JUNG v MATT


KINO
„Ein glänzendes und kunstvolles Werk."
—Cannes Jury
FESTIVAL DE CANNES
JEDES VERBORGENE LEBEN HAT SEINE EIGENE WAHRHEIT
Inside & Out
WERKZEUGE FÜR DRINNEN UND DRAUSSEN
KANG SI-ON | MUN HA-RIN | YUN TAE-GYEOM | BAEK YE-DAM
EIN FILM VON KIM TAE-GYU
2026 IM KINO



INSIDE & OUT

Werkzeuge für drinnen und draußen


SCENE 1
JUNG VON MATT

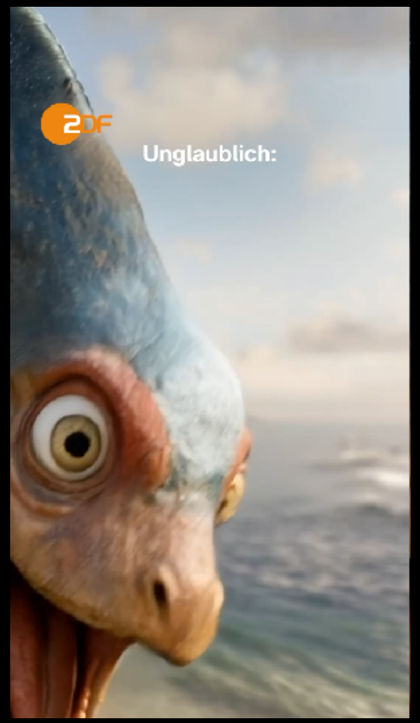
SCENE 2
ABOUT



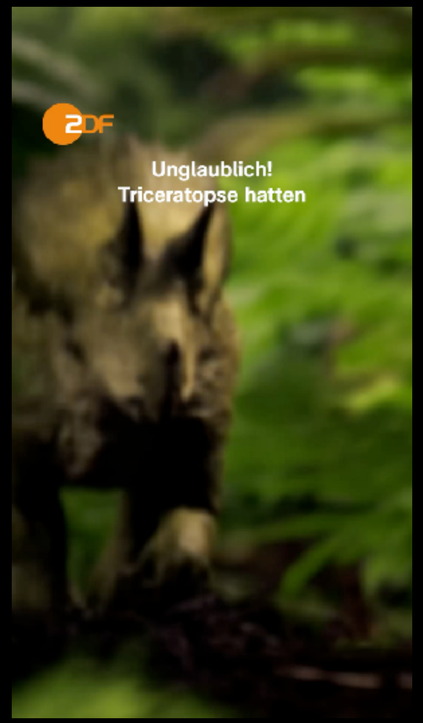

SCENE 3
THE MENU
IN-N-OUT
BURGER

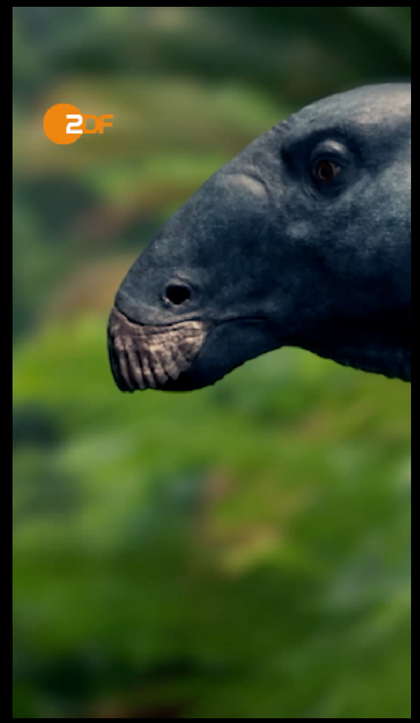

SCENE 4
JUNG MARTI
artificial cracks


ZDF


Unglaublich:


Unglaublich:


Unglaublich!
Triceratopse hatten

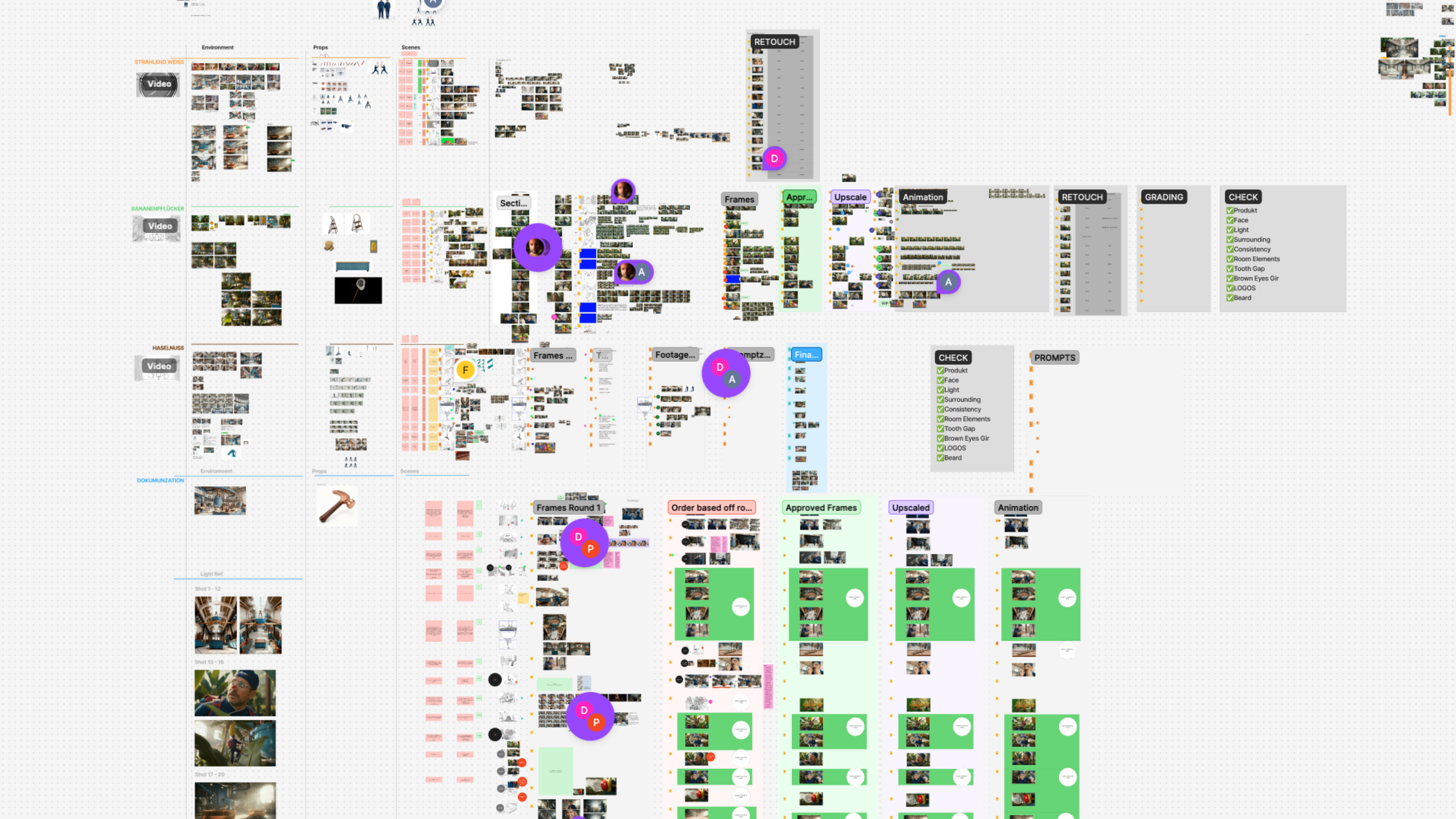





Munz
Munz
Munz
Munz



https://www.jvm.ch/de/arbeiten/limmat-munz-schoggitueftler-innen


Environment
Props
Scenes
STRAHLEND WEISS
Video
RETOUCH
D
BANANENPFLÜCKER
Video
Secti...
A
Frames
Appr...
Upscale
Animation
A
RETOUCH
GRADING
CHECK
Produkt
Face
Light
Surrounding
Consistency
Room Elements
Tooth Gap
Brown Eyes Gir
LOGOS
Beard
HASELNUSS
Video
F
Frames ...
Footage...
D
A
Fina...
CHECK
Produkt
Face
Light
Surrounding
Consistency
Room Elements
Tooth Gap
Brown Eyes Gir
LOGOS
Beard
PROMPTS
DOKUMUNZATION
Light Ref
Shot 1 - 12
Shot 13 - 16
Shot 17 - 20
Frames Round 1
D
P
D
P
Order based off ro...
Approved Frames
Upscaled
Animation









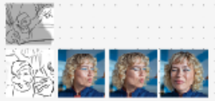




















Test Scenes













Outfits Range → Selection Necker → Feedback Limmat → Selection Limmat → Selection Client → Outfit 1 (11.8.) → Outfit 1 (18.8.) → Outfit 2 (19.8.) → Final outfit (especially o) (23.8.) → Final outfit (22.8.)











