

Name: **Mike McGee and William Bartlett**

Company Name: **Framestore**

Project Title: **Demystifying deepfakes, unlocking the future of creativity**

About the Submission:

Deepfake (from “deep learning” and “fake”) is the technique that uses AI to replace one person’s face with someone else’s. But how exactly does it work? And what else can we do with the same technology?

Renowned innovators and VFX specialists Framestore, assisted by some international celebrity guests, dig deeper into the process and explain how manipulating pixels through Machine Learning will open up a whole new world of creative possibilities.

