CAIRO KHAYAL

THE 1ST ART X TECH SHOW

THE TECH × ART SUMMIT

ALL FORMS OF CONTENT — MADE WITH AI

★ KHAYAL AI FILM FESTIVAL — SEND YOUR FILM BY EMAIL

08 to 10 November 2026

Egypt International Exhibition Center

made by : /Human /Machine

THE BIG SHOUT

KHAYAL AI FILM FESTIVAL

EGP 1,000,000

IN PRIZES

★ SUBMIT YOUR FILM

info@cairokhayalshow.com

PREFACE

TO EVERYONE WHO MAKES ART

We are living through the biggest change creative work has seen since the camera. Tools that turn imagination directly into image and sound. **A film used to cost millions — now it costs an idea.** Some of us built our craft over decades; some of us are sixteen with a phone. Khayal is where we meet this moment together — not to replace the artist, but to discover what the artist becomes next.

/FILMMAKERS /DESIGNERS /MUSICIANS /ART DIRECTORS /CREATIVE DIRECTORS /VFX ARTISTS
/PRODUCTION DESIGNERS /ANIMATORS /WRITERS /GAME MAKERS /PHOTOGRAPHERS
/CREATORS & INFLUENCERS /SOCIAL MEDIA SPECIALISTS /MOTION & 3D ARTISTS /IMMERSIVE ARTISTS
/LIGHTING DESIGNERS /EVENTS PROFESSIONALS /UI/UX DESIGNERS /DIGITAL ARTISTS — AI & CLASSIC

~60%

of Egyptians under 30

$42.7bn

projected AI contribution to Egypt's GDP by 2030

THE PLATFORM

BUILT INSIDE THE REGION'S BIGGEST TECH EVENT

Khayal is the media flagship of Cairo ICT's 30th edition — ministers on the floor, government patronage, and one badge that opens every hall.

Cairo ICT 2025 edition figures · cairoict.com

161,280
visitors

62,000
students at Connecta

580+
exhibitors

550+
speakers

80+
countries

55,000 m²
exhibition space

THE REGION'S FIRST SUMMIT OF TECHNOLOGY × ART

3 days

Three days of showcase

AI-made content beside hand-made content — films, games, music and campaigns from both schools on the same screens, plus live demos where AI filmmaking meets the newest cinematography hardware. That mix is the show, and it brings both audiences.

48 hours

Hands-on, not hand-waving

Hands-on with both sides of the craft: prompt battles and a **48-hour Create-athon** on the AI side, real cameras, lighting and lenses to shoot with on the other — a student walks in with a phone, out with a portfolio.

1:1 meetings

Industry in the room

Keynotes, masterclasses and a **creator market with speed interviews** — talent meets money and tools.

Positioning: tech and art under one roof — AI content and classic content given equal billing, so the industry that built Arab cinema and the generation rebuilding it both buy a ticket to the same three days.

ALL FORMS OF CONTENT. ONE SUMMIT.

Filmmaking

From 35mm to text-to-video — both premiere on the same wall



Design

Hand sketch to generative identity — art directors meet the models



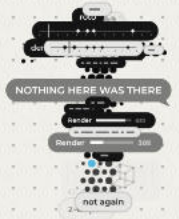
Music

Orchestra and oud beside voice models and prompt-to-track



VFX & Animation

Frame-by-frame craft beside diffusion pipelines



Photography

The lens and the latent image, hung side by side



Writing & Story

The pen, the writers' room, and the co-writing model



Games

Hand-built worlds, AI-born characters — playable in the Arcade



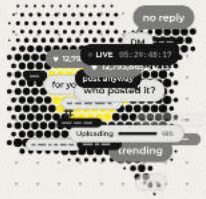
Digital Art

Pop art, pixels, projection, prompts — the gallery runs on glass



Social Media

Creators and community beside the feed that writes itself



Podcast

Two mics, one AI co-host — recorded live on the floor



And every form gets the argument it deserves: **For & Against** debates on the Main Stage, one honest **Pros & Cons** panel per track, and **Workflow Face-offs** — the same brief, classic pipeline vs AI pipeline, judged live. Every panel seats both sides.

