

CODE -n 12

SHAPING
MOBILE
LIFE

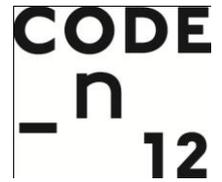
Rio and Tokyo also excited about innovation contest for CeBIT 2012

Application deadline for CODE_n extended to 14 December 2011

Stuttgart, 29 November 2011 – The new CODE_n12 contest launched this year is attracting an increasing number of creative start-up companies. Although the early weeks were dominated by applications from Germany, more and more ideas are now being received from the Americas and Asia. CODE_n is searching for the top 50 digital business ideas for our mobile future and will showcase them at the world's leading technology fair, the CeBIT. The winner will also receive prize money of €25,000. So far, more than 200 submissions have been received from 34 different countries; 65 percent of all applications are from outside Germany. The submission deadline has therefore been extended by two weeks to 14 December 2011. "Every day, we receive numerous inquiries and exciting entries from around the world. We now want to give even more young companies the chance to take part. Whether in Rio or Tokyo – everyone has the opportunity to present their ideas at the CeBIT in March," says Ulrich Dietz, CEO of IT company GFT Technologies AG and the contest's initiator.

New apps for 3D-animated e-commerce experiences, concepts for digital cultural events, futuristic ideas for improved man-machine communication, smart solutions for various aspects of our daily lives: the creativity and imagination of the submissions received so far are certain to provide inspiration and a lasting impetus for our professional and private mobile lives.

Following the deadline extension, applications for CODE_n12 can now be submitted until 6 p.m. on 14 December 2011. Registrations are to be made on the CODE_n website www.code-n.org, where the necessary documents – a logo, a brief video on the competition entry, and a completed questionnaire – can be uploaded.



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.org.

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