A new breed of prosumer creation tools

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Learning Objectives

- Learn about establishing your company’s opportunity in the convergence of industries
- Learn about the change of creation tools coming to creators in the digital economy
- Learn how innovation and trusted platforms enable creators and companies
- Receive a call to action to choose platforms that protect your intellectual property

Description

In this session, we will explore opportunity for all digital professionals in the digital economy. We explore this through the persona of the prosumer creator. They are not the savvy technical tool users who use our media and entertainment tools today. Nor are they straight consumers—they don’t settle for likes or views alone. Their purpose is to create valuable content. And they’re not willing to compromise and need new tools to do it. Autodesk Research is setting out to engage with this net new group of users, and by doing so, find a new path for professionals in all digital industries. A close look at today’s ecosystem and the plausible scenarios of tomorrow will inform paths to success, and how any individual can participate more actively. We’ll present a vision of how creators will build imaginative worlds, remix any media, and direct behavior—and what Autodesk Research’s role is in realizing these capabilities.

Speaker(s)

Hilmar Koch leads the research for the Future of Media and Entertainment at Autodesk Research. With partners, Research is exploring speculative scenarios and proofs of concept that might shape the Media and Entertainment industry. Prior to Autodesk, Hilmar spent most of his career as creative technologist at Blue Sky Studios, Industrial Light and Magic and Lucasfilm. He has led innovative technical and creative teams and collaborated with partners to redefine the storytelling experience as director of the Advanced Development Group. He has held roles as Director of Virtual Production, Head of Computer Graphics, and Digital Effects Supervisor. Hilmar’s filmography includes “Avatar,” “Star Trek”, “Transformers”, “Star Wars III”, “Star Wars VII” and “Harry Potter and the Sorcerer’s Stone,”. He was one of a team of 3 developing Academy Award-winning ambient occlusion technology used on “Pearl Harbor” in 2000. Early in his career at Blue Sky Studios he collaborated on the Academy Award-winning short “Bunny,” in addition to several other films and commercials. Hilmar studied at Columbia College Chicago and Technical University in Munich, where he earned undergraduate degrees in Arts and Mathematics respectively.
The opportunity in the digital economy

All companies are becoming digital, all industries are investing in technology and innovation. In many ways, boundaries between traditional industries are blurring or disappearing. Connections between the physical world and digital models are getting stronger every year. As a digital professional you will be able to take advantage of that by using trends that are already visibly in motion in the Media & Entertainment industry.

The example use case
A new breed of digital creator is on the rise in M&E. Autodesk Research envisions new tools for these creators, by going beyond data-centric algorithms, by allowing creators to express themselves naturally. The tools allow for the building of imaginative worlds and for characters to come to life. We are excited about sharing these plans with you and what we are setting out to do in partnership with others.

Growing business
Creators need new tools but they also need platforms that will protect their creations. Their intellectual property is the value that grows as more participants contribute to it, and they all want to earn their fair share of the profit. This flywheel of content generation is shifting expectations for the entire industry. It is their shaping of the ecosystem that will set the tone for more digital creators to follow in their wake.