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SPICY talks '22

All-out PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels

kadanza

RELATIAL_

4ALLPORTAL

KAN | DESIGN & BRAND MANAGEMENT

POSITIVE THINKING COMPANY

Digital Herd

ACHERON

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New platform reveal and roadmap

Ward De Langhe – Chief Product Officer

1994

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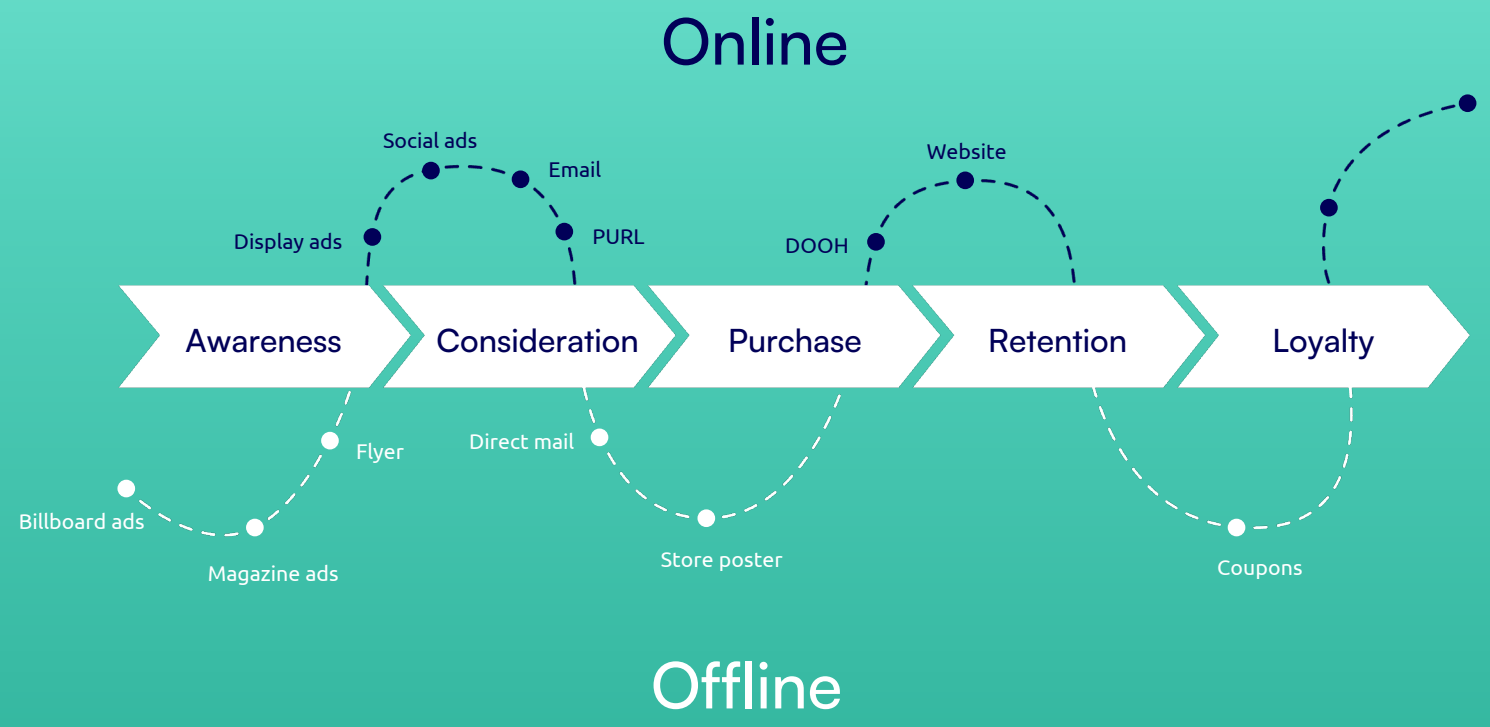
DUBO
DUBON
DUBONNET
DUBONNET
QUINQUINA
Femmes sachez être faibles
1959: VIRAGE TOTAL
Tout-journal DES CONSTRUCTEURS
ICI PARIS
France Dimanche
BRIGITTE BARDOT: "LE MARIAGE C'EST MERVEILLEUX"
L'argus
ON SALE NEAR

TIMES SQUARE
SAMSUNG
Coca-Cola
BARC
HARRY POTTER
AND THE CURSED CHILD
BROADWAY
SPRING 2018

Marketing = phygital



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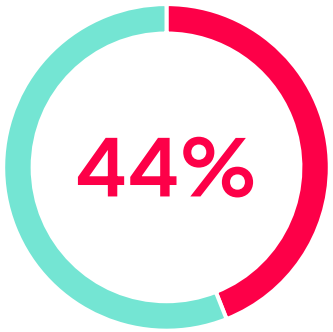

1994

2022

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100

Ads per day

Make more *sense*

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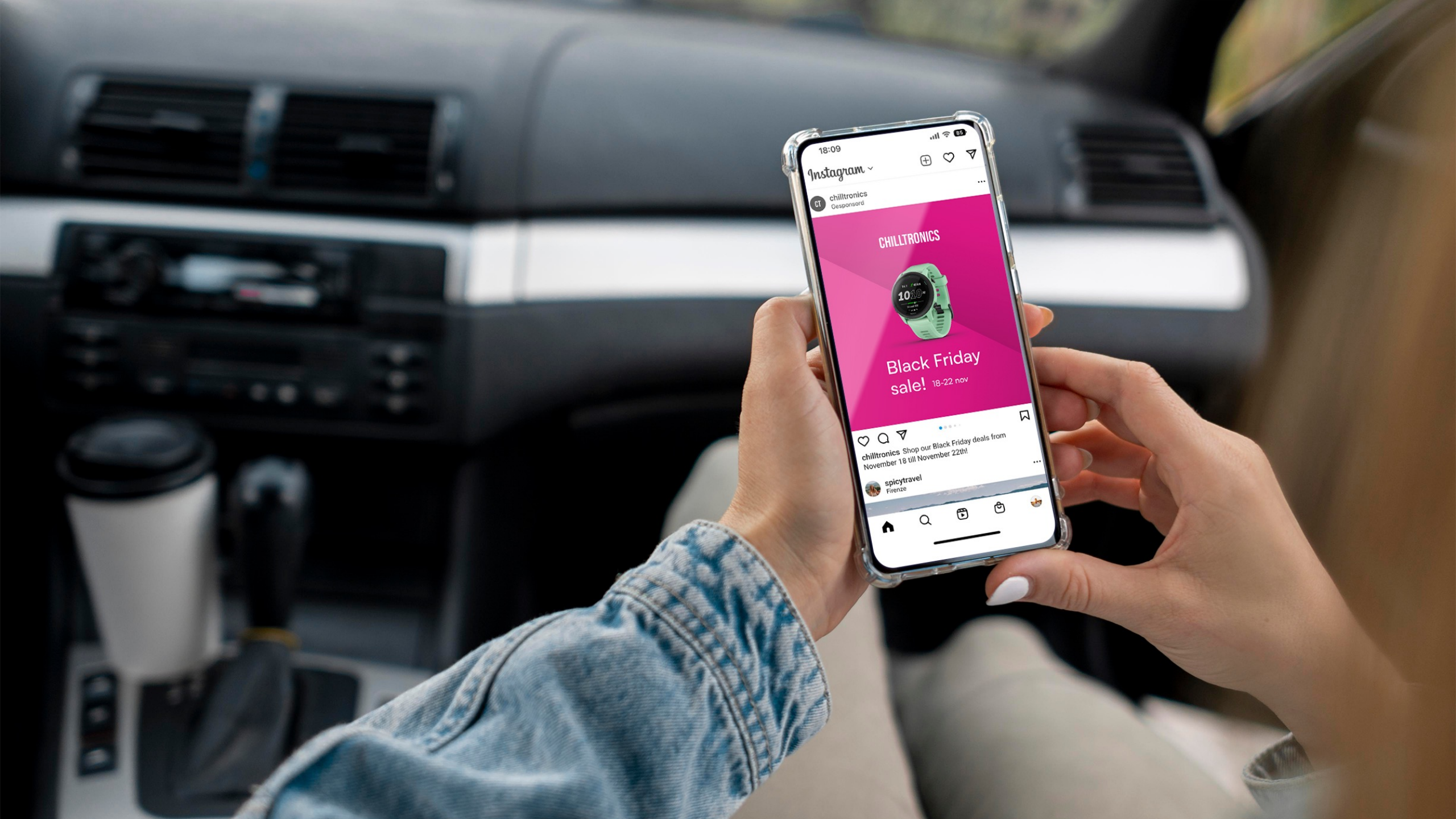
18:09
Instagram
chilltronics
Gesponsord
CHILLTRONICS
Black Friday
sale! 18-22 nov
chilltronics Shop our Black Friday deals from November 18 till November 22th!
spicytravel
Firenze

CHILLTRONICS
Winter Christmas sale!
24-28 nov
08:03 / 76:15
OSMO ACTION

CHILLTRONICS
Winter Christmas
sale! 24-28 dec
CHILLTRONICS
Winter Christmas
sale! 24-28 dec

DISPOSITIVOS INTELIGENTES DEL FUTURO
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NUESTRA CONCLUSIÓN
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€348
€299
OSMO ACTION
Venta de Invierno!
24-28 dic

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channels
x
products
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languages
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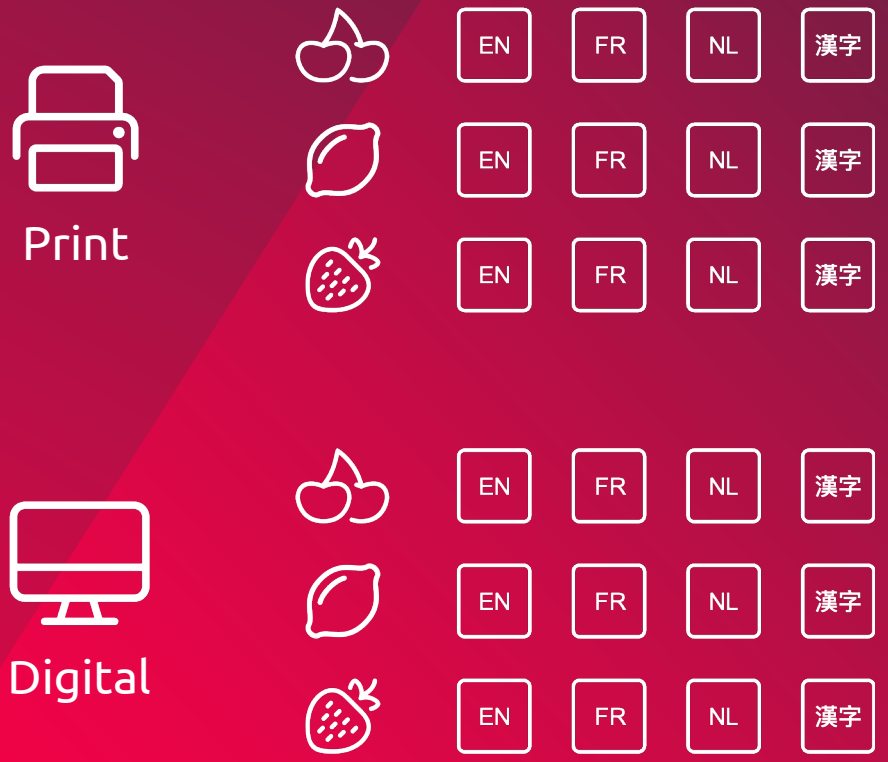
...