Outfit 1





Outfit 1







Outfit 2









Final outfit (25.8.)





Felix

06





Felix

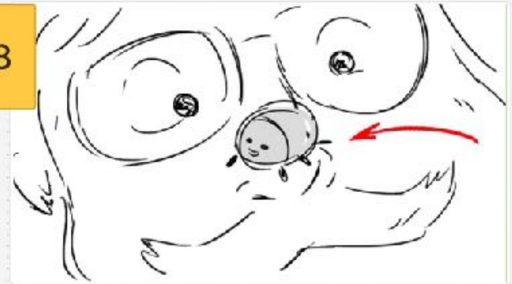
07





Felix

08





AI IMAGE GENERATION WORKFLOW

VISUAL AND STYLE PLANNING

MILESTONE APPROVAL

CONCEPT

IMAGE GENERATION, SELECTION OF THE MOTIF

1 X FEEDBACK ROUND**

MILESTONE APPROVAL

IMAGE GENERATION

CGI INTEGRATION , FINETUNING, RETOUCH UPSCALING

1X FEEDBACK ROUND

MILESTONE APPROVAL

POST

OPTIONAL
ANIMATION 5-10S

1 X FEEDBACK ROUND

MILESTONE APPROVAL

ANIMATION

DELIVERY IN ALL OUTPUT FORMATS

DELIVERY

* WORKING WITH AI AS A CREATIVE TOOL IN A HYBRID WORKFLOW DEMANDS THAT YOU SET CLEAR MILESTONES AND POINTS OF NO RETURN, OTHERWISE YOU RISK GETTING STUCK IN AN ENDLESS LOOP OF ITERATIONS.

** REWORK WILL BE CALCULATED SEPARAT


SCENE 5
OPPORTUNITIES


Scene 5
OPPORTUNITIES
Three stages to innovating with AI
OPPORTUNITIES
MORE CREATIVE
FASTER AND CHEAPER


