



IMX (formerly TVX) focuses on challenges and innovations across diverse forms of media engagement and experiences. The aim is to provoke and promote discussion and the sharing of exciting ideas amongst researchers, industry practitioners and the academic community in all forms of media: VR, AR, MR, XR, 360°, live-streaming, online media content, authoring and production, as well as TV. We encourage authors to submit their novel research findings in analyzing, developing, creating, installing, evaluating, critiquing or distributing interactive media experiences.

**17-19 JUNE**

**BARCELONA**

### CALL FOR PAPERS

We are excited to announce multiple ways to disseminate the results of your work at the conference. In addition to **Research Papers**, the conference welcomes contributions in a wide range of formats, including **Demos**, **Works-in-Progress**, an **Industry track** and also provides the opportunity to participate in the **Doctoral Consortium**, and to run and attend **workshops** on relevant topics within the scope of IMX.

### KEY TOPICS

- Audience understanding
- Immersive and interactive content and experiences
- New content forms and formats
- Technologies, systems and interfaces
- Production tools and workflows
- AI and machine learning
- Business models and marketing techniques
- Cultural and social studies
- Experimental media art experiences

### WORKSHOPS

- XR Access
- IMX in Latin America
- XR4ALL
- Toys and the TV
- Designing4Data
- DataTV2020

### CREATIVE CHALLENGE

#### The future of storytelling with AR

By Snap Inc, in collaboration with Microsoft and BBC R&D

### DEADLINES FOR SUBMISSIONS

**31 JAN 2020** RESEARCH PAPERS

<b>20 MAR 2020</b>	WORK IN PROGRESS DEMOS	DOCTORAL CONSORTIUM INDUSTRY
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### INFORMATION FOR CONTRIBUTIONS

- Papers:** 5-10 pages. Double-Blind Review Process + Rebuttal
- Works-In-Progress:** 3,000 words, Non-Anonymous. Review Process (Juried)
- Demos:** 2-4 pages, Non-Anonymous, Review Process (Curated)
- Doctoral Consortium:** 2-4 pages, Non-Anonymous, Review Process (Curated)
- Industry:** 8-10 slides, Non-Anonymous, Review Process (Curated)

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