WHO WILL BE THERE · ON STAGE AND IN THE ROOM

THE STARS. THE MASTERS & THE NEXT GENERATION

Celebrities & Actors
On stage, not just on posters — facing the technology coming for their craft

Directors & Producers
The names who built Arab cinema — debating, judging, mentoring

TV Anchors & Presenters
The faces of Arab broadcast — hosting, and meeting their AI doubles

Composers & Musicians
The hitmakers of Arabic music, judging what the models can do

Media Professionals
Broadcasters, journalists, showrunners and agency leads

Marketing Directors
Hunting the latest in advertising, film and events for their brands

Event Planners
Scouting staging, screens and formats for their next productions

The Next Generation
The AI-native creators everyone above is here to meet

SIGNATURE PANELS & TALKS

Avatar vs Actor
a star meets their AI avatar live... and we find out if it can actually act

Can AI Write a Hit?
composers judge the models, blind

Directing the Machine
one scene, real actors vs AI, same director

The Newsroom vs the Deepfake
anchors against the fakes, live

Speaker lineup in confirmation — names announced progressively



EGP 1,000,000 IN PRIZES

★ SUBMIT YOUR FILM

info@cairokhayalshow.com

ONE SUMMIT.
SEVEN TRACKS OF MEDIA

TRACK 01
Film & Video
Generative filmmaking, virtual production, the festival

TRACK 02
VFX & Animation
AI pipelines, zero-budget VFX masterclasses

TRACK 03
Music & Sound
Voice models, AI production, the rights debate

TRACK 04
Games & Immersive
AI NPCs, one-person studios, AR, projection mapping, the 48-hour jam

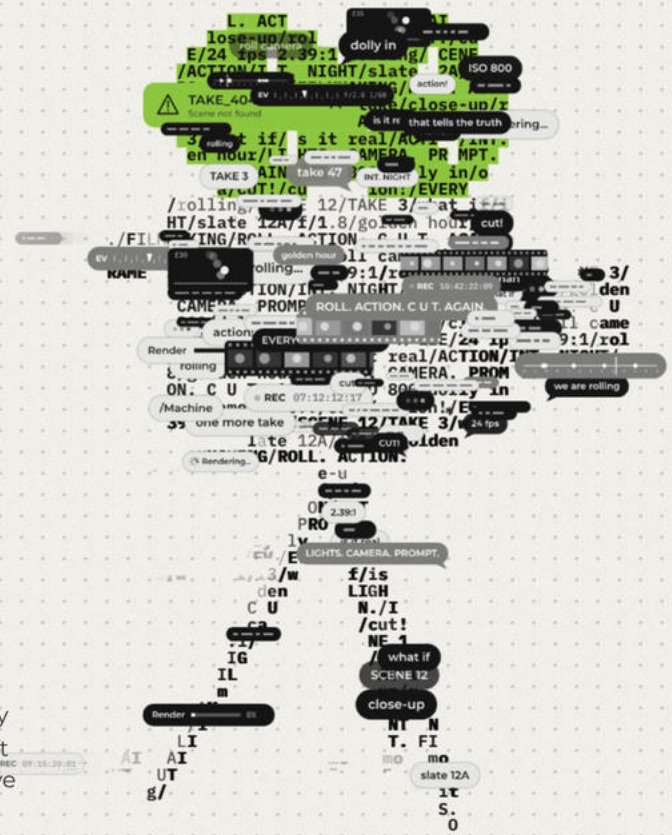
TRACK 05
Journalism & Creators
Verification, deepfakes, podcasts, the creator economy

TRACK 06
Advertising & Design
Generative campaigns, live brief-to-billboard battles

TRACK 07
TV & Social Media
Broadcast meets the feed — AI in TV production, social media, vertical content, anchors' AI doubles

TRACK 01 · FILM & VIDEO

FILM & VIDEO



FILM & VIDEO TRACK · PRESENTED BY

PARTNER LOGO

Each track is nameable — one partner per vertical, category exclusivity included. Every track runs both ways: classic craft beside the AI pipeline. And the whole venue is an immersive layer — AR moments, projection mapping and interactive installations between the stages.