Scene 5
OPPORTUNITIES
Stage 1
OPPORTUNITIES
MORE CREATIVE
FASTER AND CHEAPER

schaerer
swiss coffee competence

Kontakt

We love it your way

Professionelle Kaffeemaschinen

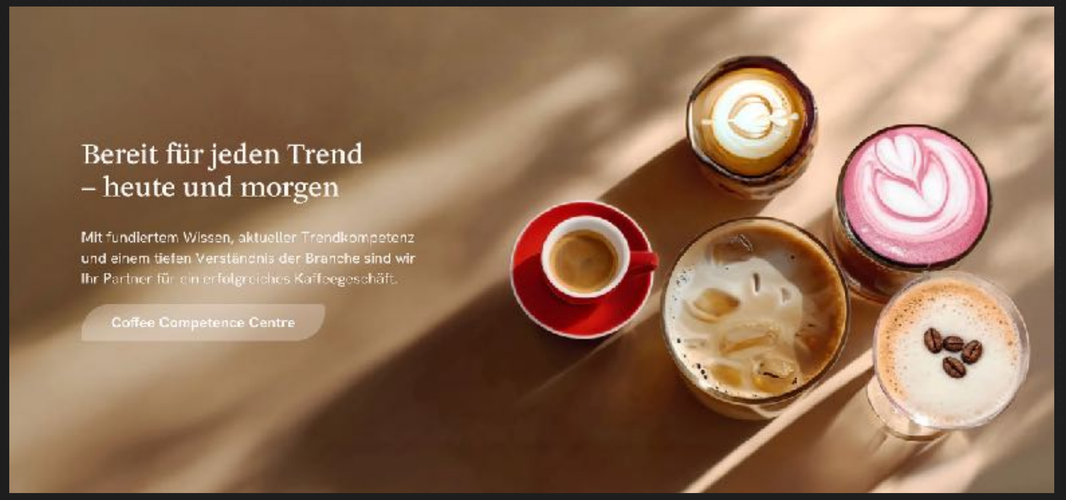


Innovation: Connected Ice



Coffee Competence

Hallo, ich bin Schaerer AI Coffee Assistant. Wie kann ich Ihnen heute helfen?


Bereit für jeden Trend
– heute und morgen
Mit fundiertem Wissen, aktueller Trendkompetenz
und einem tiefen Verständnis der Branche sind wir
