



## Antoine Cardon / CIO — CTO

Seasoned entrepreneur and innovation pioneer with over two decades of diversified experience in media entertainment, and digital transformation across multiple industries.

Skilled in leading cross-functional teams, managing multimillion-euro fundraising rounds, and establishing collaborations with global industry leaders like Sony and Twenty Century Fox.

My work has garnered international acclaim, including awards from Venice Mostra and Future of Storytelling. Passionate about merging creativity with technology to reinvent storytelling and user experience in the digital realm.

## Contact

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## Awards / Jury

### 2022 Best Experience Metalogue

Goethe Institute

### 2022 AIXR VR Awards

Jury member

### 2021- AIXR

2023 Board member

### 2019 VR Days

Jury member

### 2019 Masque d'or

New Images Festival

### 2019 Breakthroughs in Storytelling

Columbia Digital Storytelling Lab

### 2018 Innovation in storytelling prize

Future of StoryTelling / NYC

### 2018 Non-traditional VR winner

Le Book

### 2017 Visionary Prize

Geneva International Film Festival

### 2015 Cutting-edge award of the year

FWA

## Work experience

### Associate Founder

#### EL-GABAL / 2020 - present

- Launched *BEDLAM*, an XR experience selected at the Venice Mostra Festival, within the first six months of the company's inception.
- Developed *GAIA*, a white-label, cloud-hosted platform for creating customizable, high-quality virtual worlds with integrated NFT and physical goods marketplaces.
- Co-produced *Heterosis*, a collection of dynamic NFTs that sold out in under 45 minutes, facilitating user-driven flower hybridization via genetic algorithms and blockchain technology.
- Built a ticketing platform for artist M.Pokora that sold 4 million euros worth of tickets in under 48 hours.
- Contributed to Taiwan's government initiative on 5G, cloud computing, and the Metaverse, collaborating with industry leaders like TAICCA, HTC, TSMC, and Asus.

### Associate Founder

#### DV Group / 2011 - 2019

##### 2011 —

- Co-founded DVmobile, spearheading it to become one of the first mobile app providers for top-tier brands like Chanel, Dior, Redbull, and Prada.
- Orchestrated commercial strategies and operational workflows that fueled a consistent 45% year-over-year growth rate over a decade, culminating in an annual revenue of €4 million
- Initiated and led the R&D lab, catalyzing advancements in digital retail and creative technology sectors while strategically leveraging CIR and CII tax incentives to reduce payroll costs by 25%.

##### 2014 —

- Launched a 360° video production spinoff, from camera conception to broadcast, achieving over 150 productions for global brands.
- Pioneered live 360° content broadcasting and became the first to shoot in the ISS space station.

##### 2017 —

- Created 'Alice, The Virtual Reality Play,' the world's first XR experience combining immersive theater and VR.
- Secured €8M in funding.
- Facilitated cross-border partnerships with the U.S. and Canada, leading to high-profile collaborations with Twentieth Century-Fox and Sony.

##### 2018 —

- Transformed DVstudio into a global leader in XR content, with three pieces selected at the Venice Mostra.
- Clinched the New York Future of Storytelling Award and the Columbia Breakthroughs in Storytelling Award, underscoring the company's industry leadership.

## Lectures

- 2022 Satis**  
NFT, VR, multiverse, quels outils pour financer, produire et diffuser ?
- 2021 TCCF**  
Cloud computing, 5G and the metaverse.
- 2019 IFFR pro / VR Days**  
When Being The Best Is Not Enough
- 2019 VR Days Amsterdam**  
Awarded from year
- 2019 Cannes Film Festival**  
Location-Based Entertainment: Virtual Reality
- 2018 NewImages**  
Location-Based Entertainment: A Trojan horse For VR
- 2018 Film Fund Luxembourg**  
Developing and distributing immersive VR in 2018 and beyond 2018
- 2018 Virtuality Paris**
- 2018 Future of StoryTelling**
- 2018 Venice International Film Festival**
- 2018 Geneva International Film Festival**
- 2018 Phi Center**
- 2018 Series mania**
- 2017 Taipei Film Festival**  
Location-Based VR Entertainment

## Technical skills

- 3D visualization & modelling
- Real-time 3D (Unreal/Unity)
- Mocap & virtual production
- VR/XR
- 3D scanning
- Digital editing & visual effects
- Web technologies: front / back / micro-services / serverless
- DevOps / cloud migration
- Dev life cycle : CI/CD, QA, agility
- AI development & integration
- Production and financing

## Work experience

### Innovation Director

#### Freelance / 2008 - 2011

In this capacity as the Lead Innovator, I navigated a plethora of flagship initiatives, blending luxury aesthetics with cutting-edge digital solutions. A snapshot of my endeavors includes:

- **Louis Vuitton's Digital Makeover** —

Entrusted with reshaping Louis Vuitton's online presence. This involved an overhaul of their digital platforms from websites, mobile applications, backend systems, to an avant-garde 3D content creation process. This extensive project culminated in the assembly and guidance of a dedicated team of 40 professionals.

- **Revitalizing Chanel's Digital Presence** —

Played an instrumental role in infusing Chanel's website with brand-aligned content, capturing the luxury brand's essence and broadening its digital appeal.

- **Chanel Beauty Studio's R&D Initiative** —

Forged a path into the future of AI-assisted beauty. Tasked with the groundbreaking conception of the 'Virtual Mirror' for Chanel Beauty Studio, this innovative tool enhanced user experience by offering real-time advanced skin analysis coupled with tailored product recommendations. This project was realized in collaboration with Chanel's research division, which pioneered skin analysis techniques.

