



Presse release
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IMKI enhances brand heritage by creating custom generative AI to assist in creation for the luxury

Join us at VIVATECH from June 14th to 17th | Hall 1 - Stand K06 | Paris

On the occasion of VivaTechnology, the largest startup and tech event in Europe, which takes place from June 14th to 17th 2023, IMKI, a startup specializing in the design and development of custom Generative AI, will present its solutions dedicated to the luxury industries, to produce powerful creative tools that draw from the DNA and artistic heritage while preserving them.



Generative AI is a revolution and is evolving very rapidly. It engenders strong changes in the processes of creation and innovation. The use cases are increasingly numerous and in several sectors of activity (education, services, science, culture, health, ...), which raises many questions and some defiance regarding the evolution, or even the disappearance, of certain professions.

Will AI make creators and creatives disappear ? No !

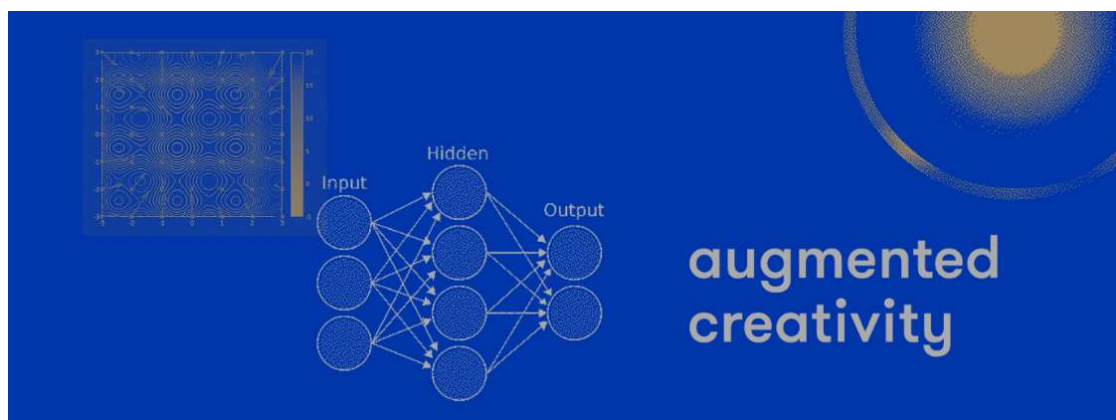
IMKI today addresses all creative companies worldwide for which the past is an asset to build future developments and provides them with the technological solution that allows them to take part in the Artificial Intelligence revolution. Among these companies, those **in the luxury sectors** are based on brands with history and strong DNA. They find added value in design and wish to retain its essence and mastery.

Revisiting an iconic piece from a haute couture collection, creating the next trendy model while respecting a brand's codes, or testing creations with the general public before launching them into production to choose the one with the greatest adherence; these are just a few examples of what generative AI allows luxury businesses to do.

With its **"Augmented Creativity"** concept, IMKI relies on its clients' proprietary data and positions itself **as a provider of creative assistance services** to support them and allow them to benefit from all the opportunities offered by generative AIs.



*"At IMKI, we aim to become THE reference for generative AIs within 5 years. We wish to deploy our innovative offering and propose our essential technological building block for brands and companies to multiply their creative power and increase their productivity."
"Frédéric Rose, CEO of IMKI"*



IMKI creates "AI As a Service"

With its custom tool to assist in creation, IMKI's generative AI reveals its full power in service of brand heritage and aims to revolutionize these sectors, both by accelerating the creative process and by reducing production costs. IMKI absorbs the skills of a company, an artist, or a designer to co-construct a creative and custom response to their needs while contributing to innovation, memorization, transmission of know-how, and creation.

IMKI is the first "AI as a service" in the field of image generation. It is to the visual creation sector what chat GPT is to the textual AI sector, but not as an open and universal service, but as a dedicated and closed service, for the benefit of brand heritage.

As a result, its promise is : "Grow your heritage"

IMKI safeguards the copyrights and intellectual property of its clients

According to IMKI, AI can strengthen copyrights and intellectual property by proposing a sequencing of a brand's genetic code. AI guarantees and legitimizes proprietary data; **the method is protected**, as are the data entrusted by its clients.

IMKI, generator of custom-made creative AI

Founded in October 2020 in Strasbourg, **IMKI develops "proprietary" generative Artificial Intelligences** that allow its clients (companies, agencies, brands, and communities) to multiply their creative power while optimizing their production cost.

Thanks to its expertise and unique method, IMKI develops custom-made creative AIs that generate specific contents (advertising, plan, audiovisual and multimedia creation, capsule collection, immersive experience, ...) faster and with reduced production costs. **The objective? To multiply creative capabilities and sanctify the artistic DNA of companies to fructify this heritage.**



This tool enables the enhancement of all heritages, from brands to our territories. Thus, among its latest achievements, IMKI has developed "**The Sound Odyssey**," a multisensory immersive experience at the Roman Theatre of Orange, this exceptional 2000-year-old monument still at the forefront of innovation. For the first time in the entertainment world, a monumental 360° video mapping was entirely designed by artificial intelligence, a cutting-edge technology capable of imagining and designing worlds and creatures of unparalleled creativity."



About IMKI

Founded in October 2020 in Strasbourg by Frédéric Rose, IMKI is a generator of custom-made creative Artificial Intelligences that boost creativity and innovation, while supporting the objectives of companies, agencies, brands, and communities. IMKI enhances brand heritage through AI.

Awards and distinctions: Ranked Deeptech by BPI, winner of the Horizon Europe "PERCEIVE" program, i-Lab Nomination, Sitem Technological Innovation Award, Gitex Innovation Award.

About EDEIS

Edeis is a major player in the field of engineering (14 agencies) and management of territorial infrastructures (8 tourist and cultural sites, 16 airports, 3 ports). Its approach as a global territorial developer allows it to provide a tailor-made response with a 360° strategy in the service of the attractiveness and influence of communities.

Press Contact

IMKI | Marie Lathoud | Marketing Director | +33 (0)7 86 24 99 59 | m.lathoud@imki.tech