

# CODE \_n 12

SHAPING  
MOBILE  
LIFE

## Barcelona showcases the devices, CODE\_n at CeBIT brings the applications

*Invitation to press conference at CeBIT at 1:15pm on March 5.*

Stuttgart, February 28, 2012 – All these powerful new smartphones and tablets... what are people going to do with them? “Smartphones and tablets only begin to bring real benefits when they have good applications,” says IT entrepreneur Ulrich Dietz, who founded the CODE\_n global innovation initiative last year. The CODE\_n12 innovation contest, which forms part of the initiative, will reach its climax at CeBIT. Over 400 applicants from 42 countries entered the contest, the theme of which is *Shaping Mobile Life*. The jury has now picked out 50 finalists and given them the opportunity to present their concepts in Hanover. They include a car-sharing service that turns private cars into rental cars, and a digital tool for reporting corruption created by developers from Singapore. “Who knows – maybe one of our finalists will be the next big thing,” says Ulrich Dietz hopefully. “All of the concepts we’ve chosen aim to simplify mobile life and mobile working. Devices are nice to have, but it is their content that makes them truly valuable.”

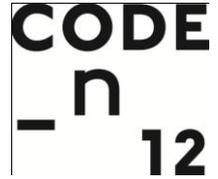
Two of Germany’s best-known artists, Tobias Rehberger and Jürgen Mayer H., have given Hall 16 a cutting-edge makeover to reflect the avant-garde IT on display.

Come to the **CeBIT press conference at 1:15pm on March 5 at Booth D43 in Hall 16** and meet the 50 finalists. At the end of CeBIT, one of them will walk away with the CODE\_n12 Award, worth €25,000.

Ulrich Dietz (GFT Technologies, initiator of CODE\_n), the artists Tobias Rehberger and Jürgen Mayer H., Frank Pörschmann (Deutsche Messe), Gisela Strnad (Fujitsu), Gerhard Müller (Ernst & Young) and Dr. Bernhard Rohleder (BITKOM) will all be present.

### About CODE\_n

CODE\_n is an international initiative to promote exciting new ideas in the world of IT and the Internet. An innovation network, it aims to bring together the industry’s most inventive minds, allow them to exchange expertise and ideas, provide them with lasting support and promotion, and to stimulate and accelerate innovation in this powerful and dynamic field. CODE\_n stands for “code of the new”: the



DNA of innovation. The initiative was created by GFT Technologies, an international provider of IT solutions and services. Deutsche Messe, Ernst & Young, Fujitsu Technologies Solutions, BITKOM and the ZKM Center for Art and Media Karlsruhe are all partners in the initiative. Media partners for CODE\_n are brand eins, Computerwoche, Frankfurter Allgemeine Zeitung, MOBILE BUSINESS, t3n and VentureCapital magazine. This year, CODE\_n will hand out the first ever Code\_n Award to a particularly innovative IT solution for mobile life. The winner will receive €25,000 in prize money plus two years of coaching provided by the initiative's strategic partners. To find out more, visit [code-n.org](http://code-n.org).

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