

GENERATIVE ARTIFICIAL INTELLIGENCE Destination IAAPA Expo Orlando 2022 for IMKI, expert in Generative AI

After its first participation in the IAAPA Expo Europe in London last September, IMKI, a startup specializing in the design and development of Generative Artificial Intelligence, would be exhibiting in Orlando (Florida), from November 15th to 18th at the IAAPA, the world's leading event bringing together all the professionals of the leisure industry to showcase the innovations and new trends of the sector. IMKI will present "We are Legends", its turnkey solution for immersive and interactive experiences, based on deepfake technology, to offer an attraction in which the visitor becomes the hero.

IMKI, Creative AI Generator

Founded in October 2020 in Strasbourg, France, **IMKI develops Generative Artificial Intelligences** that enable its clients (companies, agencies, brands and communities) to stimulate their creative capacities. IMKI uses the know-how of a company, an artist or a designer to co-construct a creative and customized response to its needs while contributing to **innovation, memorization and transmission of its knowledge**.

Addressing all sectors that place images at the heart of their creative process (communication, architecture, design, luxury, fashion, jewelry, entertainment, publishing, art of living, events, live shows, visual arts...), IMKI develops creative **Als that allow to generate specific content** (audiovisual and multimedia creation, plans, capsule collection, immersive experience...) **faster and with lower production costs**.

At the intersection of Art and Technology : developing creative capabilities through AI.

Building on the success of "We are Legends", a turnkey solution for immersive and interactive experiences based on deepfake technology, **IMKI continues to innovate and to push back the field of creative possibilities through artificial intelligence**. IMKI is currently working on the development of a "text-to-image" AI, a project based on artificial intelligence capable of generating images on demand from a textual description.

IMKI's solution also makes it possible **to modify the style of an existing image**. From a drawing, IMKI's AI - aided by a textual description - can generate a painting or a photorealistic image by taking into account the semantic elements contained in the drawing as well as in the text.



An example of an image generated by IMKI from the following text :

"An incredibly hyper-realistic landscape photo filled with finely detailed gems and priceless jewels, twilight rays, specular reflections"

A real fusion of Art and Technology !



Another example of an image generated by IMKI from a background image and the following text description :

"Flamenco dancer in Dubai in the style of Van Gogh".

Finally, from a short video or a series of images of a person, **IMKI's AI is also able to learn from facial features and create a series of personalized avatars.** It will therefore be possible to generate portraits in any context by providing only a short textual description.



Example of a portrait generated by IMKI in "text-to-image" mode from a series of images and a textual description:

"A portrait of Georges in the style of Van Gogh"

Georges is one of the AI engineers at IMKI

"We are committed to democratizing access to immersive projections thanks to Artificial Intelligence, to allow all national, regional and international cultural actors to develop these new media more easily and thus offer new experiences to their audiences. Our ambition is to enable our customers to use new technologies to serve culture and entertainment, and even more, as the possibilities are endless, while delighting the public with innovative and unique solutions" says Frederic Rose, CEO and Founder of IMKI.

>> Meet IMKI's teams and discover its latest solutions and applications at booth 779 from November 15th to 18th at the IAAPA Expo | Orange Convention Center in Orlando, Florida <<

About IMKI

Founded in October 2020 in Strasbourg by Frédéric Rose, **IMKI is a startup specializing in Generative Artificial Intelligence** that boosts the creativity and innovation of its clients. IMKI is part of the French, Alsace-based group Museum Manufactory, which has been designing and producing innovative exhibitions in France and abroad since 2004.

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