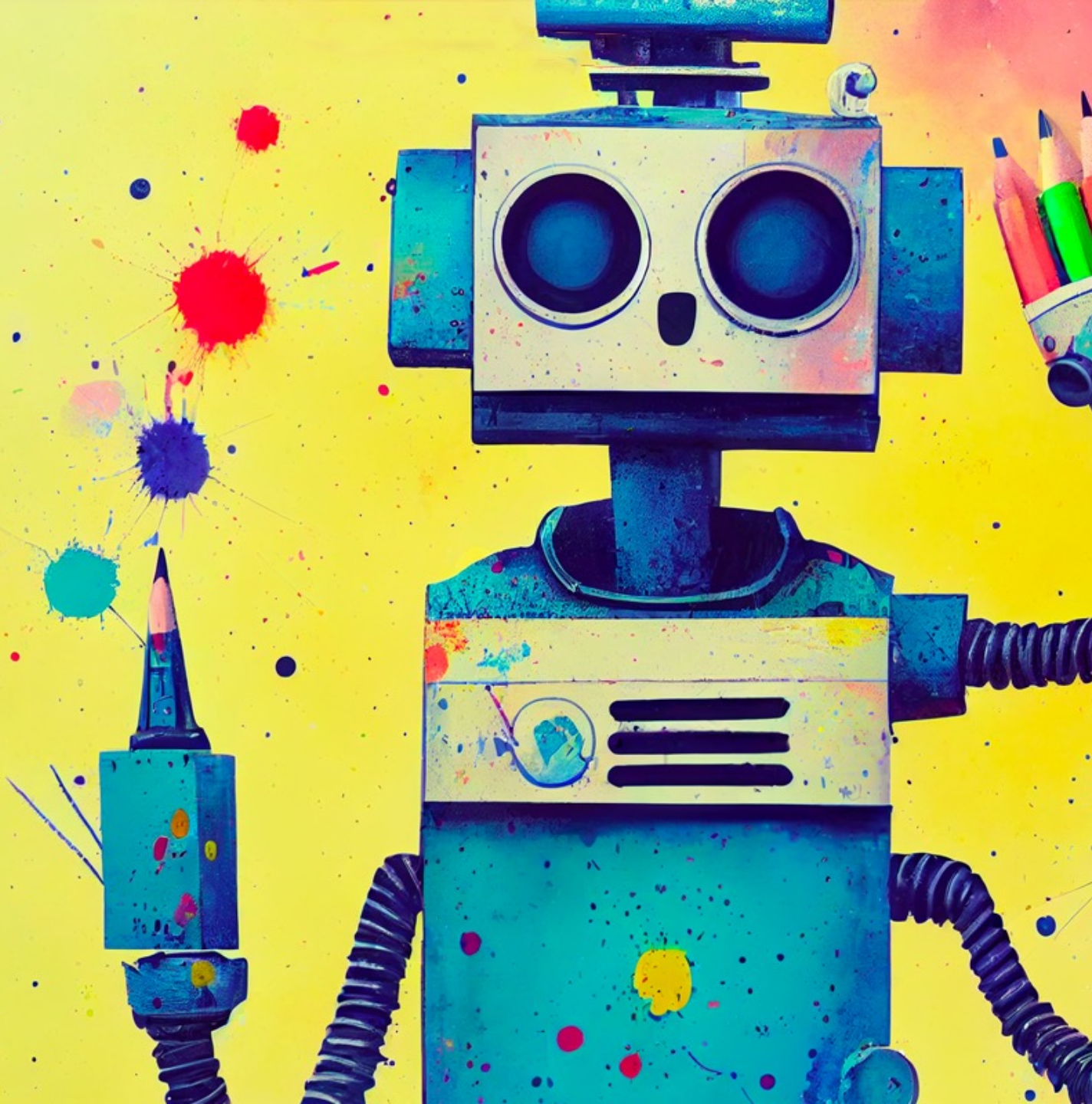
MIDJOURNEY

stability.ai

DALL·E 2

WOMBO.AI

craiyon



A painting of a pineapple owl

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Collaboration between designer and AI

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> Creative Automation is the use of technology to boost creativity, production, and output in graphical processes while keeping excellence center stage.

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Creative automation *ingredients*

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Media

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Brand guidelines

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Data

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Business rules

One *platform*

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Applications

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Connectors

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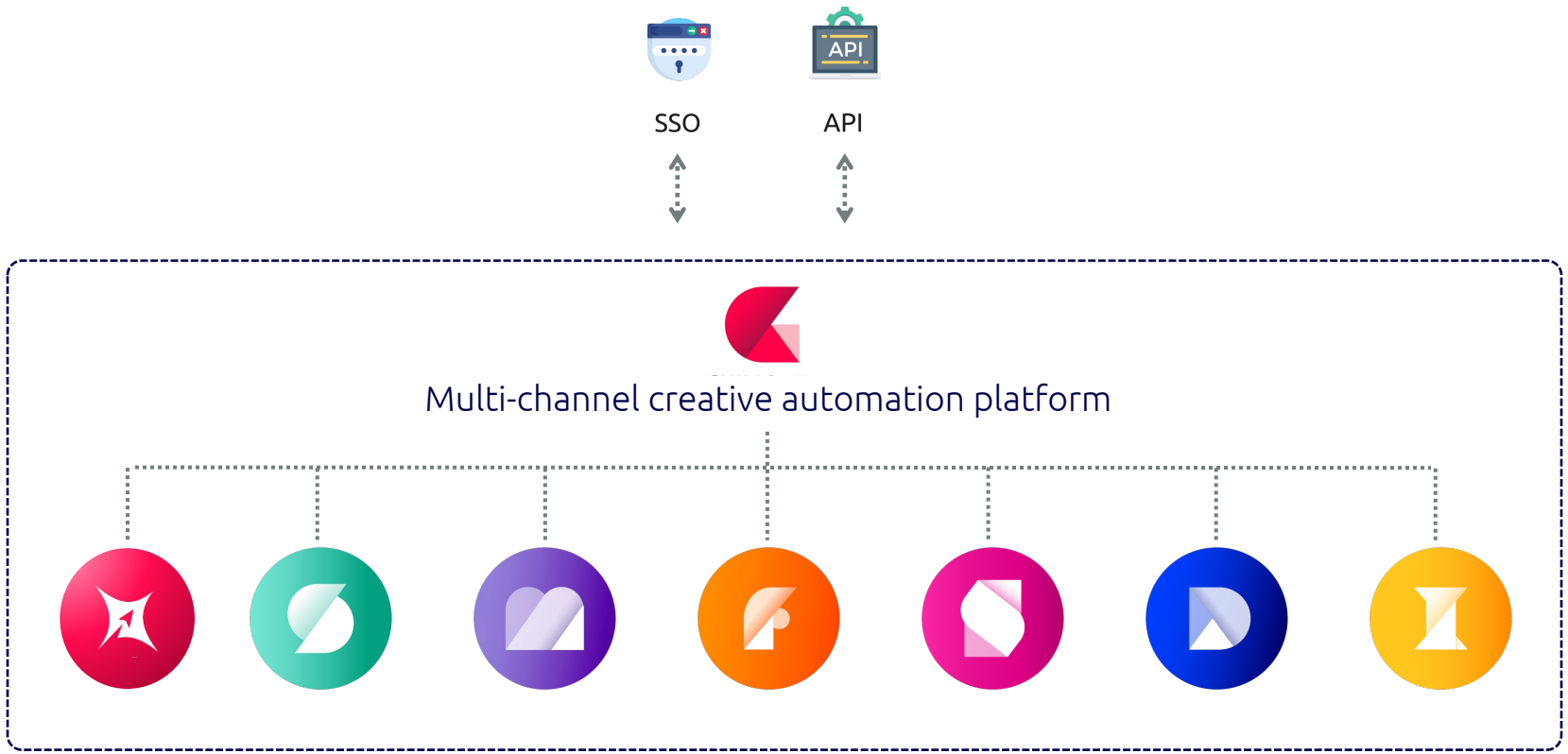

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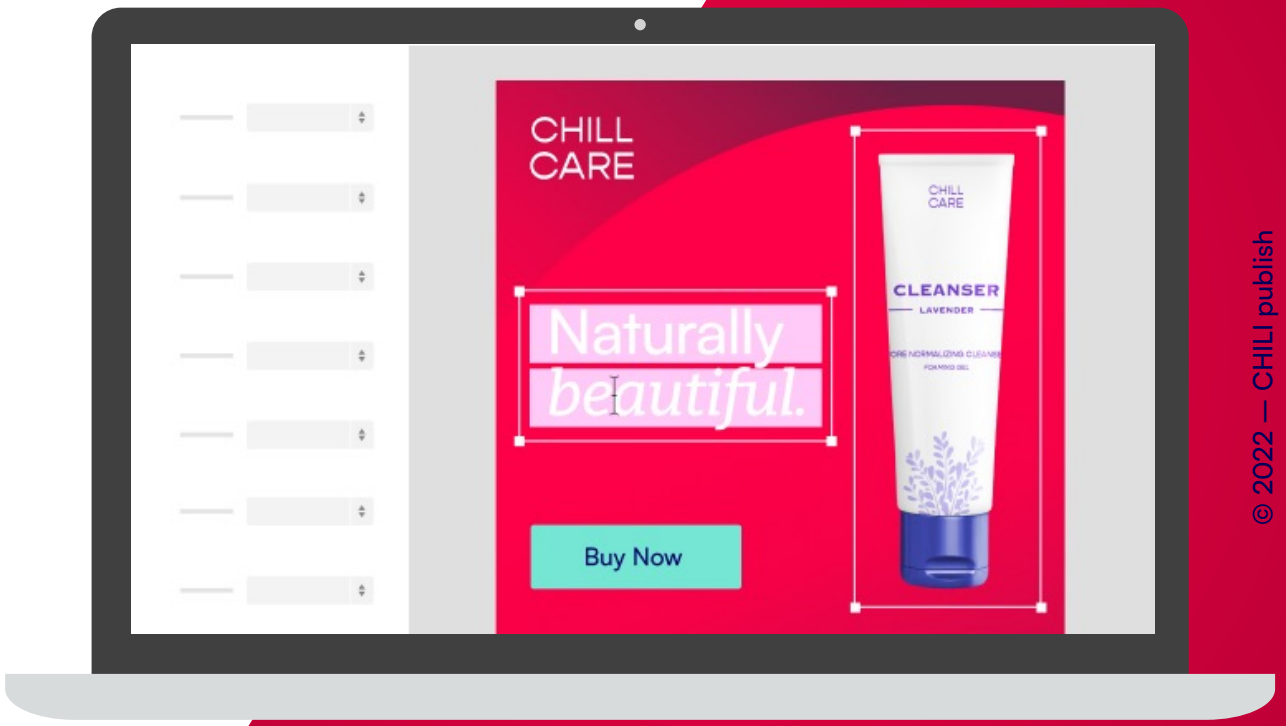
Publisher joins the CHILI GraFx family

