclasses and workshops. Experts will share their insights and knowledge, providing the best learning opportunities for both professional audiences and interested parties.

AI provides material for discussion

A look at the PHOTOPIA program makes it clear how important AI-related issues are in photography at the moment. Three conferences, a specialist panel and various lectures offer suitable platforms for questions and discussions. Already on the day before PHOTOPIA on September 20, the B2B



Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 2441/2443
Fax +49 40 3569 2449
presse@hamburg-messe.de
photopia-hamburg.com

MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board: State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125

conference ImagingExecutives@PHOTOPIA with the motto "**Generative Business Intelligence**" will be an important meeting point for executives from hardware and software suppliers, image service providers, retail companies and distributors.

Under the title "**Generative AI - More Opportunities than Risks?**", various experts from the software companies Adobe and Pattern Recognition Company (Excire), the camera manufacturer Leica, the image service provider CEWE, the agency "Die Bildbeschaffer" as well as the professional photographer J. Konrad Schmidt (BFF) will discuss the advantages of AI in photography today and tomorrow at the industry talk of the Photoindustrieverband e.V. on the opening day of PHOTOPIA on September 21.

— Photography at the crossroads of AI, NFT, Web3, Metaverse and Crypto - also on September 21, the conference **Beyond the Photoverse**, organized in cooperation with the Art Directors Club Deutschland e.V., will bring together experts from the most important disruptive new technologies to completely rethink photography. Germany's leading authority on creative communication will thus provide a forum for the new disruptive technologies and their potential - with a clear focus on digital imaging. The congress will offer answers to legal questions related to the use of AI as well as best practices of successful creations by award-winning top creatives.

— An interactive platform will also be provided by the **Creative Content Conference**, which will be devoted exclusively to issues surrounding AI image generators on September 22. Under the auspices of the renowned Deutschen Gesellschaft für Photographie (DGPh), photographers and experts will demonstrate how AI applications are revolutionizing photography and video, and what opportunities this presents for professional image creators. One focus of this year's Creative Content Conference will be the professional formulation of prompts - and the sensible manual control of AI image generators. **Boris Eldagsen**, **Robert Kneschke** as well as other speakers will show which possibilities there are to integrate AI sensibly into the individual workflow and thereby achieve usable results that stand out from the mainstream of digital and AI-generated images. **Sven Doelle**, Technology Evangelist at Adobe, will provide exciting insights and outlooks into AI-based creation processes. Specialist lawyers **Sebastian Deubelli** and **Dorothe Lanc** report from current legal practice with regard to copyright, provenance and labeling.

Please note: All conferences will be held in German.

Digital art exhibitions

— PHOTOPIA breaks new ground by presenting for the first time fascinating AI exhibitions curated as part of the "Through the lens of AI" competition. The stunning images generated using Artificial Intelligence represent a wide range of styles - from realistic to abstract, surrealistic to futuristic. With this initiative, PHOTOPIA aims to demonstrate the limitless possibilities opened up by the collaboration of human creativity and machine intelligence. The best works will be presented in an exhibition in Hall A4, offering the public the opportunity to immerse themselves in completely new dimensions between art and creativity and to experience the amazing results first-hand. In addition, another gallery at the Heimatlichter booth in Hall A1 will present AI artworks in a virtual exhibition that can be explored using VR glasses. For more info please visit www.photopia-hamburg.com.

Statements on AI from the industry

"Artificial intelligence has seen a breakthrough in recent years. In the case of ChatGPT and Generative AI, we see how hidden in the technology are unimagined potentials innovations, productivity, creativity and business ideas that fascinate us all. For imaging, GenAI represents a revolution. At the same time, the new AI tools, available as software-as-a-service (SaaS), can be used by truly everyone. We think: The current AI revolution is a unique moment in human history. We can't miss the opportunities, we need to leverage AI. We are excited about how artificial intelligence and its possibilities can be experienced at the trade fairs in Hamburg and are pleased to be able to contribute to this," say **Petra Vorsteher** and **Ragnar Kruse**, founders **AI.HAMBURG**.

"The future of photography will not be defined by photography, but by AI image generators. This is not about hype, but a technical revolution, comparable to industrialization or digitization," says photo artist and Creative Content Conference speaker **Boris Eldagsen**, who sparked an international debate about the relationship between photography and AI-generated images when he recently turned down the prestigious Sony World Photography Award for an AI-generated work.

"I see the development of generative AIs as part of a cultural revolution, comparable in importance to the invention of the photographic camera or at least the introduction of digital cameras," says photo producer **Robert Kneschke**, who will be a guest speaker at the Creative Content Conference. "Many of the current questions and arguments in the AI debate - Is this art? Is it allowed? Is it destroying jobs? - came almost identically from painters in the 19th century who were against the newly invented cameras."

"The future of the industry can only be secured by intelligent products and services that provide good answers to customer needs and create value," says **Thomas Blömer**, organizer of the B2B conference. "Generative AI is an important, but not the only, technology in this context to create, edit, process, print and communicate with visual content. However, each of these technologies is only viable in the imaging market if it creates value for customers and is profitable. That's why it's important to also discuss business concepts and marketing ideas at PHOTOPIA."

"Since the fall of 2022, artificial intelligence has turned on the turbo and many people in the industry are wondering whether we will just generate everything in the future and photographers will become superfluous," says **Alexander Karst**, managing director of "Die Bildbeschaffer" in Hamburg. In the discussion, he explores questions such as where Visual AI is already present today, which applications could become established and where real photography should not be dispensed with.

Opening hours:

Thursday, September 21, 10 a.m. to 6 p.m. (for the professional audience*).

Friday, September 22 and Saturday, September 23 10 a.m. to 6 p.m. and Sunday, September 24 10 a.m. to 4 p.m.

*Participants e.g. from retail, purchasing, distribution and professional photographers

Tickets are available in the online ticket store at the regular price of 25 euros, reduced for 15 euros (pupils, trainees, students, senior citizens, people with disabilities). Admission is free for children and young people up to and including the age of 15. Tickets for the conferences are available from 89 euros.

If you want to stay updated, it's best to subscribe to the [Newsletter](#) and follow PHOTOPIA on [Instagram](#), [LinkedIn](#) und [Facebook](#).

About PHOTOPIA Hamburg

PHOTOPIA Hamburg provides a new home for the imaging industry and community. From September 21-24, 2023, companies will present their products, solutions and services around the trendy topic of imaging. Visitors are anyone whose business, hobby or passion is photography or filming. In addition to trade visitors, content creators, professionals, semi-pros, hobby photographers and people interested in photo culture, this also explicitly includes smartphone users who use their cell phones to take, edit and share photos and videos. The festival is accompanied by conferences, product trainings, award ceremonies, workshops, photowalks, side events & festival parties.

Press contact:

Christian Freitag, PR Manager PHOTOPIA Hamburg

E-Mail: christian.freitag@hamburg-messe.de, phone: +49 (0)40 3569-2685