- **Barriere Casino Group's Digital Foray** —

Took on the mantle of shaping the digital future of Barriere Casino Group, which was later acquired by Francaise des Jeux. Key to this endeavor was the conception and technical oversight of the groundbreaking online casino project, lecoupiere.com, which positioned the brand at the forefront of online gaming.

- **Velo Futuro Immersive Experience** —

Forged a unique collaboration between Futuroscope and Coca Cola to conceive 'Velo Futuro'. This immersive experience, a confluence of cutting-edge technology and immersive storytelling, offered visitors a ride into the future.

Throughout this period, my role was to push the boundaries of what's possible in the digital world. Whether working with luxury brands or entertainment giants, I championed innovation at every turn, ensuring the end-users received unparalleled experiences.

### Chief Technical Officer / Chief Innovation Officer

#### Dynamic3D / 2006 - 2008

Dynamic3d distinguished itself as a pioneering service provider in the realm of metrological 3D scanning using laser scanner technology. Our clientele included prominent names such as AREVA, technicAtom, Saint-Gobain, Chanel, Sandvik, INRAP, and more. My key responsibilities and achievements during this tenure included:

- Leading the establishment and growth of four distinct business units: Nautical Industry, General Industry, Cultural Heritage, and Entertainment.
- Fortifying academic and research ties through collaborations with renowned research labs, notably CNRS and INRIA.
- Orchestrating a PhD program that thrived within the company's framework, ensuring continuous innovation and academic excellence.
- Initiating a dedicated R&D business unit, which undertook pivotal projects for high-caliber clients, including Chanel and Sandvik.

### Associate Founder, CEO

#### SLÄP / 2005 - 2006

SLÄP carved out a niche as an innovator in the 3D domain, catering to diverse sectors such as advertising, entertainment, and architecture. Our versatile solutions encompassed a wide spectrum:

- **4D Ride Experiences:** Pioneered the development of immersive 4D ride experiences for theme parks, transforming the way visitors engaged with attractions and elevating the thrill factor.

## Business & Management skills

- Business unit development & expansion
- Cross-functional team leadership
- Strategic business partnerships & collaborations
- International business expansion & strategy
- Project management & consulting
- R&D leadership and innovation
- Fundraising & investment management
- Stakeholder communication & management

## Industry specific knowledge

- Media & entertainment
- Digital transformation
- Advertisement & brand content creation
- Luxury brand digital ecosystem development
- Architecture & land management
- Nautical & general industry
- Cultural heritage preservation

## Soft skills

- Entrepreneurial mindset
- Innovation & creativity
- Problem solving & critical

## Work experience

- **Real-time Interactive 3D:** Ventured into the realm of land development, where our real-time interactive 3D solutions provided stakeholders with detailed, dynamic visualizations, aiding in planning and decision-making processes.

During my tenure at SLÄP, I provided the technical leadership and vision that propelled the company to the forefront of 3D innovation, ensuring our offerings were not only cutting-edge but also tailored to the unique needs of our diverse clientele.

### Chief Technical Officer

#### NFS / 2003 - 2005

As a regional frontrunner, NSF specialized in delivering topography services tailored for owners of expansive built heritage sites. My contributions and leadership in this role were pivotal:

- **Innovative Software Development:** Took the lead in authoring a sophisticated Geographical Information System (GIS) and an Asset Management System. These tools were purpose-built to streamline operations in the medical sector, catering specifically to hospitals and clinics, facilitating better spatial data management and infrastructure maintenance.
- **Urban Project Consulting:** Provided expert assistance to public authorities on significant urban projects. My role extended to architectural consultations and land use planning, harnessing the potential of real-time 3D visualization tools. This innovative approach enabled stakeholders to envision projects with unprecedented clarity, facilitating informed decision-making.

Guiding NSF during this period, I ensured the company not only upheld its regional leadership but also ventured into new terrains of technological applications in the field of topography and GIS.

### Associate Founder, CEO

#### Commedia / 2001 - 2003

Under my leadership, Commedia emerged as a trailblazer in offering 3D services geared towards architecture, urban development, and land management:

- **Urban Project Consulting:** Played an instrumental role in assisting public authorities with significant urban endeavors. This encompassed offering insights and technical expertise on architectural projects and land use planning, ensuring their alignment with regional development goals.
- **GIS System Innovations:** Pioneered the conception and development of the industry's first 3D Geographical Information System (GIS). This breakthrough system facilitated a richer, more detailed visualization and analysis of spatial data for our clients.
- **Interactive Web Pioneering:** Ventured into the digital realm with a forward-thinking approach to web design and user experience. Leveraged the nascent Flash technology to create interactive websites, boasting an impressive portfolio that included global music giants such as Warner Music and EMI, as well as renowned French artists Bob Sinclar and NTM.

### CEO

#### Mediacom / 1993 - 1998

In the early days of digital media, MediaCom was founded on the vision of bridging the gap between art, technology, and communication. During my tenure:

- **Digital Art Vanguard:** Pioneered the very first digital art exhibition in real-time 3D on the internet, ushering in a new era of online art representation and appreciation.
- **VRML Advocacy:** As a founding member of the VRML (Virtual Reality Modeling Language) community, I played an instrumental role in fostering the early development and advocacy of virtual reality platforms on the web.
- **Medical Presentations:** Recognizing the importance of visual aids in the medical industry, we specialized in creating compelling slide shows tailored for symposiums, congresses, and other industry events.
- **Photographic Expertise:** Collaborated closely with photographers, offering advanced digital photo editing services to elevate the quality and aesthetics of their captures.