- Renamed to GraFx Publisher
- Single Sign On
- Improved media & font management



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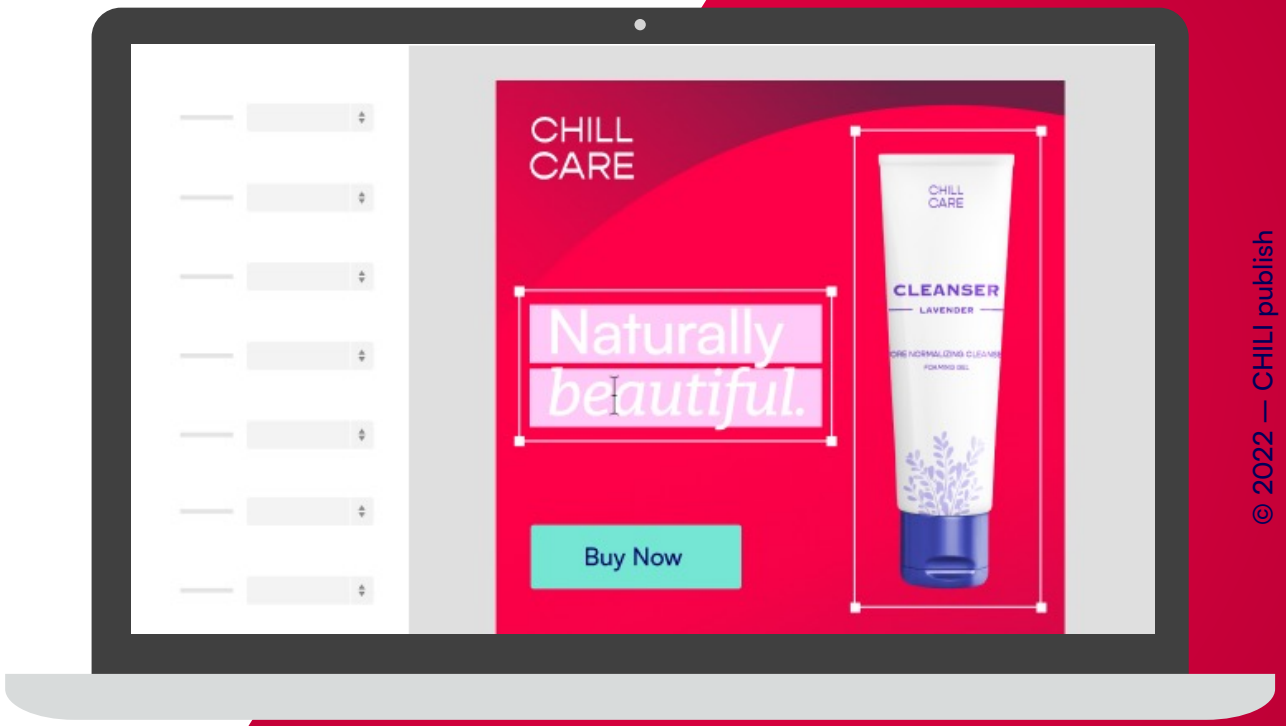
25M+

graphics produced in 2022



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Self service

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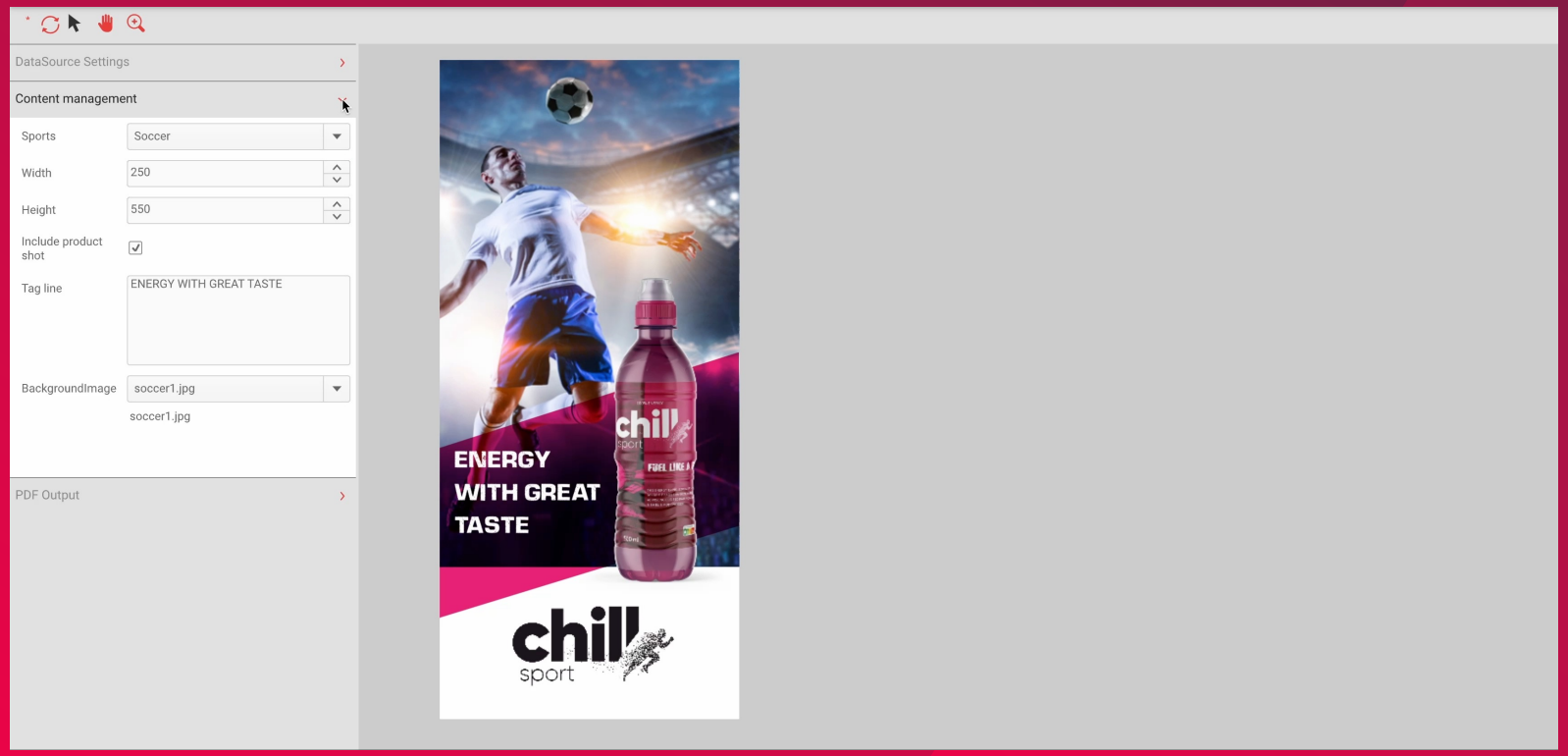

Data driven

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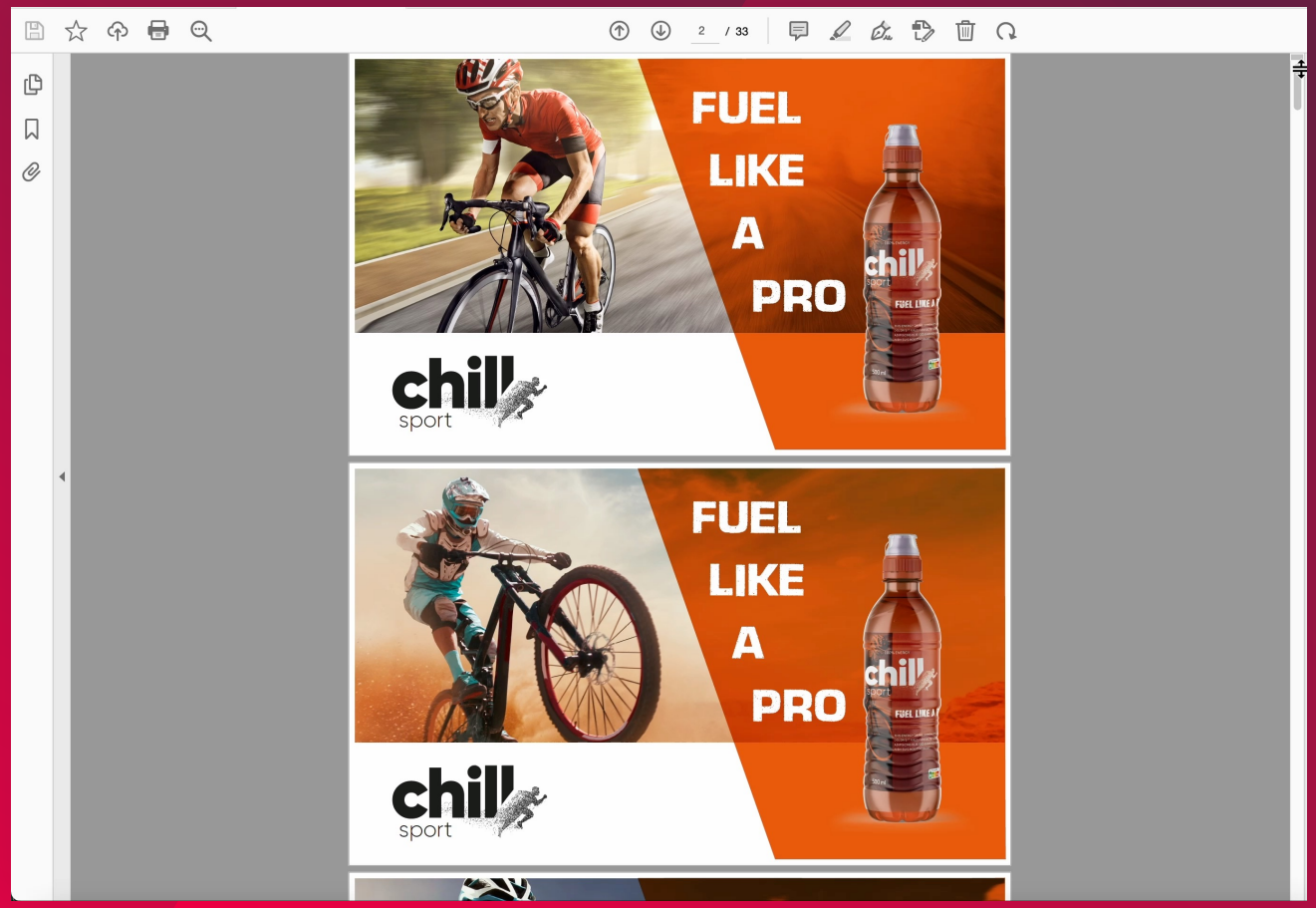
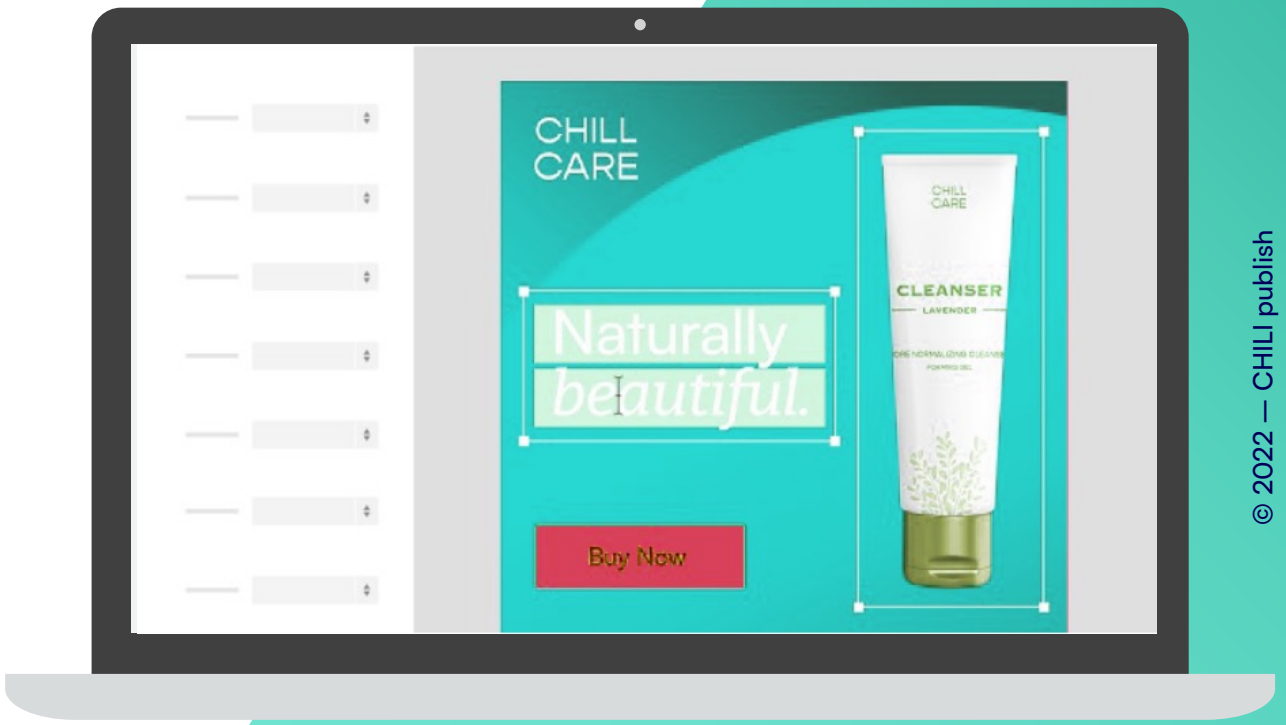
Create output at scale for print