Ihr Partner für ein erfolgreiches Kaffeegeschäft.
Coffee Competence Centre


Y125 ICE
MINI





SIXT PRESENTS:

RENTING WITH COMPETITORS CAN BE HORROR


https://www.deutscherdigitalaward.de/gewinner/sixt-rental-car-horror-stories/


Scene 5
OPPORTUNITIES
Stage 2
OPPORTUNITIES
MORE CREATIVE
FASTER AND CHEAPER



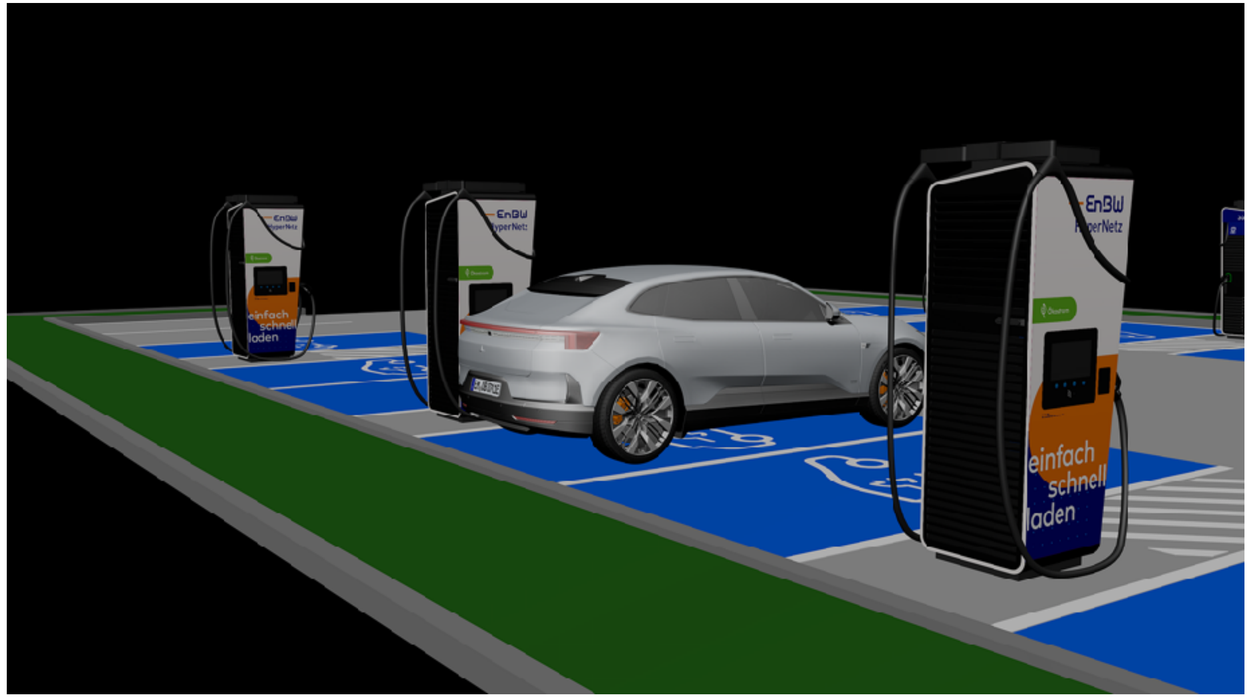
https://www.bvb.de/de/en/news/news-overview/news.html/2026/8/28/The-Unseen-Goal-After-63-years-Vodafone-and-BVB-recreate-first-ever-goal-in-Bundesliga-history-using-AI.html



