

**Remote production with 5G, cyber security, smart spaces and a look into the future: the programme for HAMBURG OPEN 2025 is now available**

Hamburg, 11 December 2024 - How will media productions change when artificial intelligence sets the pace? Which technologies will determine broadcasts of major sporting events such as the European Football Championships or the Olympic Games? And what will the next generation of intelligent spaces look like? These and many other questions will be the focus of **HAMBURG OPEN 2025**, which will take place on **15 and 16 January** at **Hamburg Messe und Congress**.

HAMBURG OPEN has long been more than just a meeting place for the industry - it is also a source of inspiration, a platform for dialogue and a think tank. Around 200 exhibitors present innovative solutions, while a varied programme of lectures highlights trends and promotes exchange.

For the first time, the new Media Tec Stage adds a third stage to the event, offering additional expertise in areas such as unified communications and corporate video. The topics of the presentations and panels range from AI and immersive technologies to sustainable production solutions and offer inspiration and concrete approaches for a dynamic and increasingly networked media world.

**Questions about the future of broadcasting: the HAMBURG OPEN Forum**

The forum highlights key topics that will shape the broadcasting of tomorrow. Hamburg Messe und Congress and MCI are working closely with renowned content partners such as FK TG, VDT and AES Germany to select the programme. In 'Remote Production with 5G - New Technology, New Opportunities', **Claus Pfeifer (Sony Europe)** and **Jens Schilder (RTL Germany)** will discuss the challenges of 5G technology. Their experiences from a proof-of-concept at the European Football Championships and the state elections in Dresden will provide exciting insights into practical applications. 'Paris 2024 - The path to immersive and barrier-free audio' by **Roman Rehausen (Jünger Audio)** presents the latest audio standards that will be used at the Olympic Games. **Prof Felix Krückels (Hochschule Darmstadt)** will take a look into the future of immersive audio in his presentation '3D Immersion in Live Sport'.

**Creative technology and trends: the OPEN Stage**

The OPEN Stage invites you to explore innovative technologies and solutions for broadcast technology. The seamless interaction of studio automation and playout is the focus of the lecture 'End to end production workflow: defined by you', presented by **Tom Crocker (Ross Video)**. In 'The Real Cloud Workflows of LOGIC', **Jens Gnad (LOGIC media)** will explain how media workflows can be migrated to the cloud and how challenges such as latency and data security can be overcome. **Claudia Baier (Jos. Schneider Optische Werke GmbH)** shows how optical diffusion filters open up creative possibilities for image design.

**New stage, new possibilities: The Media Tec Stage**

Innovative LED solutions that make creative processes more efficient and cost-effective are the focus of **Thorsten Kraus (Samsung)**. In his presentation, **Alexander Leschinsky (G&L Systemhaus)** will share practical insights into the development of modern streaming platforms and highlight the challenges that need to be overcome. **Maurice Camplair (Crestron)** will discuss how AI not only increases efficiency, but also creates sustainable and intelligent spaces. **Hubertus Beckmann (Lang AG)** will present the potential of transparent LED displays and their exciting applications in media production.

**Deepening knowledge: the masterclasses**

The masterclasses offer practical insights into specialised media production topics. In his presentation, **Torsten Ehmer (Haivision)** will show how SRT and SST technologies ensure high-quality and reliable live streams even under demanding conditions. **Andy Schneider** and **Heiko Adamczyk (Fortinet)** will provide a comprehensive overview of how IT and production infrastructures can be protected against cyber attacks. They will also explain the legal framework conditions that play a central role in this. **Sarah Beck** and **Jacob Schneider (netorium AG)** will focus on the development of cloud-based remote productions and work with participants on reference architectures that map the entire production process from signal acquisition to playout.

[Click here for the complete HAMBURG OPEN programme.](#)

**Meeting place for visionaries: HAMBURG OPEN 2025**

HAMBURG OPEN opens the year for the German-speaking broadcast, streaming and media technology industry. Under the motto 'People. Media. Technology.', the focus is on networking and sharing the latest technologies - from innovative streaming solutions to advanced conference and collaboration systems. With practical presentations, networking formats and new products, HAMBURG OPEN provides important impetus at the start of the year.

Tickets and further information at [www.hamburg-open.de](http://www.hamburg-open.de) or [LinkedIn](#).

**Press contact:**

Christian Freitag

PR Manager Brand Communications @ Hamburg Messe und Congress

Phone: +49 40 3569-2685, e-mail: [christian.freitag@hamburg-messe.de](mailto:christian.freitag@hamburg-messe.de)