BUILT LIKE THE BIG SHOWS

Year one, not a pilot. Three stages — broadcast-grade from day one, placed apart for acoustic separation, scaled smart instead of scaled down.



The KHAYAL Stage

Curved LED backwall and transparent OLED panels, shared by the seven media tracks — masterclass-ready with demo desks and broadcast capture.



The Sound Stage

An acoustically isolated listening room — Dolby Atmos mixing, music creation and festival films in Atmos, live. The third stage is for the ears.

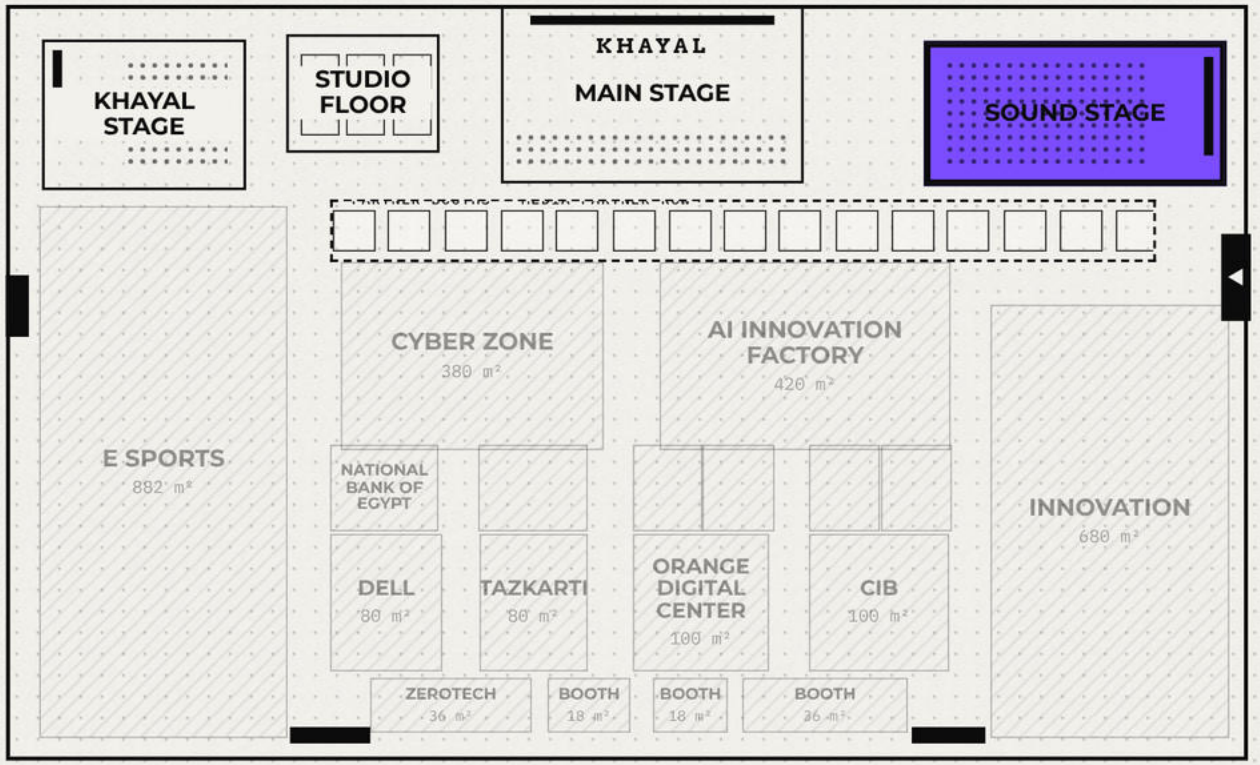


The Main Stage

Wraparound LED for keynotes, the festival premieres and the closing awards, with EGP 1,000,000 in prizes — a film premiere, not a conference.