EnBW

ENBW HYBRID-PRODUKTION 2.0

ENBW HYBRID-PRODUKTION 2.0



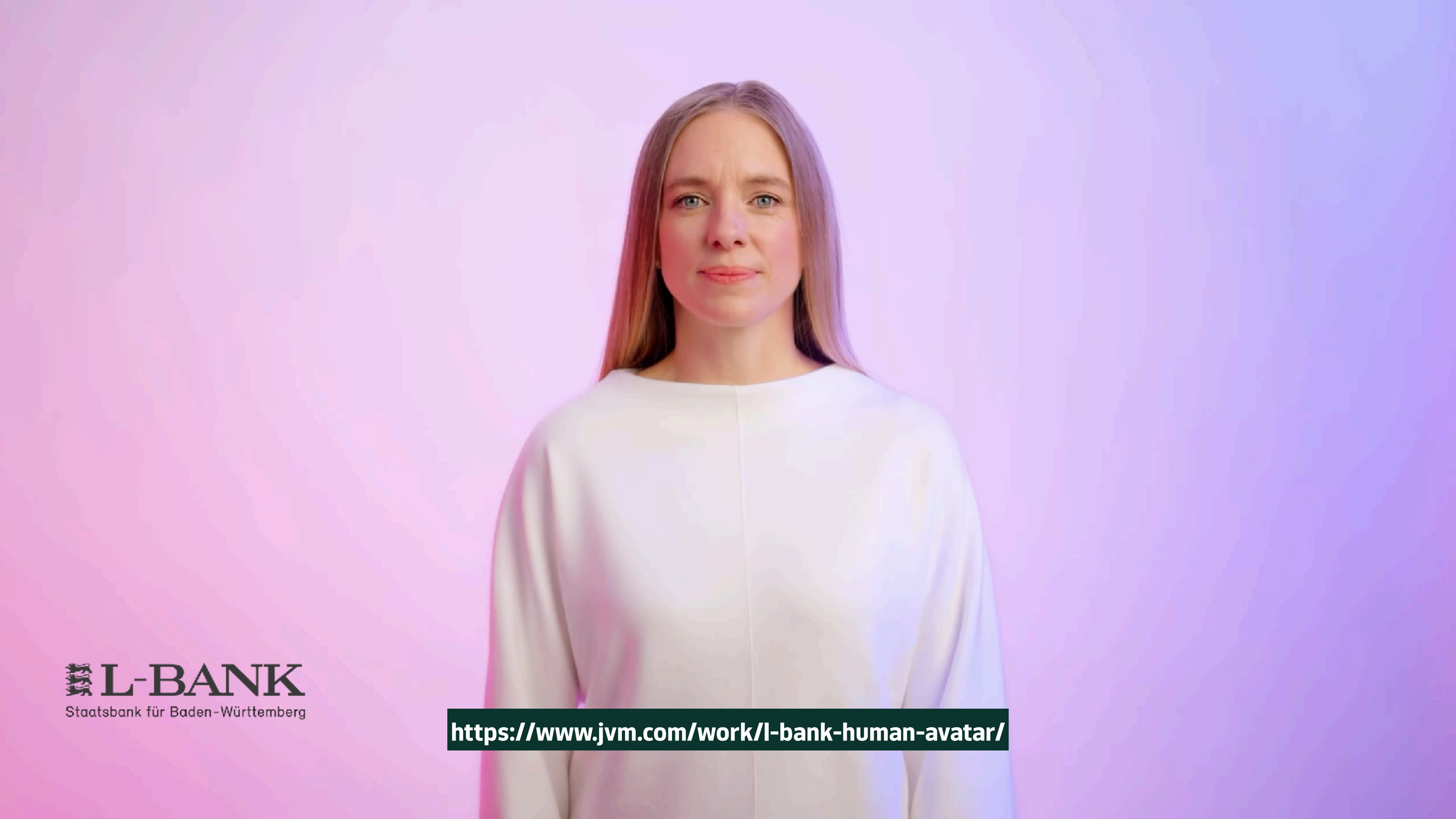



400 kW
EnBW
HyperNetz
einfach
schnell
laden


CASUAL SINCE FOREVER
https://www.soliver.de/heidi-klum/
AI-modified


Scene 5
OPPORTUNITIES
Stage 3
OPPORTUNITIES
MORE CREATIVE
FASTER AND CHEAPER


DEPARTURE
CRYSTAL JADE
CRYSTAL GARDEN
TWG TEA
SHILLA
Local
bubble tea
RAMEN
BAKERY
SELF-UND STAFF
DEPARTURE CATES
GUANG AIRPORT
YOU FAKE
NOW


L-BANK
Staatsbank für Baden-Württemberg
https://www.jvm.com/work/l-bank-human-avatar/


SCENE 6
CUTTING IT ALL DOWN


SCENE 7
TRANSFOR
MATION

OUR OPERATIVE AI FRAMEWORK ADRESSES FOUR LEVELS



WE PROVIDE TOOL ACCESS FOR ALL PURPOSES AND SECURITY NEEDS

EXPERIMENTAL APPLICATIONS

SUNO ...

We use experimental tools to explore new possibilities and assess their potential for innovation.

NO CLIENT DATA, NO PUBLISHING

SPECIAL APPLICATIONS

n8n Lovable Claude IIElevenLabs ...

We use specialized tools on a project-by-project basis and in full transparency with our clients.

SECURE AI-INFRASTRUKTUR

Magnific OpenAI ...

