

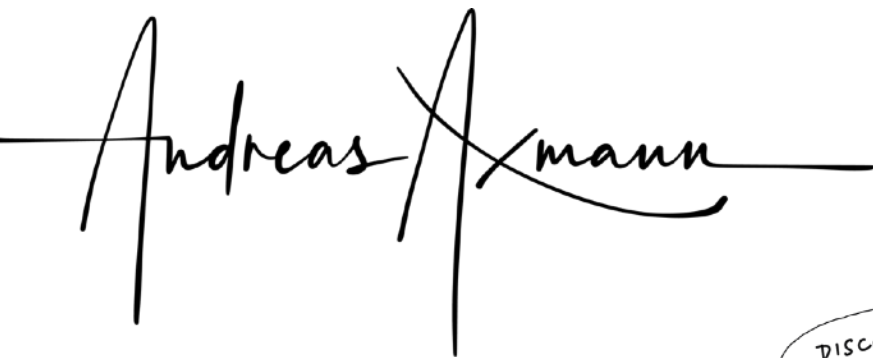
**ANDREAS  
AXMANN**

# The Media Magician

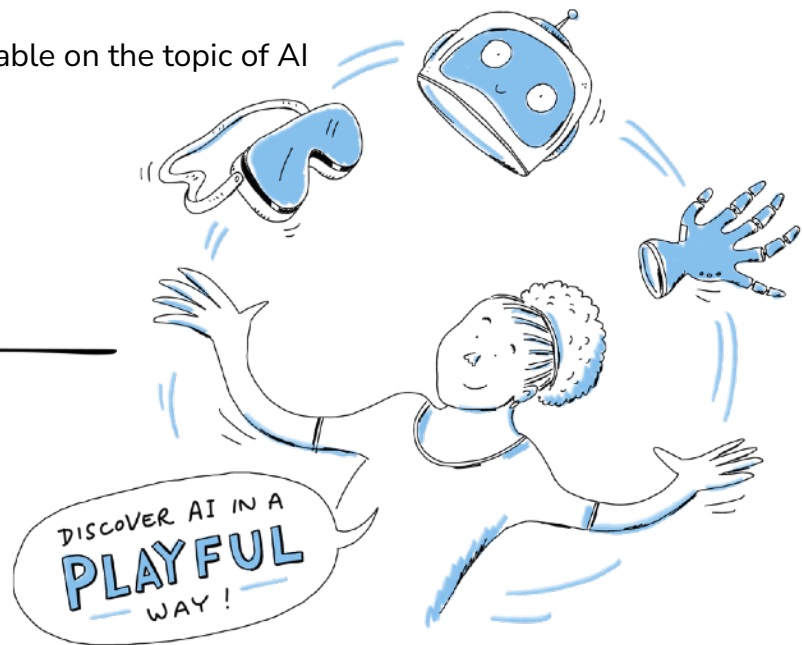
## Human Creativity and Artificial Intelligence

Andreas Axmann is one of the few digital entertainers in the world. He approaches the topics of digitalization and artificial intelligence with a wink and inspires his audiences with original special effects at events, conferences, and congresses.

- Unique shows guaranteed to give you goosebumps
- Charming interaction with audience, quality, and sophistication
- For viewers who have “seen it all”
- The most innovative entertainment available on the topic of AI



Andreas Axmann



*“The thunderous applause and standing ovation showed you how much we all enjoyed your show!”*

Catja Dose, Accor Hotels Digital Days

*“That was a cool presentation today. I've been in the IT industry for 25 years, and THAT was mind-blowing.”*

John-Erik Horn, Cyber Security

# DIGITIZATION IN A PLAYFUL WAY



## Shows



### Stand-Up (Stage)

Andreas Axmann playfully captivates his audience with special effects on the topics of digitalization and artificial intelligence. This unique show has won multiple international awards. Expand reality with a magical view of digital technology!

**Info:** Show up to 30 minutes possible

Also available as a **show keynote** option: This turns an announced presentation into entertainment with added value.



Watch showreel

### Close-Up (Table)

Andreas Axmann surprises his audience with his walking act, engaging them up close and interactively, right at their tables. This decentralized version of the show works without a stage in any room and promotes communication among guests!

**Info:** 1 to 2 hours possible, the program repeats from table to table, can be combined with Stand-Up!



Watch showreel

# CREATIVITY COMPRESSED



## Publication

### The book based on the show keynote

All performances by Andreas Axmann include creative impulses on artificial intelligence, which are further developed across more than 100 pages in his book.

