

## **Innovation initiative CODE\_n founded: international competition for new IT-based business models**

**Presentation and promotion of 50 most creative start-ups at CeBIT 2012**

**Berlin, September 14, 2011 – The initiative “CODE\_n” was launched today by GFT Technologies AG, a leading supplier of innovative IT solutions. Its aim is to seek out and promote the world’s most innovative start-ups involved in the development of new business models for the internet or mobile devices. In addition to showcasing the pioneering spirit of these entrepreneurs, CODE\_n also plans to demonstrate how much our private and business lives are already shaped by IT innovations. The Strategic Partners of CODE\_n are Deutsche Messe, Ernst & Young, Fujitsu Technology Solutions and the German ICT sector association BITKOM. The initiative is also supported by its cooperation partner, the Center for Art and Media Karlsruhe (ZKM).**

The CODE\_n12 Global Innovation Contest was launched today with the aim of discovering new and creative Web and IT solutions. CODE\_n will present the 50 most promising companies in a spectacular setting at the CeBIT 2012 fair from March 6 to 10, 2012 in Hanover, Germany. The competition motto is “Shaping Mobile Life”. A topic landscape will be specially created for CODE\_n12 in Hall 16 by the artist Tobias Rehberger and architect Jürgen Mayer H.

CODE\_n will also be presenting the CODE\_n12 Award at the CeBIT 2012. With prize money of €25,000, the award is designed to honor the company with the most outstanding and innovative web and IT business idea. In addition, the award winner will be coached for two years by leading managers of the partner companies. The application deadline for the CODE\_n12 Global Innovation Contest is November 30, 2011. An online application form is available at [www.code-n.de/en](http://www.code-n.de/en).

“Good ideas can come from anywhere. But they need friends, critical opinions and the necessary support to help them develop into attractive business models,” explains Ulrich Dietz, CEO of GFT Technologies AG and CODE\_n initiator. “IT innovations are a global topic. They originate all over the world and can be successful anywhere. As the leading business location for technology, Germany must fly the flag by developing and promoting IT innovations. With CODE\_n, we have now created the necessary platform.”

#### **CODE\_n12 Award: jury of renowned leaders from various disciplines**

The final selection of the 50 entrepreneurs chosen to present their solutions at the CeBIT, and the ultimate winner of the CODE\_n12 Award, will be decided by a jury of renowned IT specialists, top managers and lateral thinkers. The jurors include Prof. Peter Weibel, head of the ZKM, and XING founder Lars Hinrichs. With its extensive technological know-how, Fujitsu Technology Solutions will play a vital role in assessing and shortlisting the submitted solutions. “As a globally operating provider of ICT-based solutions, we are aware of the tremendous untapped innovation potential of many small start-ups,” says Gisela Strnad, Senior Director Marketing, Communication and Public Affairs Germany GR GE MKT at Fujitsu Technology Solutions. “As a CODE\_n partner, we are looking forward to discovering this potential and smoothing the way for new internet or mobile technologies and business models – thus promoting our vision of an increasingly mobile society.”

#### **CeBIT 2012: Jürgen Mayer H. and Tobias Rehberger to design CODE\_n presentation**

The involvement of Deutsche Messe as one of the CODE\_n Strategic Partners underlines CeBIT’s status as a leading global ICT event. “The CODE\_n initiative is an ideal opportunity for us to demonstrate the CeBIT’s function as a focal point for global innovation in the digital economy,” says Ernst Raue, Member of Deutsche Messe AG’s Board of Management. “It will be hard to find so many new and successful ideas in a single presentation anywhere else in

the world.” In order to provide the right setting for the ICT sector's innovative young stars, the CeBIT will be offering an experience center for both exhibitors and visitors. Instead of the usual fair booths, the artist Tobias Rehberger and architect Jürgen Mayer H. aim to create a spectacular landscape for interaction and inspiration. As artistic directors of CODE\_n, Rehberger and Mayer H. are expected to present a first glimpse of their plans in November. At the Biennale 2009, Rehberger won the Golden Lion for his work “Was du liebst, bringt dich auch zum Weinen”. The architectural firm J. MAYER H. was responsible, for example, for the recently created “Metropol Parasol” in Sevilla.

### **Innovation accelerated by business coaching**

As part of the CODE\_n initiative, Ernst & Young will be helping promising web and IT start-ups to fine tune their business models. “Good ideas are important, but without a strong business plan they are virtually worthless,” explains Gerhard Müller, Partner of the consulting company Ernst & Young. “We have often noticed that innovations fail to make the breakthrough because of a lack of business acumen behind the creative and technological know-how.”

CODE\_n is also supported by the German ICT sector association BITKOM e.V. “Most of the successful web and mobile business models of the past few years originated in the USA and Israel. However, the German IT industry is also known to be highly innovative. What creative newcomers in Germany often lack is the necessary growth momentum. A network of excellence like CODE\_n is the right approach to help them achieve international success,” says Prof. Dieter Kempf, President of BITKOM.

Start-ups with creative IT-based solutions on the topic of “Shaping Mobile Life” have until November 30, 2011 to submit their applications for one of the 50 places at the CeBIT 2012 and for the CODE\_n12 Award worth €25,000. The form and all documents can be submitted online at [www.code-n.de/en](http://www.code-n.de/en).