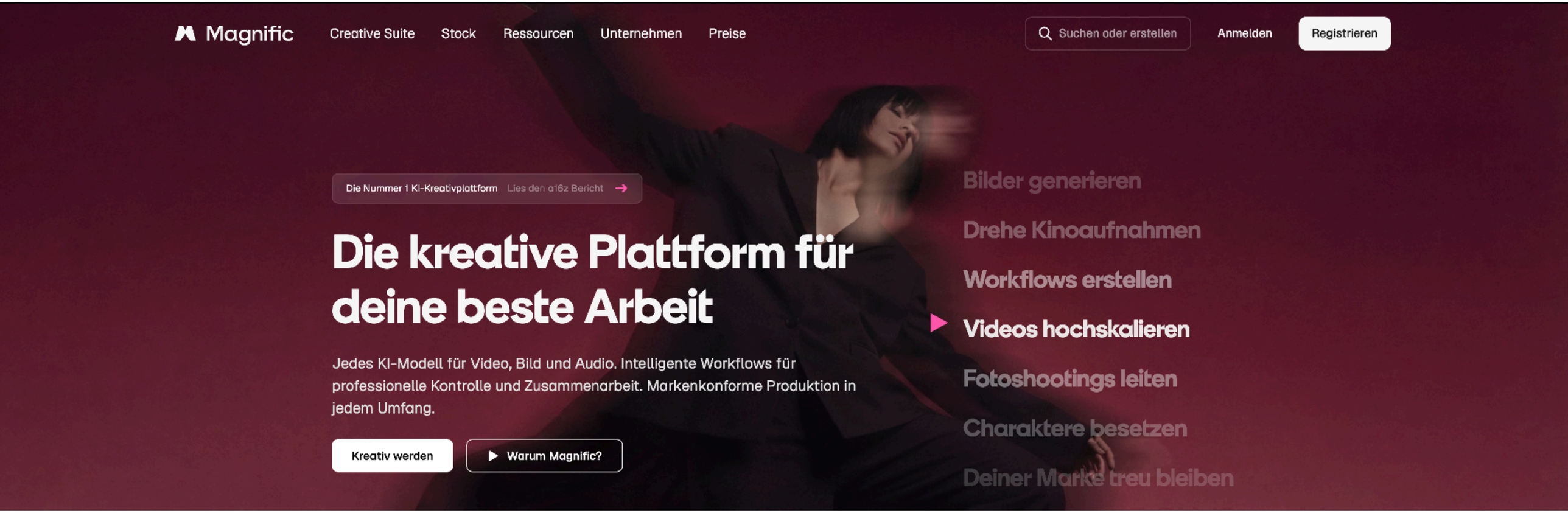
Long-term partnerships ensuring data protection, information security, and scalability

WORK WITH CLIENT DATA AND PUBLISHING POSSIBLE


JUNG v MATT
#MORE CREDITS
GETMAGNIFIED.JVM.DE
ALL TOOLS. ONE PLATFORM. JOIN OUR NEW STANDARD FOR AI CREATION.
NANO BANANA
Pow
Go bananas!


JUNG v MATT
EVERYDAY IS GOING TO BE A MAGNIFIC DAY!
#get magnified
JUNG v MATT
#get magnified

WHY MAGNIFIC?



GOOGLE NANO BANANA | CHATGPT BILDMODELL | FLUX | SEEDREAM | GOOGLE VEO | RUNWAY | KLING | SEEDANCE | ELEVEN LABS | ...

WE DECIDED FOR MAGNIFIC FOR A COUPLE OF SPECIFIC REASONS

REASONS

TRANSPARENCY AND CONTROL
COMPLETE OVERVIEW TO TRACK AND CONTROL CREDIT USAGE IN DAILY PROJECT OPERATIONS.

SECURITY & PEACE OF MIND
FEATURES EVOLVING GDPR, SOC 2, AND ISO 27001 PROVIDER CERTIFICATIONS, MODEL-SPECIFIC PRIVACY PROTECTIONS, AND A FINE-GRAINED PERMISSION SYSTEM.

COLLABORATION
COMBINES MAJOR COMMERCIAL MODELS WITH SHARED WORKFLOWS, TOOLS, AND WORKSPACES FOR SEAMLESS CROSS-TEAM COLLABORATION.

EASY TO USE
COVERS THE MAJORITY OF INTERNAL REQUIREMENTS OUT OF THE BOX, WITH CONTINUOUS FEATURE UPDATES AND UPCOMING API-BASED INTEGRATION CAPABILITIES.