Despite all technological progress, the human mind remains the most important resource of the future. It is about shaping a future in which technology does not replace what is human, but makes it more visible again. "The Magic of AI" is a collection of 22 impulses that have emerged both from Andreas Axmann's stage experience and from personal observations and reflections. Each impulse is an invitation to explore the world of artificial intelligence from a new perspective and with a touch of magic.

If you are looking for something lasting after the performance and that keeps curiosity about AI alive beyond the event, you can obtain the book in larger quantities directly from Andreas Axmann at special conditions. This way, your event creates a lasting impact.



View the book on Amazon

# THE MEDIA MAGICIAN



## Person

Andreas Axmann is a professional entertainer and has won multiple international awards. With over 30 years of experience, he delivers a performance that's guaranteed to resonate.



## CV



Andreas Axmann was born in the Bavarian Forest in **1985**. It all began in a very traditional way: with the obligatory magic box for Christmas, a gift from an aunt. He received support from the German magic association "Magischer Zirkel", which accepted him in **2002**. This was followed by several international awards and engagements on television and at corporate events. In **2004**, Andreas Axmann came to Berlin to begin his studies in theater and event technology, which he completed in **2008** with a thesis on the subject of "magic theater." Since then, magic has been his main profession.

In **2010**, Andreas Axmann became the first German iPad magician to specialize in the field of "digital magic". In **2011**, the Media Magician became German runner-up in the "magic with speech" category and was able to participate in the world magic championships. That year, he was also hired for the first time to perform his iPad magic in Las Vegas. Since **2014**, Andreas Axmann has been entertaining attendees at conferences and congresses on the topic of digitalization with his unique "show keynote" concept. In **2019**, the topic of artificial intelligence was added, further developing his style of magic. Since **2022**, he has focused on the digital specialty of human-machine interaction, astonishing audiences with an industrial robot. In **2024**, effects with the extended reality headset Vision Pro were added. And in **2026**, even a humanoid robot will appear on stage.

# MAN AND MACHINE



## Press

*He's dedicated himself entirely to digital magic: Andreas Axmann is considered Germany's first iPad magician. While other magicians saw women in half on stage and conjure rabbits out of hats, Axmann experiments with the latest media technology. In doing so, he has created a new form of magic.*



*Andreas tells me: "The first performances with the iPad were strange. The audience was so quiet, I wondered what was going on? Until I figured it out. It was amazement – you just don't hear that. People were amazed because they couldn't tell the difference between real and programmed anymore – as if by magic, everything merged."*

*Andreas Axmann steps onto the podium. Around 300 businesspeople are seated in front of him, expecting a presentation on digital technology. Suddenly, the iPad the speaker is holding catches fire. Nothing worse could happen to a speaker. But the fire is no accident. Andreas Axmann has everything under control. He is a magician and has developed a new format in the entertainment industry with his "show keynote".*



***"Thank you so much for the absolutely great performance! Fantastic, simply fantastic. Our guests were completely thrilled. I've received nothing but positive feedback! An event couldn't have been better."***

Petra Zenker, AEC-Industry NRW

***"Your presentation was really enjoyable and was very well received! A colleague wrote to me, "Mr. Axmann's presentation was amazing." I can only confirm that! Also, thank you very much for the pleasant cooperation in advance."***

Thomas Weise, IHK

# SUCCESS IS PREPARATION

## Equipment



A well-lit, possibly elevated, empty performance area with a clear view for all audience members from the front



Headset mic with boom on the left for audiences of 50 or more



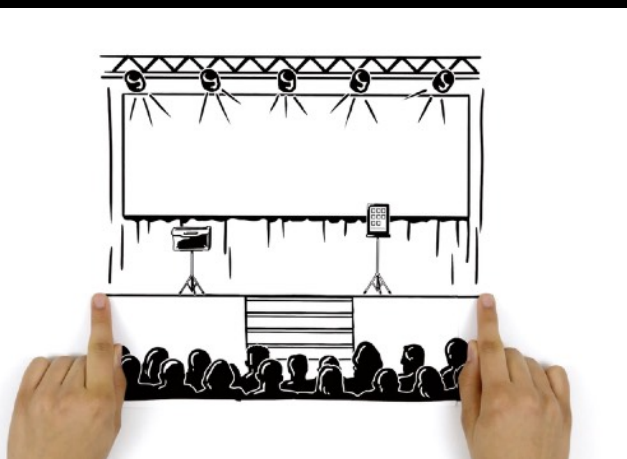
3.5 mm mini-jack input for music playback



Optional HDMI port for presentation



Live camera feed for audiences of 400 or more



Watch explainer video

# THROUGH WONDER TO INNOVATION



## Branding

Your logo can be integrated into the show for free. Your product can also appear from the tablet. And a spectator can become part of the show without having to go on stage.



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