

MEDIA ALERT**IBC2023 UNVEILS CREATIVE TECHNOLOGIST AND EXTENDED REALITY PIONEER
MARCO TEMPEST AS SHOW KEYNOTE SPEAKER**

London – 15 August 2023 – [IBC](#) has unveiled creative technologist, illusionist and mixed reality innovator **Marco Tempest** as **Keynote Speaker** at the **IBC2023 Conference**. His free-to-attend session, *'Virtual Production & the Metaverse: A future where everyone is invited to play'*, is open to all show attendees.

Tempest is a leading industry trailblazer and thought leader driving advances in future technologies, augmented reality (AR), and virtual reality (VR) to pioneer new immersive experiences. He is a Creative Technologist at **NASA Jet Propulsion Laboratory**; Directors Fellow Alumni at **MIT Media Lab**; and Founder of the science, illusion and digital technology consortium **magicLab**.

In an inspiring and dynamic session, Tempest will combine generative AI, mixed reality, storytelling, gestural sensing and swarm robotics to provide a glimpse of a delightful, augmented future. The keynote will demonstrate live on stage how you can interact with new tech in a virtual world and how this new field can be accessible and equitable.

Tempest is speaking at **1pm** on **Saturday 16th September**, in the **Forum** at the **RAI Amsterdam**, on the second day of the IBC2023 Conference.

To register for IBC2023, click [here](#).

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Note to Editors:

To register for **press accreditation** at IBC2023, click [here](#).

About IBC

Delivering innovation and empowering people, IBC is where the future of the global Media and Entertainment industry is defined and actioned. Energising the market, enabling content everywhere and inspiring new conversations, IBC brings the creative, technology and business communities together to collaborate, learn and unlock new opportunities.

At IBC 2023, exhibitors and speakers from around the globe will showcase game-changing innovations and tackle the media sector's most pressing trends and issues – changing perceptions and meeting the needs of the world-leading broadcasters, content owners, rightsholders, service providers and others attending the four-day conference and trade show.

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CONTENT
EVERYWHERE**

With a focus on inclusivity, IBC propels change – driving thought leadership, sparking discussion, shifting expectations, accelerating creativity and enabling real business outcomes. IBC’s mission is to empower our 250,000-strong global community to explore new opportunities, build knowledge, and play an active role in the technological transformation and broader change sweeping the industry worldwide.

For further information, please visit: <https://show.ibc.org/>

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