FXMedia Developer Conference 2026 Highlights How AI Is Moving From Experimentation to Everyday Innovation

Jakarta conference brings technology, design, business & operations teams together to explore AI, automation & human role in an increasingly AI-driven workplace



The Interactive Exhibition during the Conference that Enhanced Visitors Experience on Mixed Reality, AI and other Emerging Technologies

JAKARTA, INDONESIA, September 14, 2026 /EINPresswire.com/ -- As organisations move from experimenting with generative artificial intelligence to integrating AI into everyday workflows, the challenge is increasingly shifting from what the technology can do to how people learn to use it effectively. That transition was explored at the FXMedia Developer Conference 2026, held July 23–24 at Hotel Santika Kelapa Gading in East Jakarta, Indonesia.

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> *Nurul Qomariyah from BINUS International Indonesia*

Hosted by FXMedia Internet Pte Ltd under the theme "AI and Automation," the two-day conference brought together teams across technology, design, business and operations to explore practical applications of AI and automation, alongside emerging technologies including extended reality (XR), spatial computing and interactive technology.

Rather than positioning AI solely as a developer tool, the conference examined how it can support people across an organisation, from development and content creation to business operations, learning and innovation.

- AI Across the Organisation -



FXMedia Developer Explaining the Medical Simulation Learning Experience to Visitors from BINUS University



FXMedia Successfully Held a 2Days Developer Conference in 23-24 July

Teams from XR, design, web development, quality assurance and business development shared how they are incorporating AI and automation into their workflows. The conference demonstrated how generative AI can support ideation, content creation, development, internal processes and rapid prototyping, while encouraging employees from different disciplines to experiment with new ways of working.

The human dimension of AI was also explored through guest speaker sessions. Sharon from Purple Dream presented “Humans Don’t Run on Data. Humans Run on Stories,” exploring how people interpret information through stories, emotions, context and lived experience. The session provided a human-centred perspective alongside the technical discussions, questioning how organisations can adopt increasingly capable AI tools without losing the human creativity, judgement and meaning that shape how people communicate and make decisions.

Meanwhile, Jude J.L. Martinez from BINUS University presented “AI-Augmented Developer: Boosting Productivity Without Losing Code Quality,” examining how developers can use AI to increase productivity while maintaining technical quality, discipline and accountability. Jude's perspective added an important dimension to the conference's wider discussion around AI adoption: productivity gains are most meaningful when organisations also consider how quality, human judgement and technical standards are maintained.

“AI is changing how we build, create and solve problems, but technology is only valuable when people know how to apply it,” said Mark Wong, Founder and Director of FXMedia Internet Pte Ltd. “Our Developer Conference encourages teams to experiment, challenge conventional thinking and collaborate, using AI not simply for automation, but to augment creativity, accelerate innovation and create better experiences.”

- Generative AI Challenges Put Ideas Into Practice -

The conference moved from discussion to experimentation through the Claude AI Challenge and Gen AI Challenge, where cross-functional teams were challenged to develop innovative solutions using generative AI within a limited timeframe. Participants were encouraged to integrate AI into the entire solution-development process, from ideation and prototyping to collaboration and delivery.

The challenges also extended beyond traditional developer roles, giving operational teams and other employees opportunities to experiment with AI and contribute to innovation. The activities demonstrated how AI can accelerate early-stage innovation while encouraging teams from different disciplines to collaborate and learn through practical experimentation.

- FXMedia Technology Showcase -

A major highlight of the conference was an immersive technology exhibition showcasing FXMedia's technology capabilities and exploring the convergence of AI with XR, spatial computing, interactive displays and haptic technology. Demonstrations included SPARK AI, showcasing applications of generative AI for content creation, learning materials and workflow automation; AR and AI glasses, demonstrating hands-free access to contextual digital information; and FLARE, FXMedia's transparent interactive display.

Attendees also experienced spatial computing applications through Apple Vision Pro and Meta Quest, while the Haptic Bicycle demonstrated how physical movement and haptic feedback can be integrated with digital environments. Together, the demonstrations offered a hands-on view of how emerging technologies can be combined to create practical, interactive, and immersive experiences across industries.

- Developing the Next Generation of AI Talent -

The conference also highlighted the importance of collaboration between industry and academia in preparing the next generation of technology talent.

Nurul Qomariyah from BINUS International Indonesia said, "The conference was an inspiring showcase of creativity and innovation, highlighting the interactive AI projects presented by participants, particularly the creativity, ambition, and technical capabilities demonstrated by younger and Gen Z participants." She also noted the inclusive nature of the AI competitions, where participation extended beyond developers to include operational teams, giving more employees opportunities to experiment with AI and contribute to innovation.

Jude J.L. Martinez from BINUS University similarly described, "The conference was a powerful showcase of where immersive technology and practical digital transformation are heading." He highlighted the depth of innovation and energy throughout the event and emphasised the importance of strong industry-academic ecosystems in preparing the next generation of technology builders for real-world transformation.

- From Experimentation to Everyday Practice -

The FXMedia Developer Conference 2026 highlighted a broader shift in how organisations are approaching AI.

As AI becomes more accessible, adoption is increasingly about more than introducing new tools. It requires creating a culture where people can experiment, share knowledge, understand the technology's strengths and limitations, and identify where AI can genuinely improve the way they work.

By bringing together developers, designers, QA professionals, business teams, operations personnel, academic partners and technology practitioners, FXMedia created a shared environment for exploring how AI and emerging technologies can work together to improve the way people create, collaborate and solve problems.

The July conference ultimately offered a practical snapshot of an increasingly AI-driven workplace; one where technology can augment productivity and innovation, while human judgement, creativity and storytelling remain central to how organisations create value.

Event Information
Event: FXMedia Developer Conference 2026
Theme: AI and Automation
Date: July 23–24, 2026
Venue: Hotel Santika Kelapa Gading, East Jakarta, Indonesia
Organiser: FXMedia Internet Pte Ltd

About FXMedia Internet Pte Ltd
FXMedia Internet Pte Ltd is a Singapore-based digital innovation company specialising in Artificial Intelligence, Mixed Reality, Virtual Reality, immersive simulations, interactive learning experiences, and digital transformation solutions. The company works with organisations across education, training, enterprise, and public-sector environments to develop technology solutions that enhance engagement, learning effectiveness, and operational readiness.
Find out more at https://www.fxmweb.com/

Mark Wong (Director)
FXMedia Singapore
+65 9017 2720
email us here

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