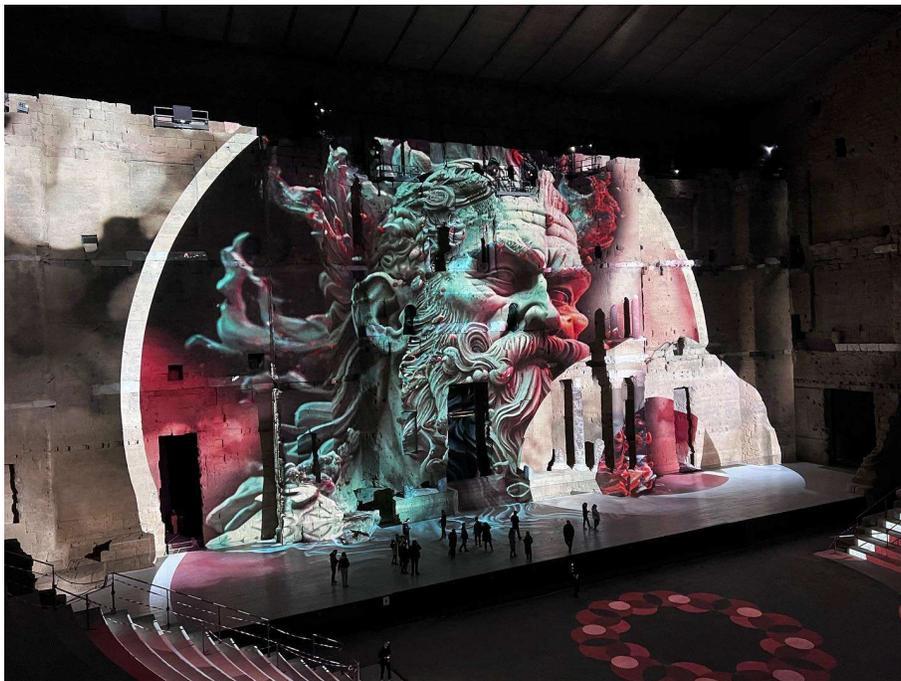


GENERATIVE ARTIFICIAL INTELLIGENCE For culture and tourism in France

IMKI unveils the Sound Odyssey at the roman Theatre of Orange

From May 1st 2023, the roman Theatre of Orange, an outstanding monument at the cutting edge of innovation, will host the Sound Odyssey, a unique and immersive show that will transport visitors in the heart of ancient mythology. This new visual and sound experience will highlight the very first monumental video mapping generated by Artificial Intelligence, produced by IMKI, an Alsatian startup specialised in the design and development of customised Artificial Generative Intelligence.



THE SOUND ODYSSEE A UNIQUE EXPERIENCE IN THE HEART OF ANCIENT MYTHOLOGY

The extraordinary roman Theatre of Orange has been at the forefront of innovation for 2000 years. Like Ulysses in Homer's Odyssey, who discovers kingdoms and wonders by venturing to the depths of mythology, the roman Theatre will offer the public a journey into the richness of sound and music in our world from 1 May 2023.

Bathing in sound and image, visitors will be able to enjoy a unique experience in an unparalleled visual universe at the heart of ancient mythology thanks to a 360° video mapping system, consisting of 25 video projectors.

This multi-sensory experience will be accessible to all audiences from 7 to 77 years old. It is therefore primarily **intergenerational** and designed to be experienced with friends or family. **250 visitors** will be able to participate in the show instantly within a **5,000 m² projection area for 45 minutes**.

The innovations developed for this project by IMKI are **twofold**:

-1 geolocation of sound coupled with spatialization, offering spectators a new sound experience thanks to the development of specialized headphones.

-Artificial Intelligence as the engine powering the video mapping system. For the first time in the world of entertainment, the video mapping has been entirely designed by artificial intelligence, a technology at the cutting edge of innovation capable of imagining and drawing worlds and creatures of **unparalleled creativity**.



IMKI, GENERATOR OF CUSTOM « TAILOR MADE » CREATIVE AI

Founded in October 2020 in Strasbourg, IMKI develops **Generative Artificial Intelligences** that enable its clients (companies, agencies, brands and local authorities) to multiply their creative abilities. IMKI uses the know-how of a company, an artist or a designer to co-construct a creative and tailor-made response to its needs while contributing to innovation, memorization, the transmission of know-how and creation.

IMKI is aimed at all creative companies in the world for whom the past is an asset to build future developments: **the luxury sector** (brands with a history and strong DNA, which find added value in design and wish to keep control of it) and **the cultural sector** (museums, heritage, monuments).



Thanks to its expertise and unique method, IMKI develops "tailor-made" creative AI that generate specific content (advertising, plan, audiovisual and multimedia creation, capsule collection, immersive experience, ...) faster and with lower production costs. Our goal ? To increase creative capacity and preserve the artistic DNA of companies.

Imki enhances the value of brand heritage by creating tailor made generative design tools.

“ Whether in the luxury or cultural sectors, Artificial Intelligence can explore all sectors for which the heart of the creative process is drawing. IMKI opens up all the possibilities for many companies that want to push back the limits of creative content”
says Frédéric Rose, CEO and Founder of IMKI.

After developing this immersive visual and sound projection, the Alsatian startup aims to become THE reference in Generative AI within 5 years. IMKI now wishes to deploy its innovative offer and propose the essential technological brick to companies to multiply their creative power and increase their productivity.



About IMKI

Founded in October 2020 in Strasbourg by Frédéric Rose, IMKI is a producer of creative Artificial Intelligence that boosts creativity and innovation, while supporting the objectives of companies, agencies, brands and local authorities.

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