



PR

I3 at IBC Show 2018

Supporting European Media Technologies to commercialize

The [I3](#) project, Impact Innovate Invest, will attend IBC Show 2018 and support European projects and startups to exhibit their technologies and prototypes, showcase their brands, launch new products, expand relationships and engage with potential customers and industry leaders in Europe and internationally.

IBC Show offers the perfect opportunity to showcase the work of European media and convergence technologies.

“ IBC is the world's most influential media, entertainment and technology show...hosting 1,700 delegates and 400 speakers across 5 days of high-level discussion to shape the future of the industry.” show.ibc.org

The I3 project supports research technologies and projects financed by the European Commission, with an integrated approach from research to innovation and through to market deployment. I3 connects and fosters synergies by engaging relevant stakeholders, brokeraging between parties and introducing opportunities for market deployment.

A packed schedule is planned for IBC Show 2018 with lots of opportunities for technologies to get exposure and commercialize!

I3 launched a competition for media technologies to win tickets to exhibit at IBC 2018. The [i3 competition](#) is open to all European startups in the media and convergence space. The main objective of the competition is to enable strong commercialisation opportunities for the most promising startups and technologies and to extend this opportunity to as many European companies as possible.

The i3 project is offering **subsidized exhibition space to H2020 projects financed under ICT 19-2015 and ICT-19 2017 calls and those in the media and creative industry space generally.** This is a huge opportunity for European projects as IBC Show 2018 provides a platform to exhibit, demonstrate and test their products (or indeed prototypes) and get exposure to a wide audience of decision makers and influencers in the media industry.

Location

I3 European Media Innovation Hall 8

Visit us in Hall 8 : Booth B05

Find us: https://ibc18.mapyourshow.com/7_0/floorplan/?hallID=D&selectedBooth=booth~B05

The i3 booth will host a series of **demonstrations and keynote** speeches from 14-17 September 2018. These sessions will showcase the work and innovation of European media and convergence technologies, exploring their successes and key technological innovations with a view to commercialization and market deployment. Events will be open to all IBC attendees.

Finally, a side event will be organised by i3 hosting a Final Conference on September 14, 2018 at Spring House. I3 will offer a number of key activities relating to the i3 project delivery, including an overview the main activities, successes and challenges and plans for i3 project findings in the sector long term.

More information on these events are available:

Competition application: <https://www.f6s.com/freeexhibitdayatibc2018>

Competition guidelines: <http://i3project.eu/wp-content/uploads/2018/06/i3-IBC-TCs-to-apply.docx-1.pdf>

Deadline for applications: 3rd August 2018

Announcements: 10 August 2018

<http://i3project.eu>

<https://www.f6s.com/i3-project>

https://twitter.com/EU_I3

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