GraFx Studio

- Data driven
- Resizable
- Animated



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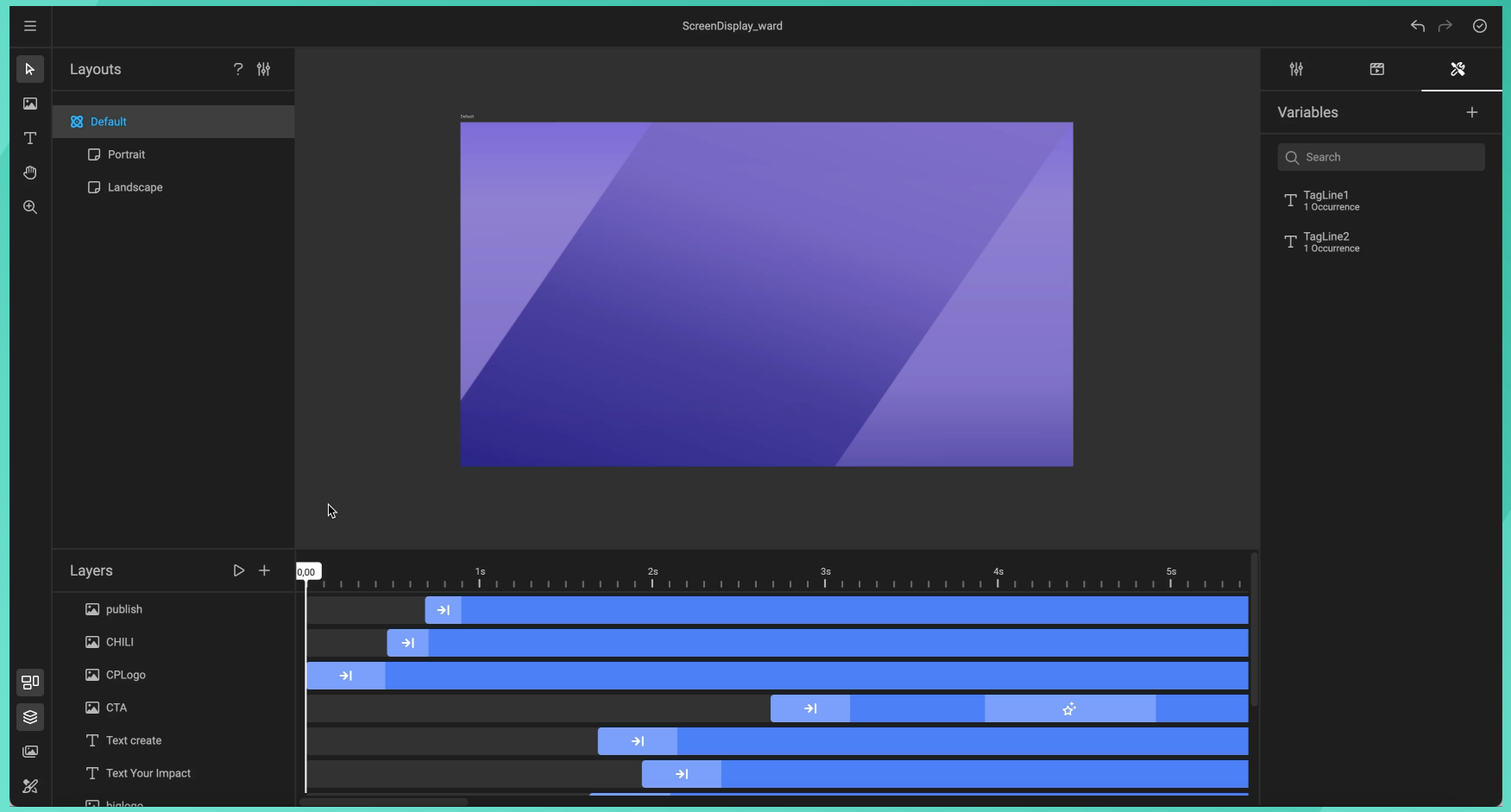
Animated smart templates



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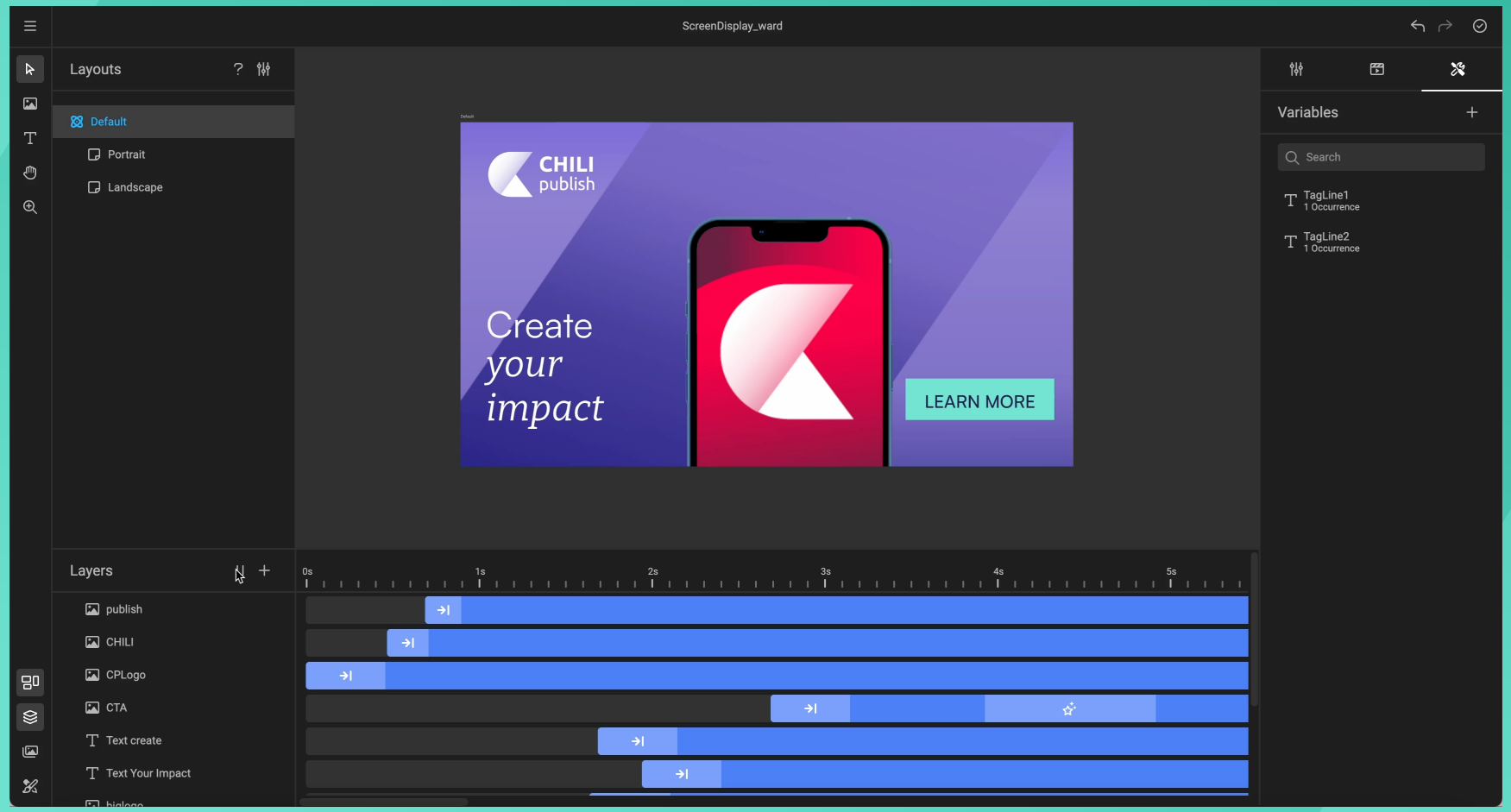
Multiple layouts in one template



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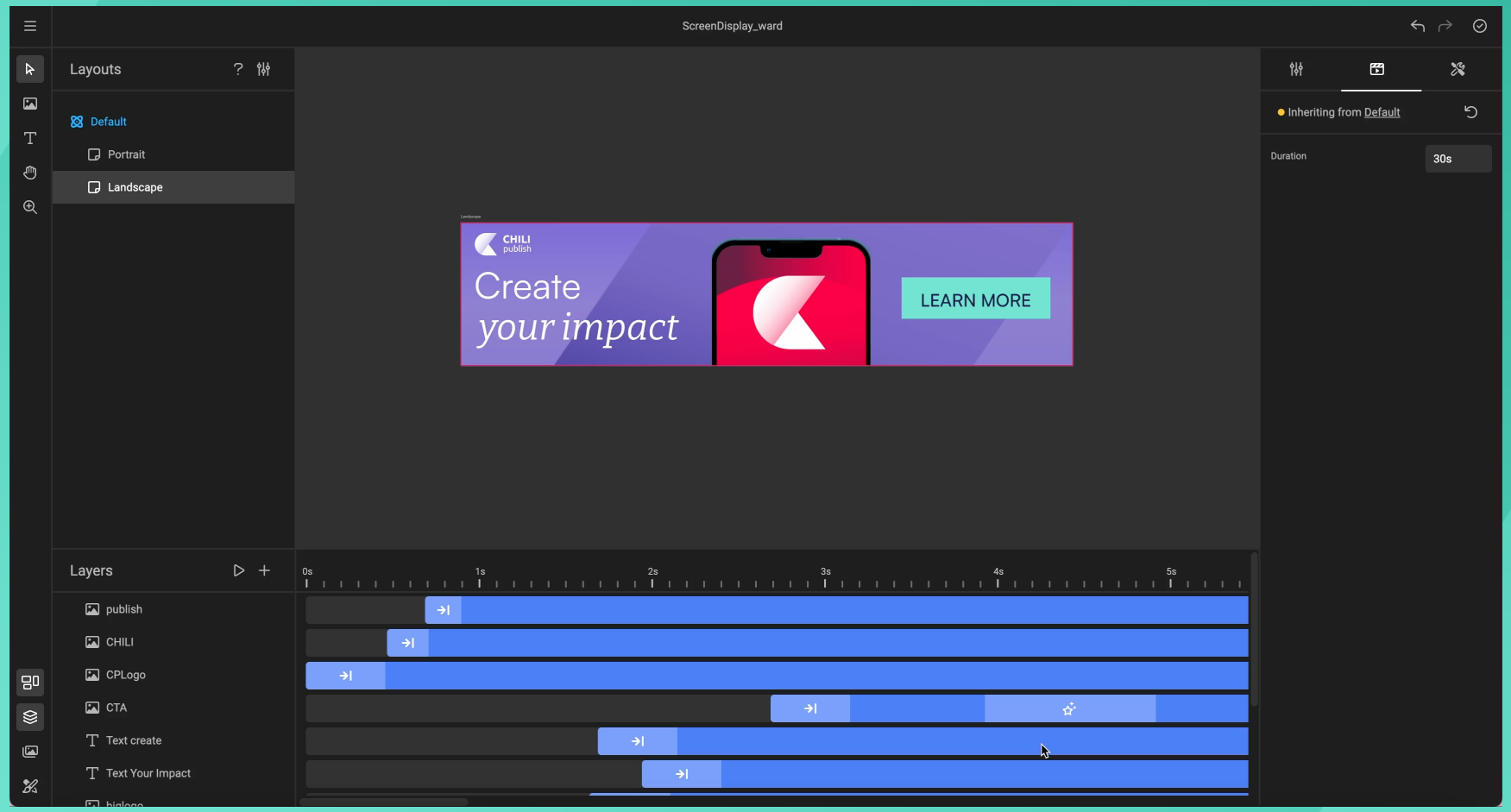
Animation made easy