Transparent screens are the signature element throughout. **Venue-technology partnership available.** Photoreal concept renders, generated with Higgsfield AI.

ONE HALL. MANY WORLDS



ZONE

SOUND STAGE

22 × 14 M · SPEAKER RIG

Dolby Atmos mixing, music creation and festival films in Atmos, live. The third stage is for the ears.

KHAYAL ZONES

- ☐ Khayal Stage
- ☐ Main Stage
- ☐ **Sound Stage**
- ☐ Studio Floor
- ☐ Partner booths
- ☐ Entrance / exit

▨ Cairo ICT zones · E Sports, Cyber Zone, AI Innovation Factory, Innovation, sponsor & partner booths — not part of Khayal

Illustrative view · not to scale · final layout subject to confirmation · hover or tap a Khayal zone

THE SOUND STAGE



SESSIONS

- /SONG WRITING
- /SONG COMPOSING
- /SFX & SOUND DESIGN
- /MUSIC SCORE
- /CELEBRITY SINGERS WORKSHOPS

ALL WITH AI & WITHOUT AI

made by :

/Human

/Machine

DOLBY ATMOS

ATMOS

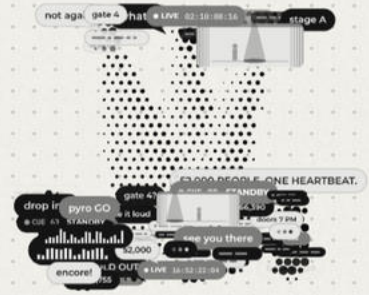
OBJECT AUDIO · MIXED LIVE

- /DOLBY ATMOS SONGS
- /DOLBY ATMOS FOR FILMS
- & MORE

ARTISTS

- CELEBRITY SOUND ENGINEERS

MAIN STAGE / KHAYAL STAGE



ON STAGE

- / ADVERTISING AGENCIES CEOS
- / DIRECTORS
- / INTERNATIONAL AI FILMMAKERS
- / INTERNATIONAL INFLUENCERS IN FILMMAKING, DESIGN & AI



SESSION	**A DISNEY ANIMATION JOURNEY** by Ahmed Teleb
CASE STUDY	**HIGH VALUE TARGET** from pre-production to screen
THE FESTIVAL	**KHAYAL AI FILM FESTIVAL** EGP 1,000,000 in prizes
MEGA EVENTS	**QATAR ASIAN CUP OPENING** the mega-events mastermind
LIVE	**CELEBRITY VS HIS AVATAR** SOON

THE PEOPLE WHO BUILD THE SHOWS

Khayal is also a trade floor for the industry behind every premiere, concert and broadcast: event producers, staging houses, technical directors and the technology companies that equip them. **The venue itself is the showroom — every screen, beam and hologram on the floor is a live demo by the company that makes it.**

Light & Rigging

Lighting designers and intelligent fixtures — the beams that make the stages cinematic



Screens & LED

Transparent OLED, curved LED walls, the vertical cinema wall — the signature of the venue



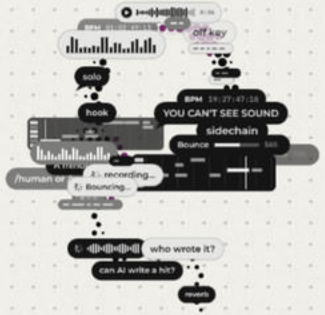
Holograms & Projection

Holographic displays and projection mapping — the immersive layer between the stages



Sound & Broadcast

Audio systems, capture and streaming — every stage broadcast-ready from day one



For the events industry this is IBC and NAB, closer to home — and for the technology brands, a staging-technology partnership puts their gear at the center of the region's most photographed new event.

