



Stockholm, February 13, 2019

Press release

## SF Studios has acquired the rights to produce an English language series of Max Tegmark's "Life 3.0: Being Human in the Age of Artificial Intelligence."

SF Studios, celebrating its 100th year anniversary in 2019, has acquired the rights to Max Tegmark's New York Times best-selling book "Life 3.0: Being Human in the Age of Artificial Intelligence." The book will be developed into an English language TV-series. Fredrik Wikström Nicastro (Borg/McEnroe, Easy Money) will produce and Tegmark will serve as a creative consultant to provide his scientific expertise on the project.

The project is another important step in SF Studios ramping up its international production operations, with the hire of Kate Myers in September 2017.

"Max Tegmark has written a completely fresh and mind-blowing take on the awakening of super intelligent AI and raises one of the coming decades most pressing questions, what the dawn of artificial intelligence really means for society and the future of humanity. We really look forward to be working with Max on this thrilling and entertaining show," said Fredrik Wikström Nicastro, Senior VP International Production at SF Studios.

Tegmark remarks that "I wrote the book to help people join the most important conversation of our time: how can we channel the ever-growing power of AI to help humanity flourish rather than flounder? I'm excited about SF Studios bringing this conversation right into people's living rooms".

The science-fiction series will follow a group of young scientists working at a startup who discover the first sentient artificial intelligence (AI) and envision ways in which it could be used to create a better world, which leads to a clash of ideals and morals. Tegmark's story also explores how artificial intelligence can affect media, entertainment, justice, jobs and people in our society. His exploration of the ramifications of AI, has been translated into multiple languages and has successfully been published around the world.

Life 3.0 is one of several English language series in development at SF Studios on the back of a strong slate across the Nordics. Since the opening of its London office to spearhead its move into English-language international feature film production, SF Studios has also announced the start of production on the survival thriller *Horizon Line*, starring Allison Williams and Alexander Dreymon with Mikael Marcimain directing, which is currently in production in Mauritius, Dublin and Pinewood Studios. Other upcoming SF Studios productions include a US remake of *A Man Called Ove* starring Tom Hanks, the adaptation of Jo Nesbø's forthcoming novel *I Am Victor*, the adaptation of Vilhelm Moberg's classic epic *The Emigrants*, and *Margrete the First* about the Danish princess who became the queen of the entire Nordic region.

Max Tegmark is a professor doing AI and physics research at MIT, president of the Future of Life Institute, and the scientific director of the Foundational Questions Institute. He is the author of over 250 technical publications as well as the New York Times bestsellers *Life 3.0* and *Our Mathematical Universe*. He has won numerous awards. In 2007, Forbes featured him as one of "Ten People who Could Change the World." Tegmark is also well known as a TV presenter of science to the general public, and is frequently quoted in the New York Times, New Scientist, etc., because of his ability to express his expertise in succinct, down-to-earth and occasionally humorous ways.

**For more information, please contact:**

Fredrik Wikström Nicastro, SVP International Production at SF Studios, +46 70 413 63 83

Kristina Linglöf, Head of Communications at SF Studios, +46 70 305 22 27

---

**About SF Studios**

SF Studios is one of the world's oldest film companies and is celebrating 100 years in 2019. Today SF Studios is the leading film studio in the Nordic region with its headquarters in Stockholm, Sweden and offices in Oslo, Copenhagen, Helsinki and London. The company produces and distributes feature films and TV series as well as providing the digital services SF Anytime and SF Kids Play.

---

*Visiting Address*  
Sveavägen 56  
111 34 Stockholm  
Sweden

*Postal Address*  
AB Svensk Filmindustri  
Box 7200, 103 88 Stockholm  
Sweden

*Telephone*  
+46 (0) 8 409 188 00  
Registered Office  
Stockholm

*Org. Nr.*  
SE 556003-5213  
VAT No  
SE556003521301

 A Bonnier Company

[www.sfstudios.se](http://www.sfstudios.se)