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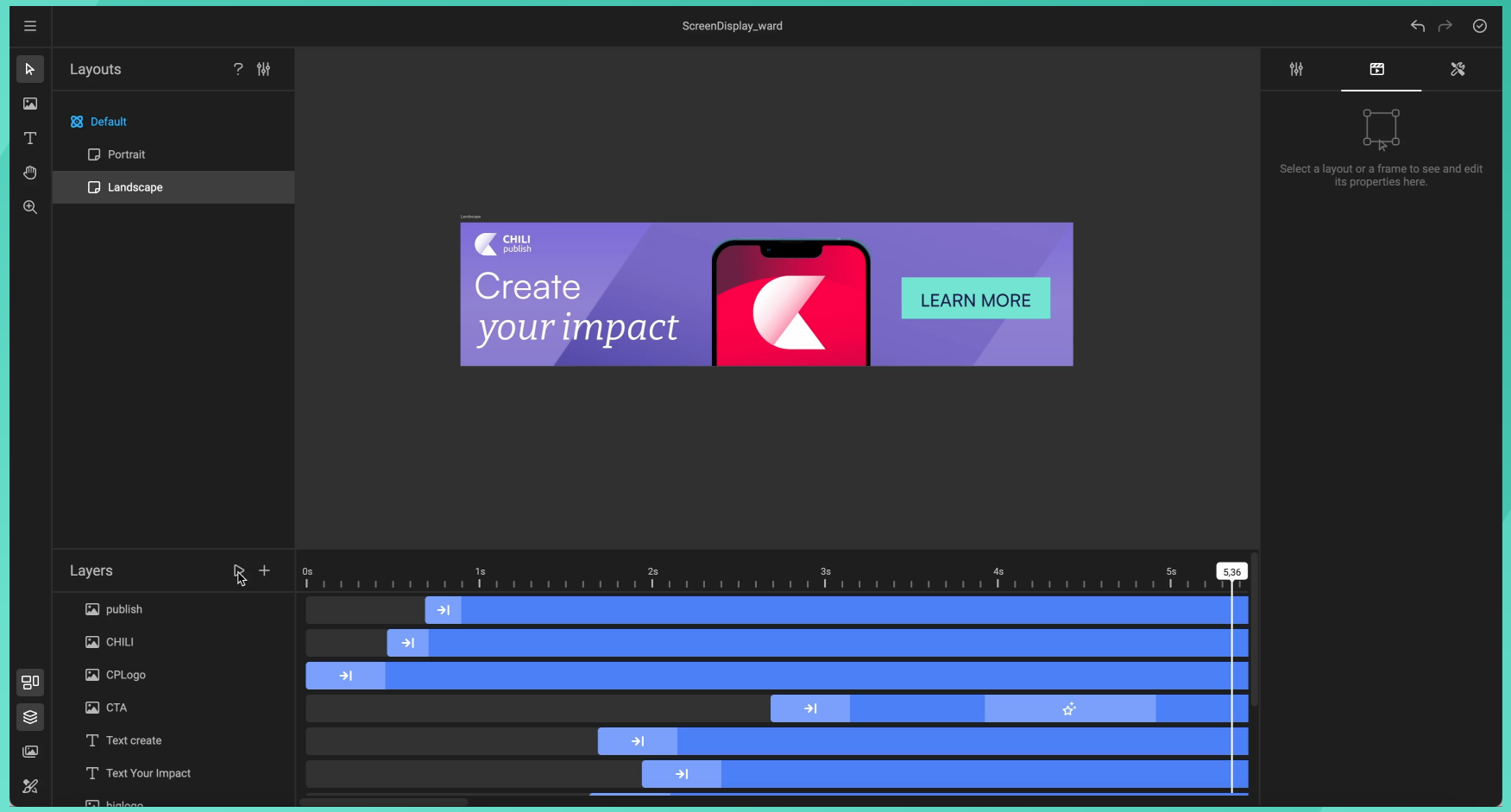
Layout inheritance



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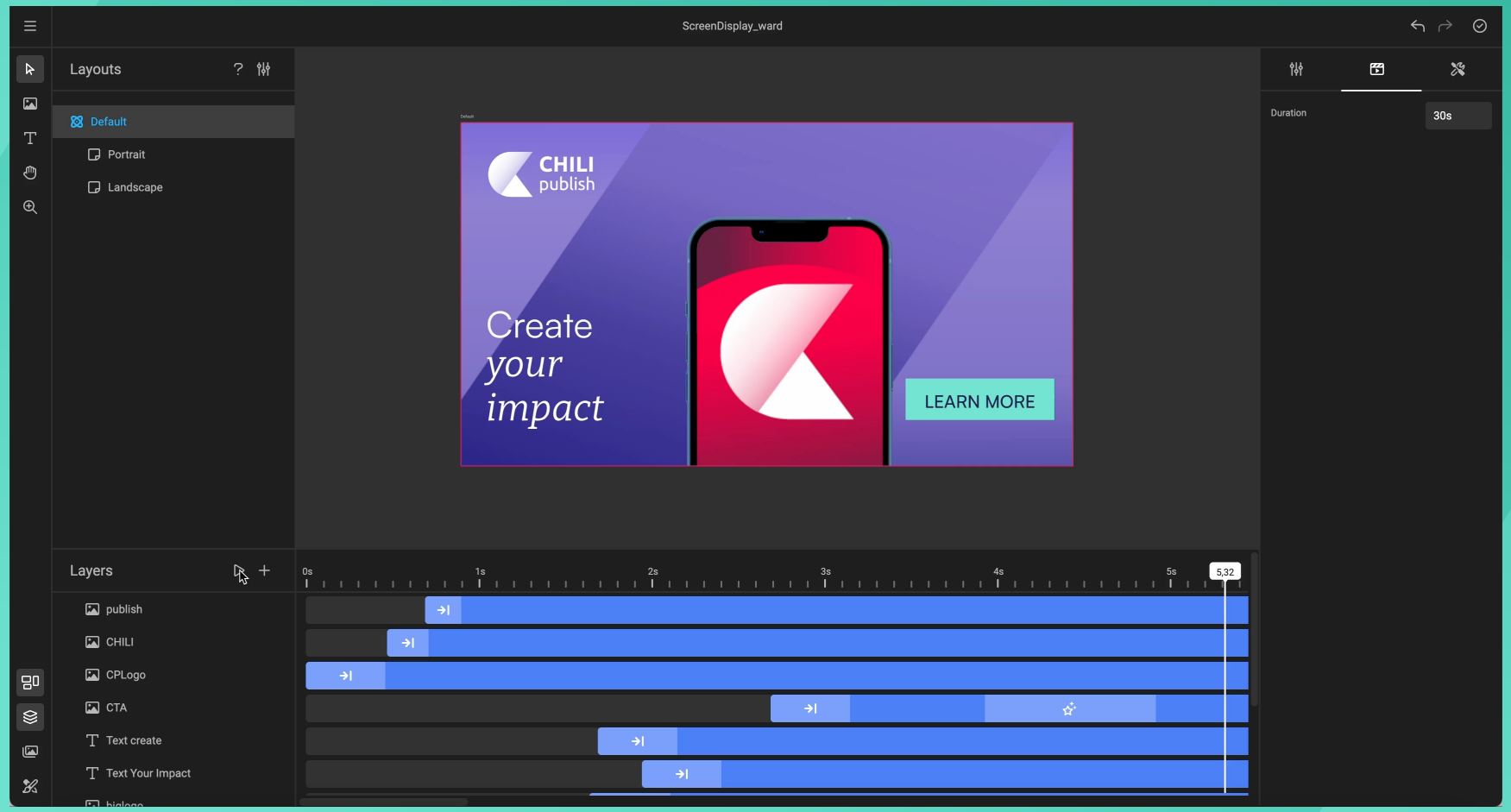
Variables



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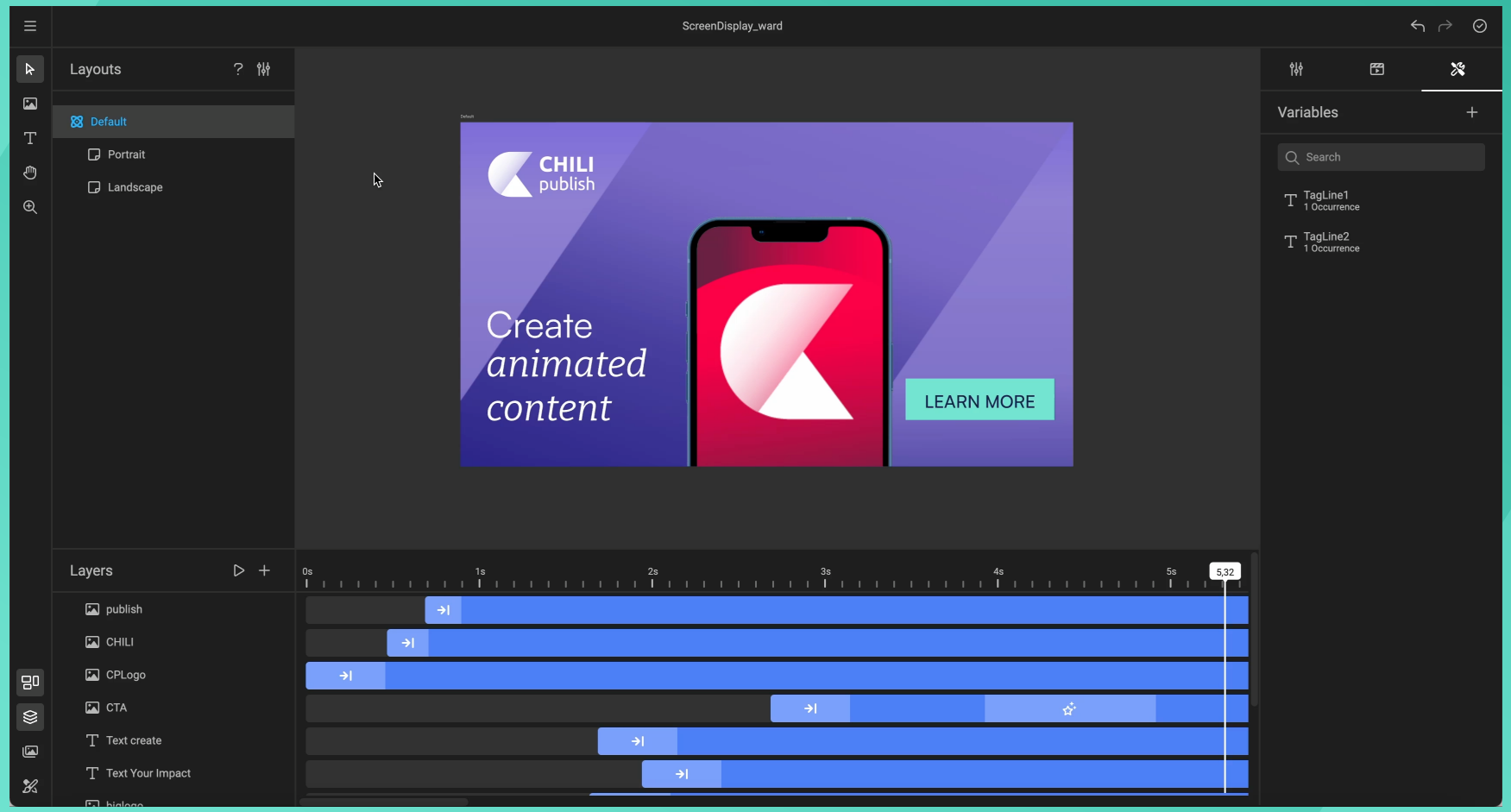
GraFx Media integration