FIRST OF ITS KIND IN EGYPT · SEE THE FORMAT LIVE

THIS WORKS — WATCH IT WORK

Khayal brings a proven global format to Egypt for the first time. **Three minutes of each of these shows you exactly what partners are buying into:**



NAB Show — Las Vegas

Our stage & floor benchmark

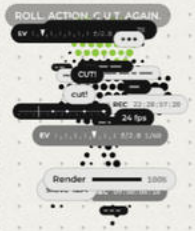
nabshow.com/video — 2026 highlights ↗



IBC — Amsterdam

Broadcast-grade stage design reference

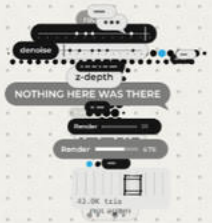
youtube.com/@IBCShow ↗



Runway AI Film Festival

The AI film festival format, proven in NY & LA

aiff.runwayml.com ↗



Higgsfield $1M Film Festival

The prize-scale precedent, winners Oct 2026

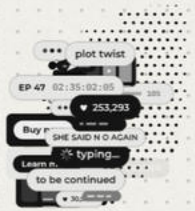
higgsfield.ai/contests ↗



Web Summit — Lisbon

Youth energy at tech-event scale

youtube.com/@WebSummit ↗



VidCon — Anaheim

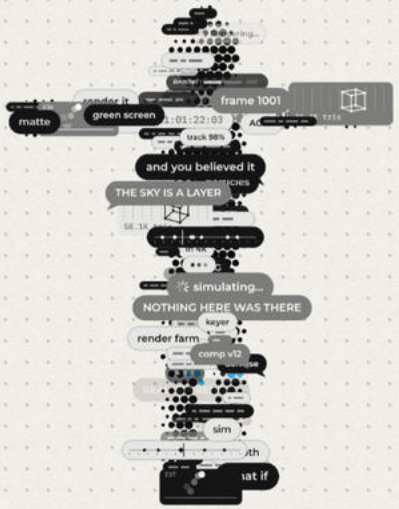
The creator-audience blueprint

youtube.com/@VidCon ↗

COME TO WATCH.
STAY TO MAKE.

The Studio Floor

Open workstations loaded with partner tools — three days of product-in-hand demos



Creator Market

Portfolio reviews, speed interviews, commissions — talent scouting at scale



KHAYAL AI Film Festival

Open call: send your film to info@cairokhayalshow.com — nightly premieres on the wall



THE AUDIENCE BRANDS CAN'T REACH ANYWHERE ELSE

Young creators

Teenagers and twenty-somethings making films, music and games with AI — caught at the exact moment they choose their tools, platforms and heroes.



Students at scale

Connecta brought 62,000 students last edition — feeding directly into Khayal's workshops, jams and the Creator Market.