CHOOSING THE RIGHT TOOLS

01 Betriebsmodell, Architektur und Mandantentrennung
02 Modellportfolio, Providerauswahl und Modell-Lifecycle
03 LLM-Grundfunktionen
04 Agentische Funktionen und Human-in-the-Loop
05 Integration Microsoft Stack
06 Integration Google Workspace
07 Weitere Business-Applikationen und Konnektoren
08 Coding-Fähigkeiten und Coding-Sicherheit
09 User Experience, Web App und Zugangskanäle
10 Assistenten- und App-Builder
11 Unternehmenswissen und RAG
12 Collaboration und Workspaces
13 Verfügbarkeit, Performance und Business Continuity
14 Identity Management, Rollen und SSO
15 Nutzung von Kundendaten



16 Data Residency, Hosting und Datenübertragungen
17 Aufbewahrung, Löschung und Backup-Retention
18 Incident Response und Auditierbarkeit
19 DLP und Datenklassifikation
20 Guardrails, Prompt-Injection-Schutz und Content Safety
21 Compliance, Recht und Provider-Kette
22 Monitoring und Analytics
23 Kostensteuerung und FinOps
24 Preismodell pro Account
25 Nutzungsabhängige Preise, Add-ons und TCO
26 Support und Service Management
27 Implementierung, Adoption und Change Management
28 Education und Enablement
29 Dokumentation und Änderungsmanagement
30 Vendor Lock-in, Portabilität, Exit und Anbieterrisiko



SCENE 8

ENABLEMENT

BECOME PART OF THE MOVEMENT WITH OUR AI TRAININGS

Together with the JvM-academy and external partners we provide a wide range of trainings and education.

- **THE JVM DRIVER'S LICENSE AS FOUNDATION**
- **TRAININGS AND WORKSHOPS FOR YOUR EXPERTISE**
- **INSPIRATION - FOR FUN FUN FUN**



← Zurück zum Kurs

DE EN

Was ist eigentlich der KI-Führerschein?

Feedback zu diesem Kapitel



Willkommen beim JvM KI-Führerschein.

Dieser Kurs ist Teil der AI-Journey bei Jung von Matt und schafft eine gemeinsame Grundlage für den Umgang mit künstlicher Intelligenz innerhalb der Agentur. Er bildet das Fundament, damit du anschließend tiefer in konkrete Tools und Workflows einsteigen kannst – zum Beispiel mit Trainings zu ChatGPT und Magnific oder spezialisierten Anwendungen in Tech, Creation, Strategy, Craft und Production.

KI hilft uns dabei, schneller in Themen einzusteigen, erste Ideen zu entwickeln, Inhalte zu strukturieren oder Produktionen effizienter

Weiterlesen

Quiz

Alle Antworten müssen richtig sein. Du kannst beliebig oft wiederholen.

1. **Was ist das Hauptziel des KI-Führerscheins bei Jung von Matt?**
   - ◯ Alle Mitarbeitenden zu professionellen Prompt-Engineers auszubilden.
   - ◯ Die wichtigsten Grundlagen für die Nutzung von KI im Arbeitsalltag zu vermitteln.

CARGO
BRAND-NATIVE AI

Search assets...

Marcus Aurelius
PRO PLAN

- Dashboard
- Create
- Campaigns
- Asset Library
- Audiences
  - Segments
  - Simulator
- Trend Center
- Brand Profile
- Cargo Bay 3
- Performance

AGENCY

- All Clients
- Prompt Library
- Brand Engine
- Team

+ New Asset

- Settings
- Support

Welcome to Cargo, Marcus. Your brand is ready.

BRAND IDENTITY: 100%

Your brand profile for Greenfield Organics was analyzed successfully. We extracted your design DNA, tonality, and asset structure. You can now create on-brand content in seconds.



Create Image

Generate photorealistic assets that match your brand lighting and style exactly.

START CREATING →



Plan Campaign

Build consistent multi-channel campaigns based on your marketing goals.

OPEN HUB →



Write Content

Texts for social media, blogs, or ads that sound like your team — only faster.

START WRITING →

Next Steps for Your Setup

2 TASKS REMAINING

Define Brand Voice
Your tone was extracted from your website.
COMPLETED

BRAND INSIGHTS

Your Brand Pulse

Based on your 2.4k indexed assets, your brand is strongest in


WHATS NEXT?



https://home.benecke.com/publications/esa-review-wozu-die-menschheit-retten