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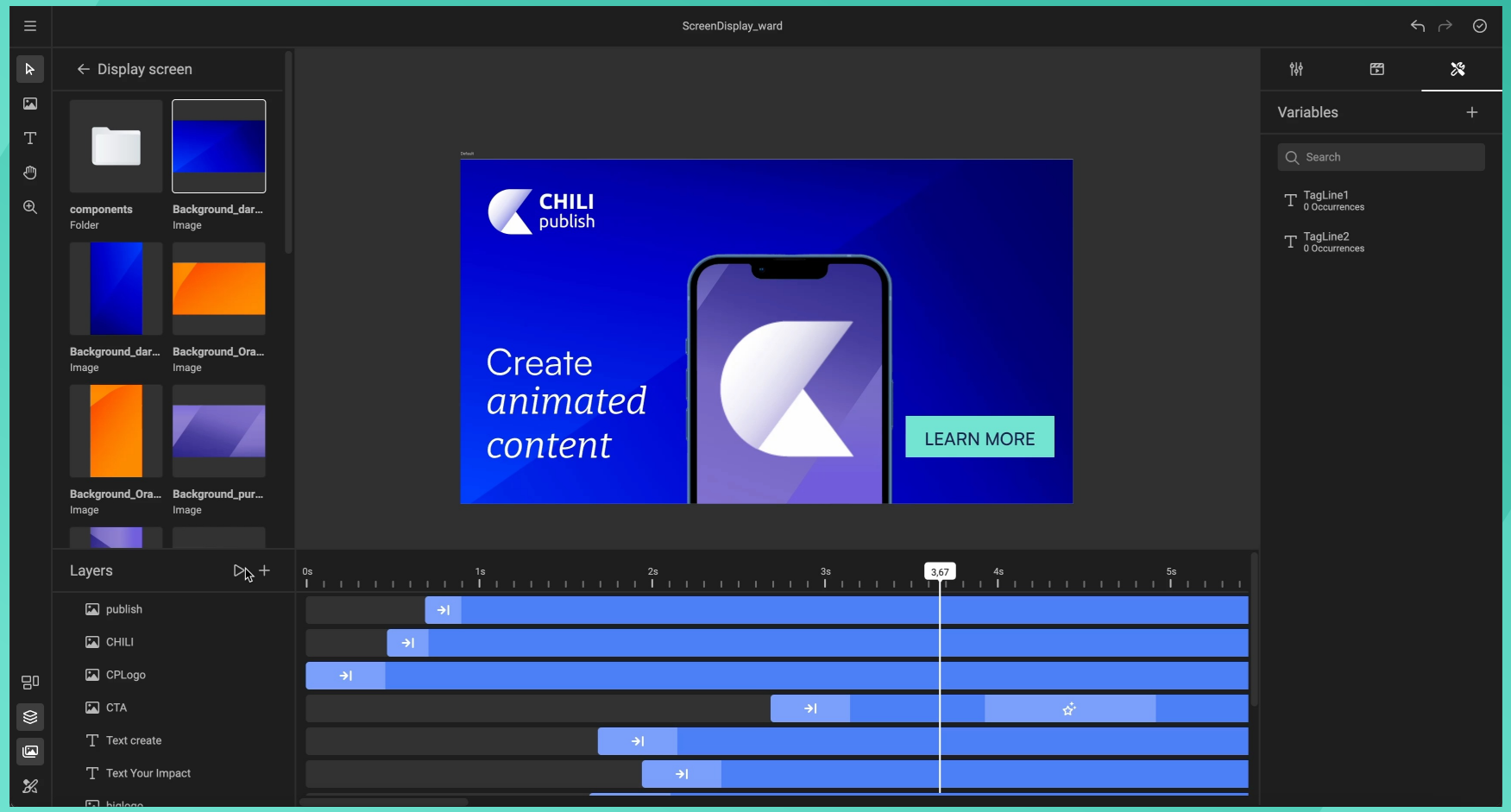
Video and image export



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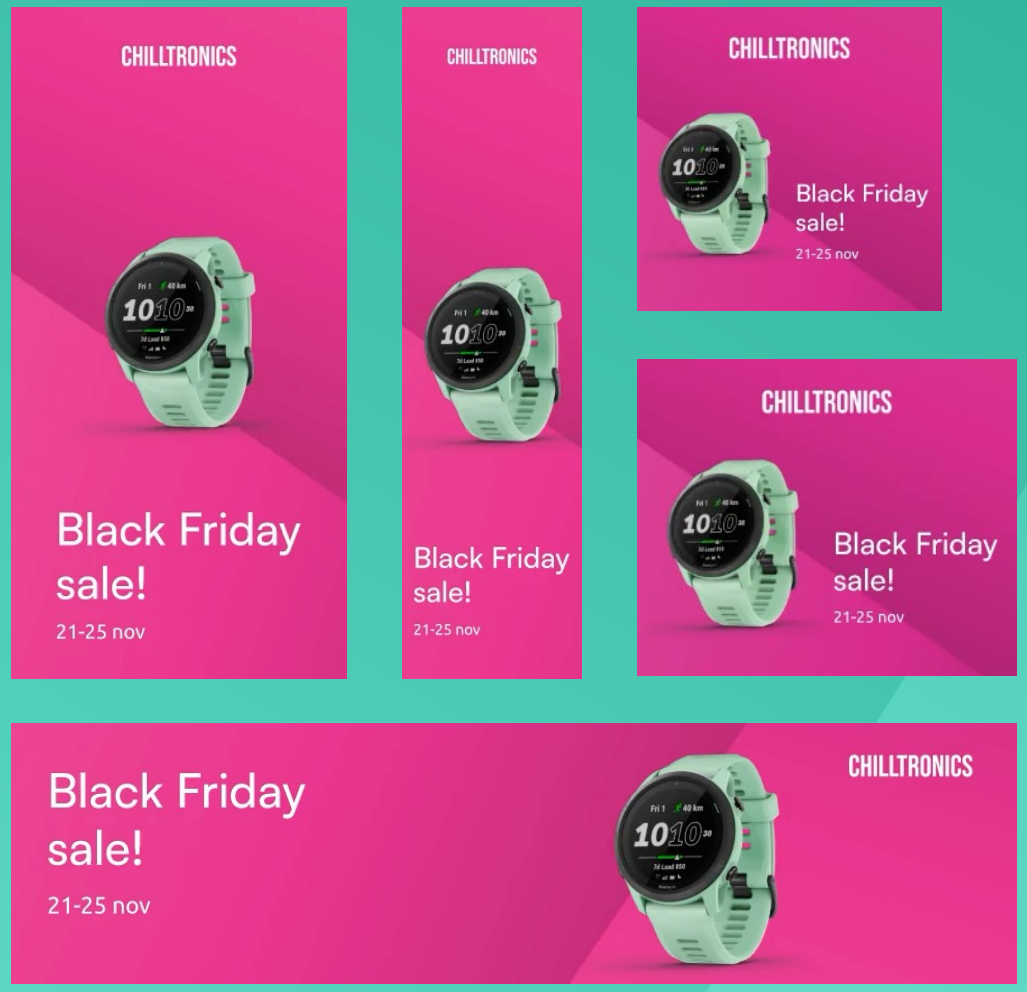
Create animated content at scale



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New tech stack

GraFx applications

External applications

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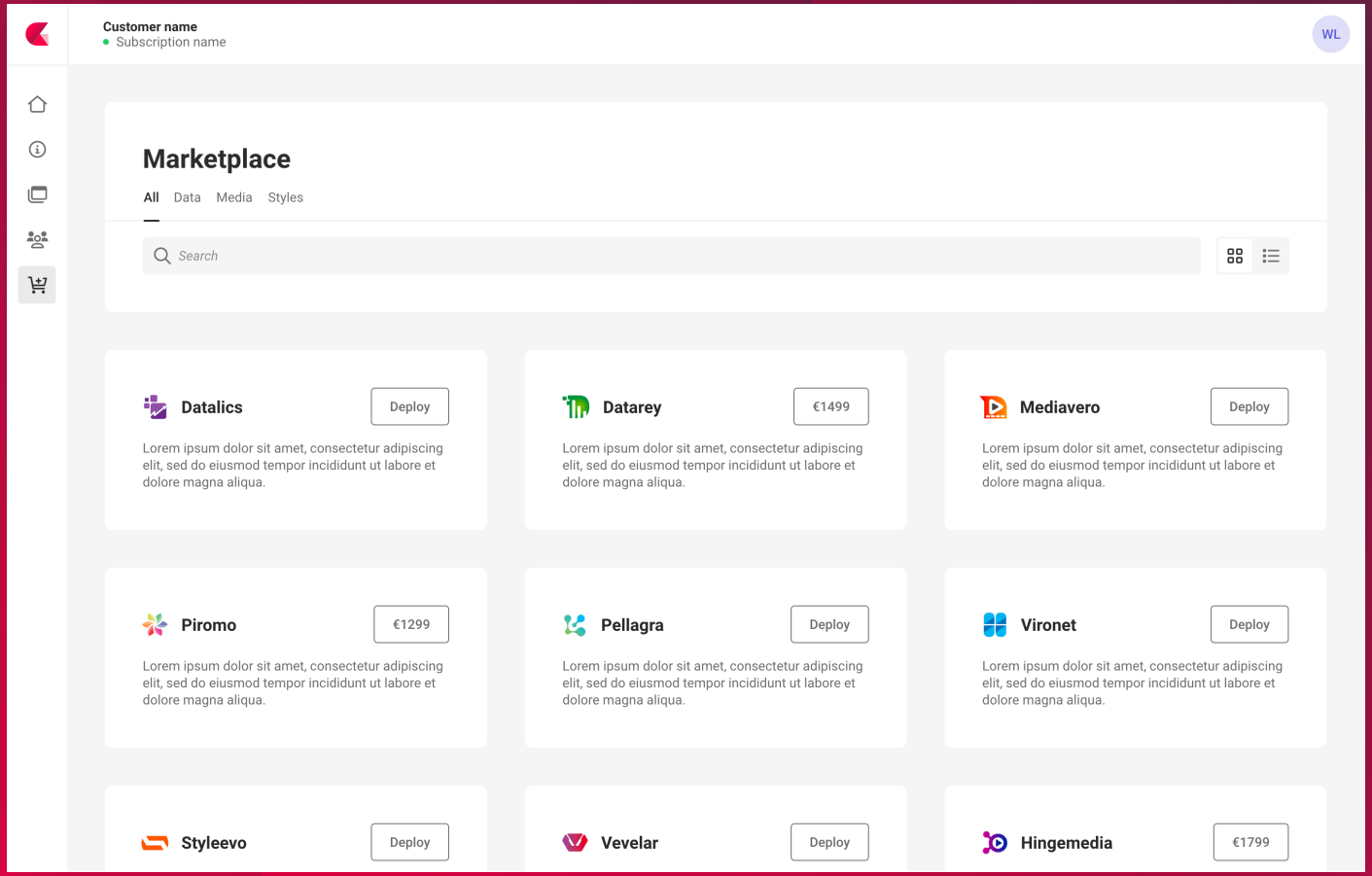
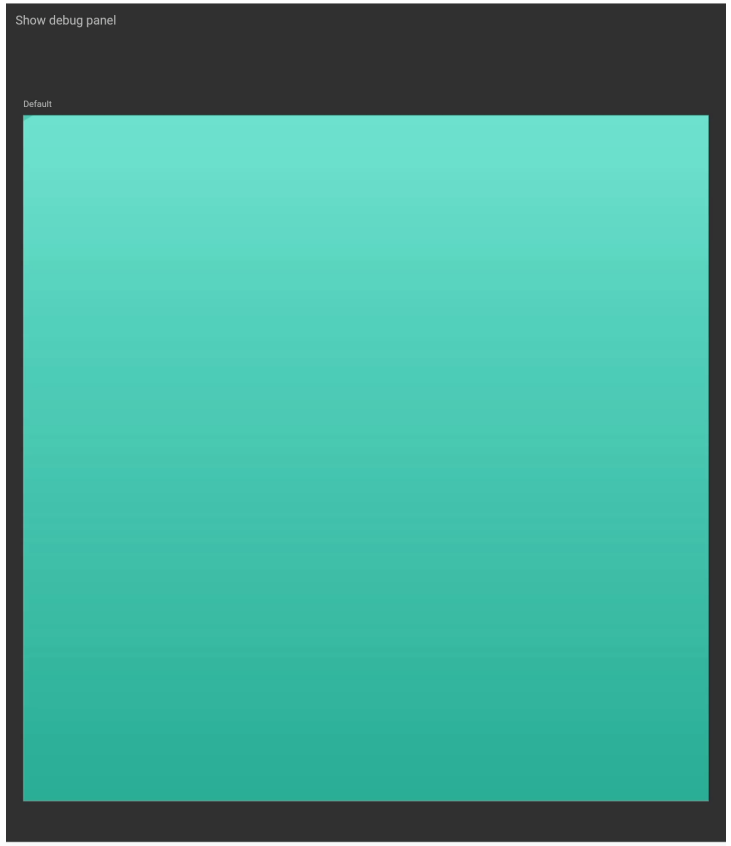
Marketplace