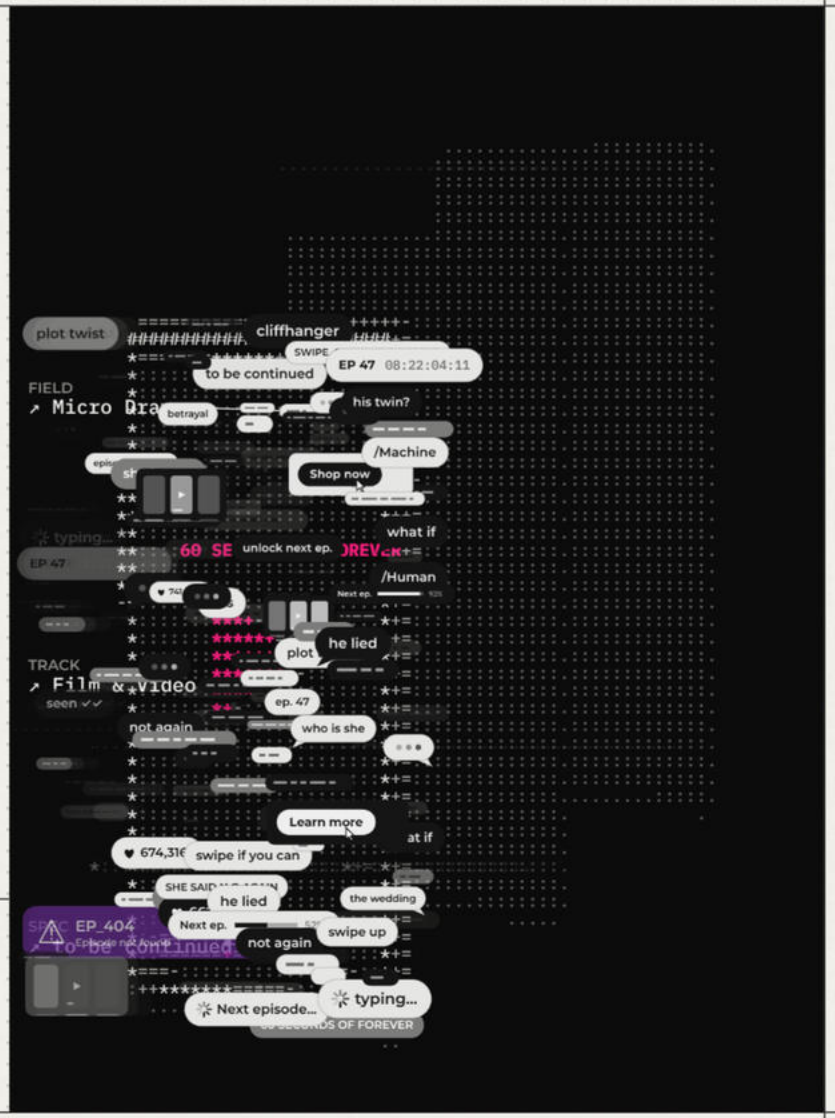
Industry & government

The directors, composers and studios of classic Egyptian cinema beside broadcasters, agencies, telcos and ministers — the people who commission, hire and legislate.



Not a logo on a wall — a role in the show. Partners meet this audience through their products, their stages and their prizes.

THE YOUNGEST, MOST CREATIVE AUDIENCE IN THE REGION — AT THE MOMENT THEY CHOOSE THEIR TOOLS, PLATFORMS AND HEROES



The platforms they adopt this year are the ones they build careers on for a decade. **Khayal is where that choice happens — in public, on camera, with your product in their hands.**

A PACKAGE BUILT FOR THE HOME OF SHORT VIDEO

THE VERTICAL TAKEOVER

Own the Vertical Short prize

The festival category made for phones carries your name — the region's first award for the format you invented



Name the TV & Social track

Creator workshops, monetization masterclasses and the creator-economy panels — programmed with your team



The content flywheel

Vertical creation booths on the floor — thousands of attendees shooting and posting from the venue, three days of organic platform content



The simultaneous premiere

Festival winners premiere on the transparent wall and on-platform at the same moment — a first for the region



First look at AI-native creators

Festival entrants and jam winners — the next generation of creators, met before any other platform



The exact audience

Egypt's under-30 creator generation plus 62,000 students — your growth demographic, in person, choosing platforms



Why it fits: Egypt is one of the format's biggest content markets — and this is the one event where the platform that owns vertical can own the stage, the prize and the premiere, all at once.

A PACKAGE BUILT FOR THE ENGINE OF AI

EVERY PIXEL HERE RUNS ON YOU

Power the Studio Floor

Every AI demo, render and battle at the summit runs on your silicon — three days of live benchmark in front of the region's creators



The sovereign-AI story

Ministers on the floor, Egypt's national AI strategy, local model builders on stage — the "AI nation" narrative with your logo on the engine room



Developer pipeline

GPU workshops, university labs and Egypt's own model teams — thousands of developers entering your ecosystem in one week



AI characters, live

An AI NPC speaking Egyptian Arabic on the Games & Immersive track — your character tech in the most shareable demo of the show



Creator hardware corner

Studio-grade laptops and workstations in the hands of filmmakers, VFX artists and game makers — product trial at industrial scale



Category exclusivity

One compute partner at the region's first tech × art summit — a founding claim no competitor can ever repeat



Why it fits: this audience is choosing its compute stack right now — and the summit makes that choice visible, filmable and public.