### **About CODE\_n**

CODE\_n is an international initiative for fresh ideas in the field of IT and the internet. The network aims to bring together the sector's brightest minds and smartest ideas, to provide ongoing support and to harness this force field for the seeding and fast breeding of new innovations. CODE\_n stands for “Code of the New”, the DNA of innovation. The initiator is GFT Technologies, an international supplier of IT solutions and services. The partners include Deutsche Messe, Ernst & Young, Fujitsu Technologies Solutions, BITKOM

and the Center for Art and Media Karlsruhe (ZKM). In 2012, CODE\_n will be presenting the first CODE\_n Award to a highly innovative IT-based solution for mobile life. The winner will receive prize money of €25,000 as well as coaching from the initiative's Strategic Partner over a two-year period. Further information is available on the internet at [www.code-n.de/en](http://www.code-n.de/en).

#### **About GFT Technologies AG**

The GFT Group, headquartered in Stuttgart, Germany, is an international provider of innovative IT solutions and IT-based new business concepts. As a strategic IT partner, GFT supports its clients in the optimization of their business processes through intelligent IT systems and specialists and thus sustainably improves their competitive positions. GFT is among the world's leading IT service providers in the financial services sector. The company combines established technology experience with a wide range of industry expertise, in order to develop, implement and maintain customized IT solutions. Ulrich Dietz founded GFT in 1987 and is now CEO and principal shareholder of the Group which, in 2010, achieved revenues of around €248 million. It has 1,300 employees at locations in seven countries. ([www.gft.com](http://www.gft.com))

#### **About Deutsche Messe AG**

Deutsche Messe develops, plans and runs trade fairs and exhibitions in Germany and abroad. It has extensive expertise and experience in planning and executing around 100 trade fairs and exhibitions in Germany and abroad every year, involving more than 23,000 exhibitors, more than 2 million visitors and 15,000 journalists from over 100 different countries.

Achieving average revenues of €212 million in 2010, 873 employees around the world, employees in more than 100 nations and an exhibition centre with a superb infrastructure totalling 1 million square meters of space, Deutsche Messe - based in Hanover, Germany - is the world's foremost trade fair company.

The main emphasis continues to be on flagship international trade fairs for capital goods, run by Deutsche Messe in Hanover. The aim of these tradeshows is to represent the latest markets and highlight international market trends. They are also a forum for applications-oriented demonstrations of the latest technology, as well as new launches of cutting edge technologies and presentations of the latest research findings. Apart from its competence in running international trade fairs and the unique capacity of its exhibition centre, Deutsche Messe offers exhibitors an excellent range of quality services, ensuring the best possible support before, during and after the show. ([www.messe.de/homepage\\_e](http://www.messe.de/homepage_e))

#### **About Fujitsu Technologies Solutions**

Fujitsu is a leading provider of ICT-based business solutions for the global marketplace. With approximately 170,000 employees supporting customers in 100 countries, Fujitsu combines a worldwide corps of systems and services experts with highly reliable computing and communications products and advanced microelectronics to deliver added value to customers. Headquartered in Tokyo, Japan, Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (55 billion US dollars) for the fiscal year 2010 (ending March 31, 2011). As a fully-owned subsidiary of the global Fujitsu Group, Fujitsu Technology Solutions is the leading European IT infrastructure provider. With its presence in all key markets of Europe, Africa, the Middle East and India, the company serves large, midsize and small companies as well as

consumers. With its “Dynamic Infrastructures” approach, the company offers a full portfolio of IT products, solutions and services – from PCs and notebooks to datacenter solutions, managed infrastructures and infrastructure-as-a-service. Fujitsu Technology Solutions employs more than 13,000 people.

([www.de.fujitsu.com](http://www.de.fujitsu.com))

#### **About Ernst & Young GmbH**

Ernst & Young\* is a leading global provider of audit, tax, transaction, risk and management advisory services. Over 6,900 employees in Germany share the same common values and high quality standards. Together with 141,000 colleagues in the international Ernst & Young organization, they serve clients all over the world. The common goal of all employees is to use all their available resources, skills and abilities to help clients reach their full potential. ([www.de.ey.com](http://www.de.ey.com))

\*The name Ernst & Young used in this profile refers to all German member firms of Ernst & Young Global Limited (EYG), a limited liability company under English law. Each EYG member firm is a separate legal entity and not liable for the actions or omission of actions of other member companies.

#### **About BITKOM e.V.**

The German Federal Association for Information Technology, Telecommunications and New Media (Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V. - BITKOM) represents more than 1,350 companies (of which over 1,000 are direct members) with a combined sales volume of around €135 billion annually and some 700,000 employees. They include suppliers of software and IT services, telecommunication and internet services, manufacturers of hardware and consumer electronics and digital media companies. BITKOM is particularly committed to modernizing the German education system, promoting innovative business policies and supporting a future-oriented network policy.

([www.bitkom.org/en](http://www.bitkom.org/en))

#### **About the Center for Art and Media Karlsruhe (ZKM)**

As a cultural institution, the ZKM holds a unique position in the world. It responds to the rapid developments in information technology and today's changing social structures. Its work combines production and research, exhibitions and events, coordination and documentation. Working closely with the State Academy for Design in Karlsruhe and other institutes, the ZKM provides a forum for science, art, politics and finance. The ZKM sees itself as a platform for experimentation and discussion, with a mission to participate actively in working towards the future and engage in the ongoing debate about the sensible and meaningful use of technology. ([www.zkm.de](http://www.zkm.de))

#### **Contact:**

GFT Innovations GmbH  
Andrea Wlcek, Managing Director  
Filderhauptstrasse 142  
70599 Stuttgart, Germany  
T +49 711 62042-0  
([code-n@gft.com](mailto:code-n@gft.com))