GraFx Studio + Datylon



Datylon Data:

Team	10 / 11	11 / 12	12 / 13	13 / 14	14 / 15	15 / 16	16 / 17	17 / 18	18 / 19	19 / 20	21/22
Team	10 / 11	11 / 12	12 / 13	13 / 14	14 / 15	15 / 16	16 / 17	17 / 18	18 / 19	19 / 20	21/22
Manche…	74.864	75.387	75.53	75.207	75.335	75.286	75.29	74.976	74.498	73.427	75.543
Arsenal …	59.927	60	60.079	59.487	59.992	59.944	59.957	59.323	59.899	60.278	56.897
Manche…	45.513	47.045	46.974	47.08	45.365	54.041	54.019	53.812	54.13	54.386	70.654
Newcast…	47.166	49.936	50.517	50.395	50.359	49.754	51.106	51.992	51.121	47.166	47.032
Liverpoo…	42.864	44.253	44.749	44.671	44.659	43.91	53.016	53.049	52.983	53.118	54.780
Chelsea …	41.423	41.478	41.462	41.482	41.546	41.5	41.508	41.282	40.437	40.551	47.378
Sunderl…	40.355	39.095	40.544	41.09	43.157	43.071	41.287	27.635	32.157	30.169	30.000
Aston Villa	38.573	33.873	35.06	36.081	34.133	33.69	32.107	32.097	36.029	41.714	45.879
Everton …	36.725	33.228	36.356	37.732	38.406	38.124	39.31	38.797	38.78	39.175	43.591
Tottenha…	35.794	36.026	36.03	35.808	35.728	35.776	31.639	67.953	54.216	59.464	55.854
West Ha…	33.683	30.923	34.72	34.197	34.871	34.91	56.972	56.885	58.336	59.876	55.430

+ datylon

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GraFx Studio + Google Maps

+

Google Maps

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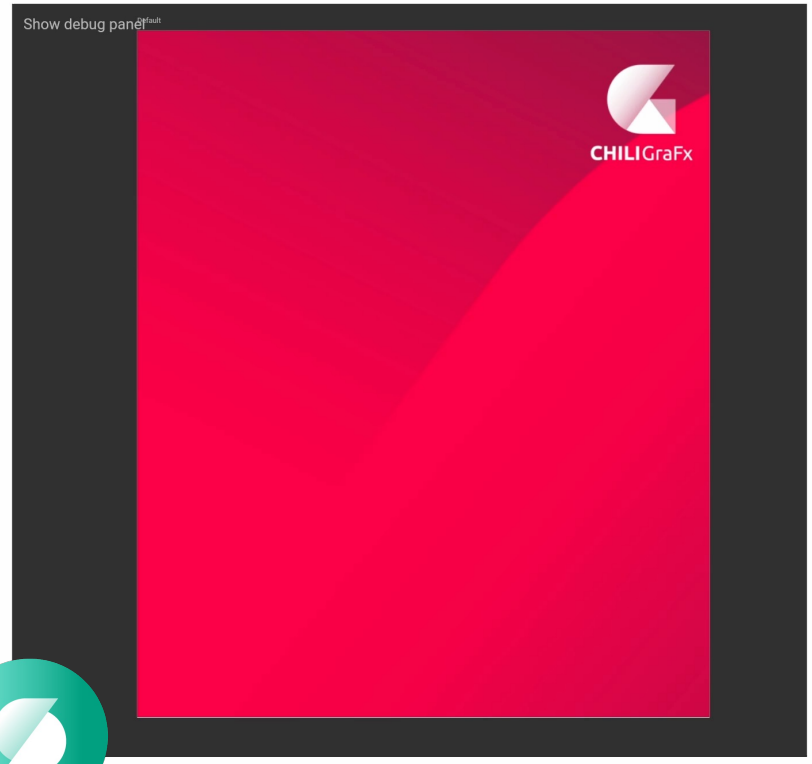
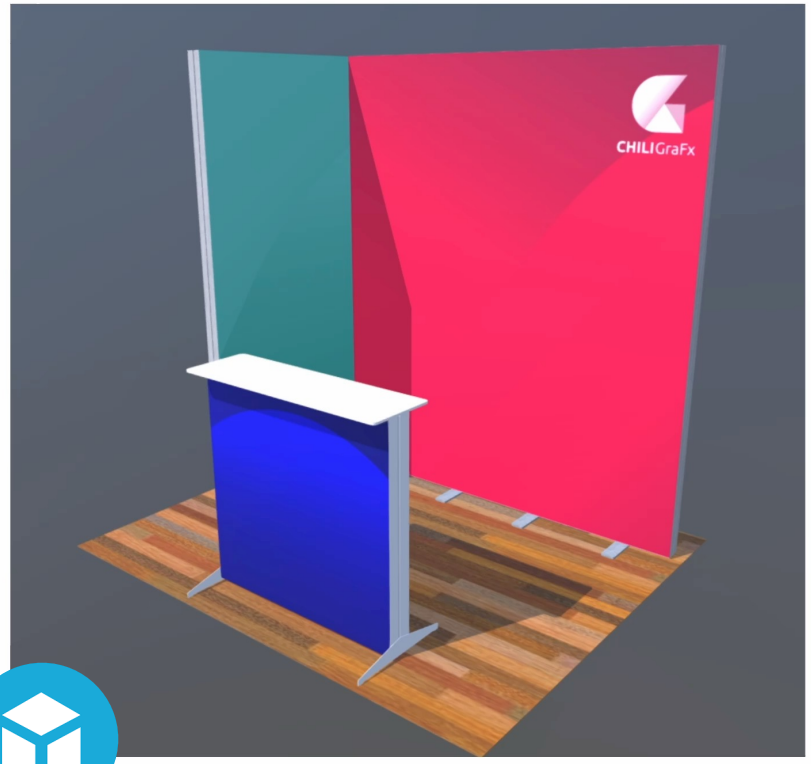
GraFx Studio + Sketchfab





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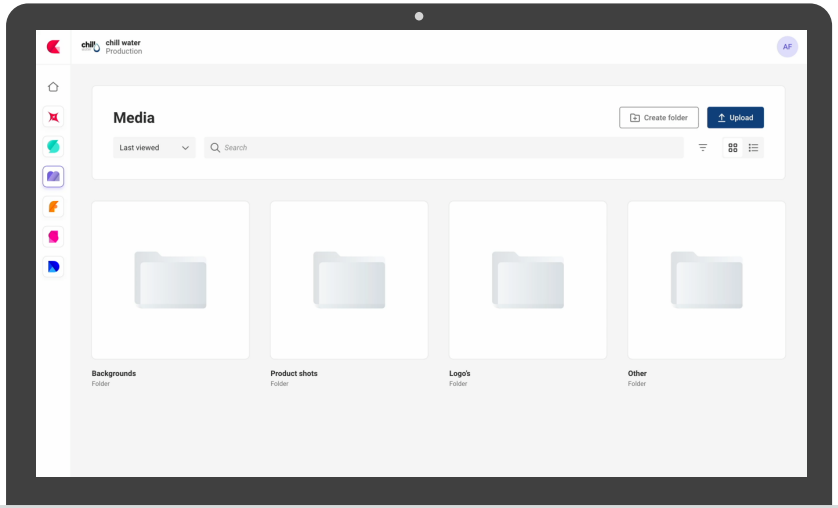
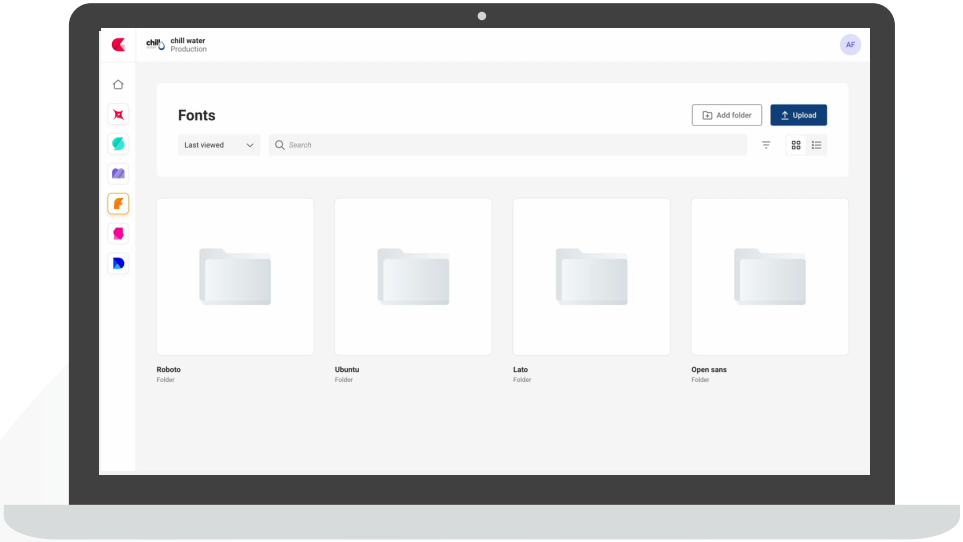
GraFx Media & Fonts

Store and manage media assets in **GraFx Media** - our built-in media manager.