CONNECT THE CREATOR GENERATION

The youth play

Free-pass registration pushed through your channels, student bundles at the gate — youth acquisition at the exact moment of brand choice



Connected by you

The venue runs on your 5G — vertical premieres streamed live, creation booths uploading in real time. Network strength, proven in public



The nation votes

The Audience Choice award, voted through your app — engagement, data and a feel-good headline in one property



The creators' brief

Your brand as the live brief in the advertising battles — hundreds of young creators producing a year's worth of campaign ideas on stage



The national story

Enabling zero-budget creators beside MCIT and the ministers — digital inclusion as a headline, not a CSR footnote



The business floor

Studios, agencies and startups on the floor meet your enterprise arm — cloud, connectivity and fintech for the creative economy



Why it fits: every teenager in this hall is choosing a network this year — and the operator whose name is on the connection owns the story they tell about it.

THE VENUE IS YOUR SHOWREEL

Every surface, yours

The KHAYAL Stage, the Sound Stage, the Main Stage, the walls and the holograms — supplied by you, credited everywhere, photographed for three days straight



Demo to your actual buyers

Event planners, marketing directors, broadcasters and developers walk this floor scouting their next productions — your demo and your pipeline in one room



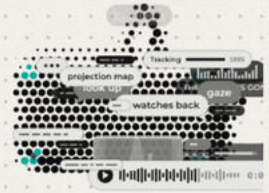
Own the signature visual

The transparent vertical cinema wall and the glass arcade are the summit's icons — built on your flagship line, in every press photo



A launch pad

Unveil a new screen, fixture or holographic product at the region's first tech × art summit — with regional press already in the room



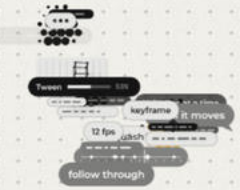
Content worth keeping

Cinematic broadcast capture of your technology doing its best work — a year of case-study and sales material from one week



Year-round pipeline

Two editions a year — November beside Cairo ICT, April standalone — plus every launch and festival the summit inspires becomes your recurring contract



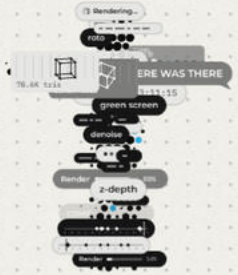
Why it fits: an event-tech company's hardest problem is showing its gear live, at scale, to real buyers. Khayal is that showroom — with the region watching.

A PACKAGE BUILT FOR AI PLATFORMS & CLOUD

THE AGENTIC STUDIO

The Agents & MCP track

How creative pipelines become agentic — tools chained from script to color grade over open protocols, taught to the people who will actually use them



The built-with proof

This summit's own deck, websites and planning were built with an AI assistant — the case study walks on stage and presents itself



Build-an-MCP live

Developer workshops: wire a creative tool into an agent, live — plus an agentic-pipeline category inside the 48-hour Create-athon



Assistants for creators

Hands-on on the Studio Floor: AI copilots in the writers' room, in production planning, in post — adoption at the moment of habit-forming



The cloud backbone

Three days of generation, rendering and streaming run on your cloud — a public workload story in a growth market



Education & ecosystem

Student programs with 62,000 Connecta students, startup credits through Launch Alley, digital-skills alignment with MCIT



Why it fits: the next platform war is for the creative workflow — and the region's creative workflow is being formed in this hall, tool by tool, habit by habit.

LET'S IMAGINE TOGETHER

THANK YOU