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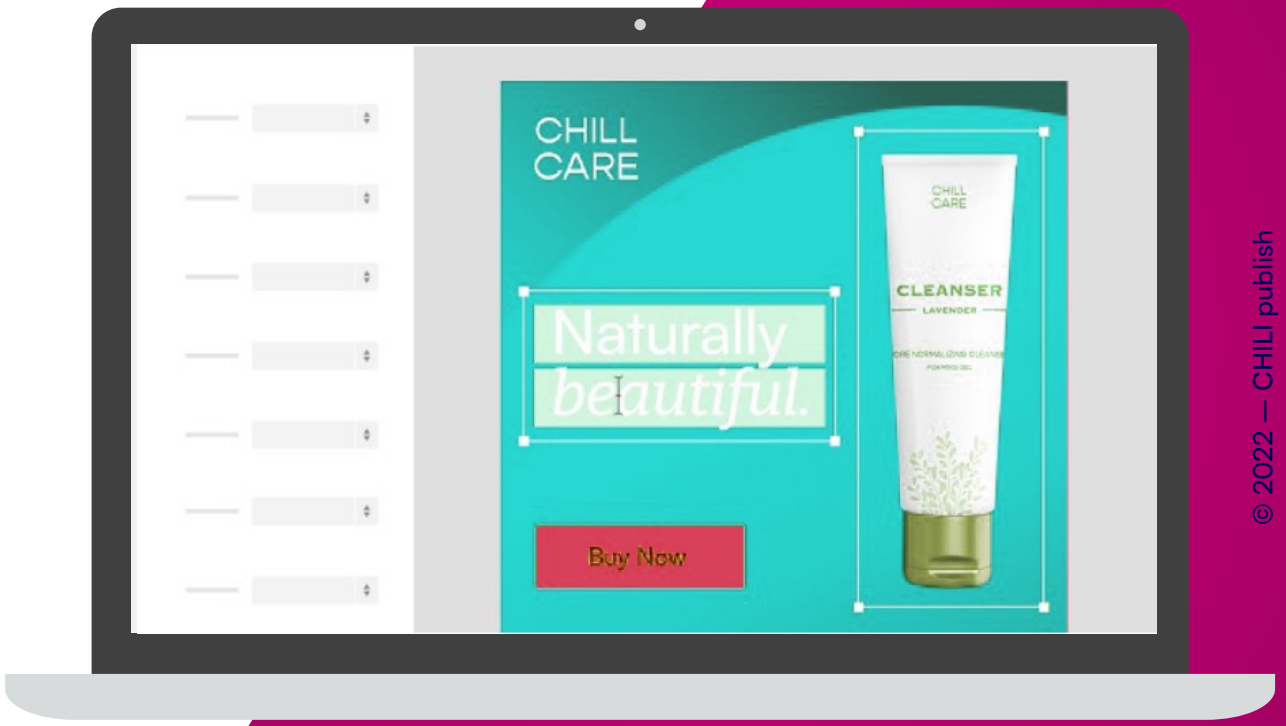
GraFx Stylekits

- Fonts
- Colors
- Text styles



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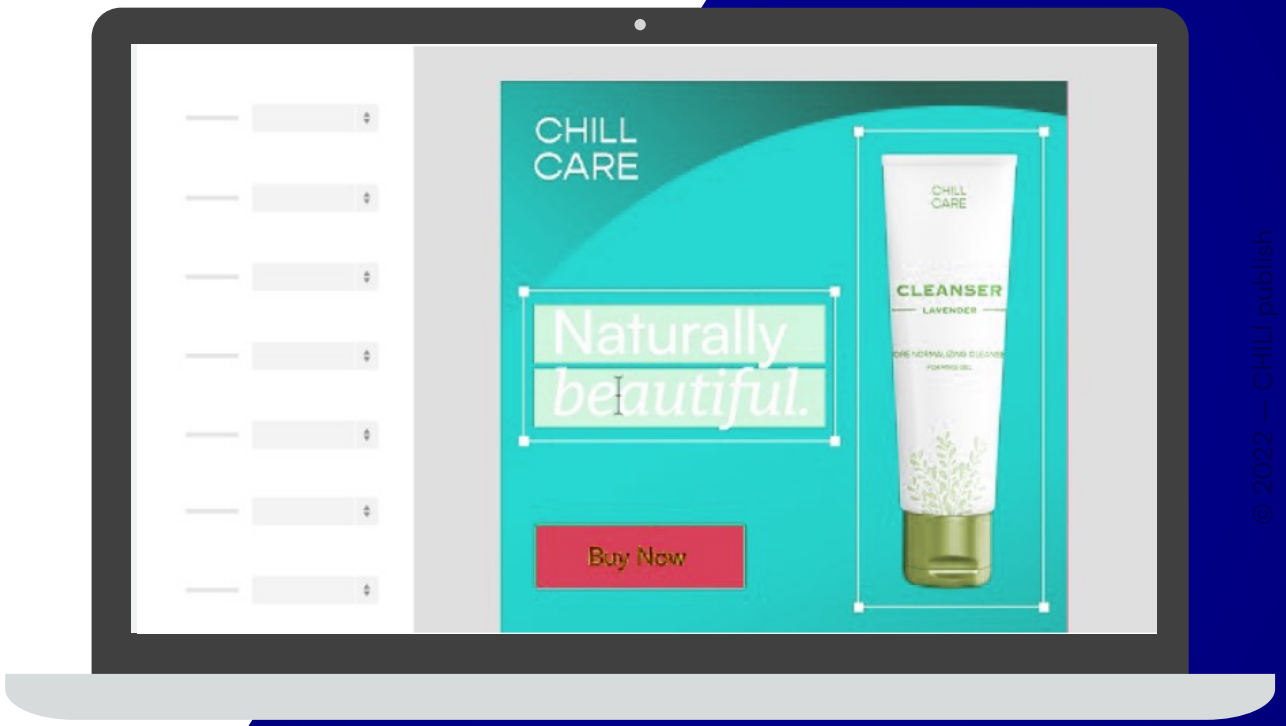
GraFx Data

- Define data structures
- Manage datasets
- Provide data to GraFx Studio for batch output



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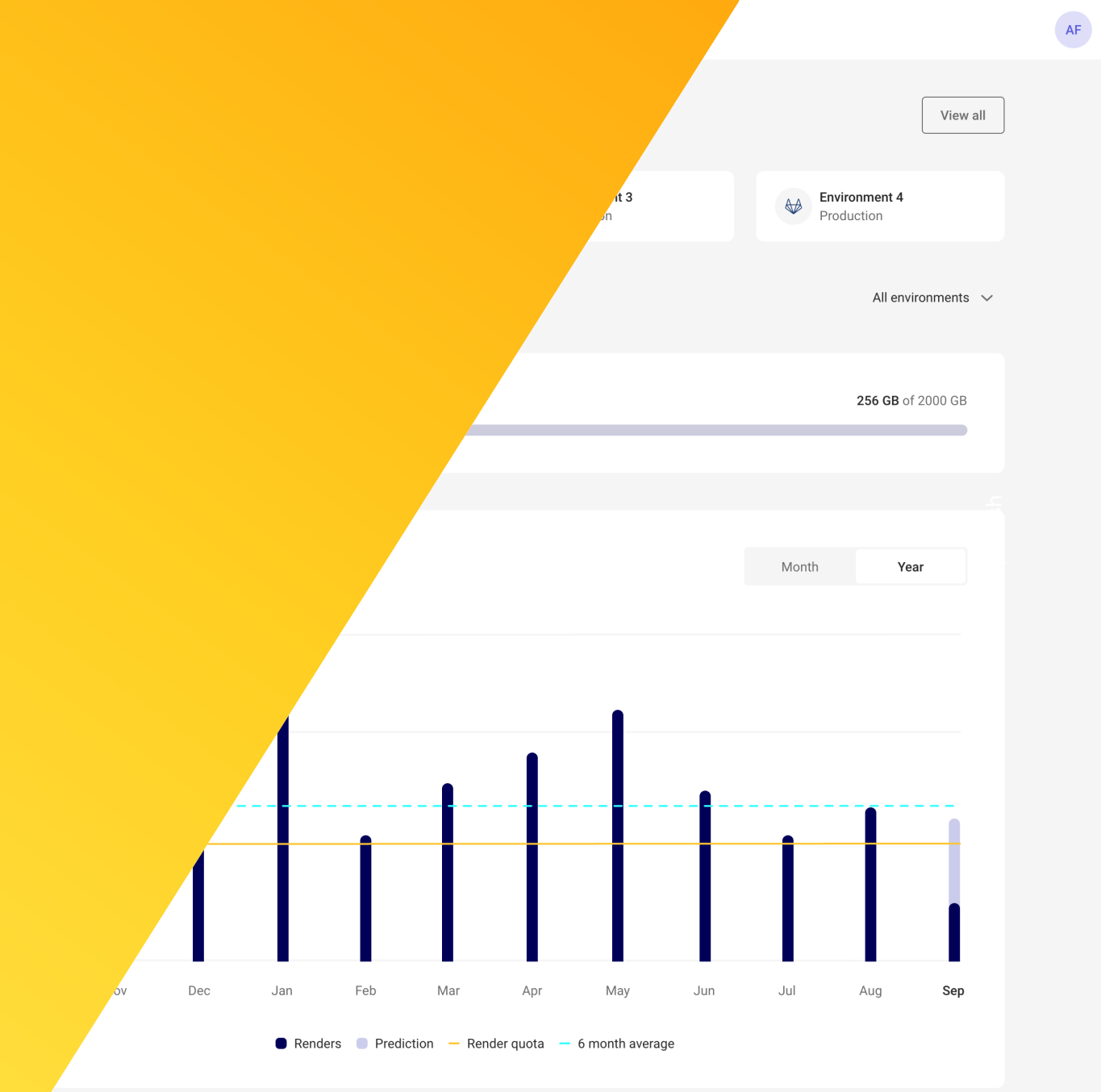
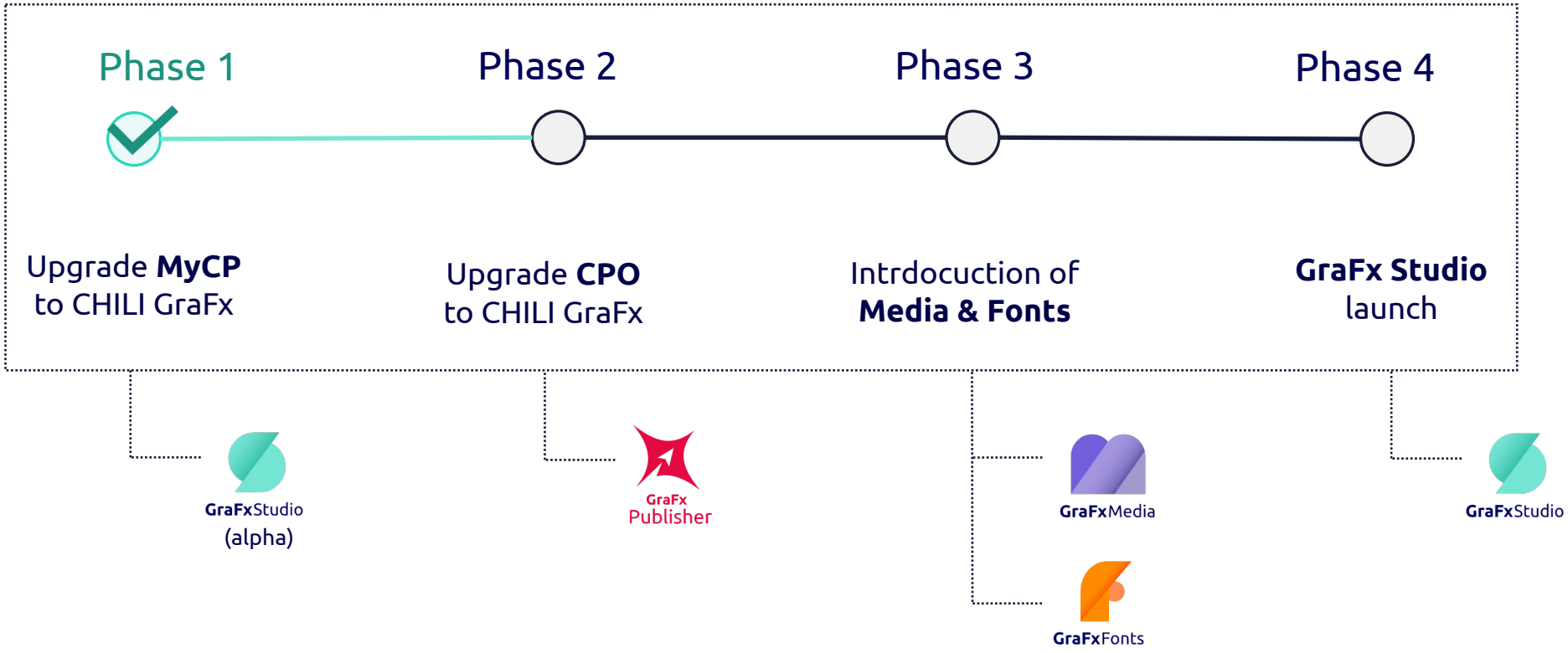
GraFx Insights



Different phases



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GraFxStylekits

GraFxData

GraFxInsights

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Create at scale

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