

CODE _n 12

SHAPING
MOBILE
LIFE

A new kind of exhibition – CODE_n and the mobile ideas of the future

Hanover, CeBIT, March 5, 2012 – Hall 16 of the CeBIT exhibition grounds in Hanover is strikingly different to the others – in terms of both its architecture and content. Artist Tobias Rehberger and architect Jürgen Mayer H. have transformed the 3,500 square meters of space into an inspiring environment, which will be home to the 50 finalists of the international CODE_n12 competition as they present their ideas for mobile living and working. “Germany needs to become a key crossroads for the IT avant-garde from around the world,” says the initiator of CODE_n, Ulrich Dietz of GFT Technologies. “Tapping into these innovation communities can do much more for our economic standing than most people realize.” The theme of both the competition and hall design is Shaping Mobile Life.

Upon entering the hall, visitors are greeted by a landscape of giant silver letters and a net of neon-colored lines. There are no familiar booth structures in sight. Instead, the walls of the innovation hall are perforated – literally. With this design, the creators have constructed a space which lends architectural substance to the idea of innovation – an ambience the likes of which has never been seen before at an IT trade show.

In these inspiring surroundings, CeBIT visitors can get to know the creative young entrepreneurs showcasing their mobile business ideas. What’s more, there’s also a packed program of engaging events, including CODE_n pitches, presentations from IT experts and roundtable talks on the issues of tomorrow. All of this will take place in the green CODE_n Club at the heart of the hall.

A one-of-a-kind stage for a special initiative

The CODE_n international innovation initiative was launched by Ulrich Dietz, an entrepreneur and CEO of GFT Technologies AG. “We now find ourselves at the beginning of the transformation from a real to a digital economy. These changes will affect all facets of our daily lives, at home and at work. My aim with CODE_n is to support young talents and give them a platform for their ideas,” says Dietz, known throughout the IT industry for his passion for the new. Eye-catching art is his tool of

choice for making people aware that our perceptions, our use of objects, and our day-to-day lives are changing through the use of mobile digital technologies.

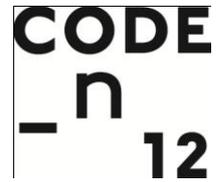
CODE_n hopes to strengthen Germany's position as a key location for innovation. CeBIT, the world's leading exhibition for the digital economy – and a partner in CODE_n – is the perfect place for startups and budding talents to make their debut. They can come together at CeBIT and present their ideas to the world with the message: "The mobile world is at home here."

The mobile concept of CODE_n also extends beyond Hall 16. Mia Electric has provided five electric cars to act as a shuttle service for the CODE_n partners during CeBIT, and to entice visitors to check out CODE_n wherever they are on the exhibition grounds. The CODE_n hall will also be the scene of a number of innovative technical highlights. Fujitsu Technology Solutions, one of the contest's partners, will be premiering its new Android tablets live on stage – in fact, the CODE_n finalists will be using them to present their promising business concepts! And visitors who are prepared to sign a confidentiality agreement can also sneak a glimpse of the client of the future, which runs Windows 8 and features touch and gesture control, plus try out the latest generation of LIFEBOOK laptops.

And the winner is...

6:00 pm on March 8 is crunch time. That's when the CODE_n12 Award will be handed out in Hall 16. Who will win? The car-sharing service that turns private cars into rental cars? Or the digital tool for reporting corruption, developed by a finalist from Singapore? "We're extremely impressed at the sheer diversity of ingenious ideas, which makes choosing a winner very hard," comments jury member Prof. Peter Weibel from the ZKM Center for Art and Media Karlsruhe. From over 400 entrants, 50 finalists from 9 countries have been chosen and invited to present their ideas at CeBIT, where they will compete for the hotly contested CODE_n12 Award. On the evening of the award ceremony, the finalists will be rapt with anticipation as they wait for the jury to announce the winner of the award, worth €25,000.

Whoever wins the CODE_n12 Award will receive two years of professional coaching and support provided by experienced technology and management experts from CODE_n's partner companies, one of which is the auditing and consulting company Ernst & Young. "Experiencing all these different ideas is really exciting, and we look forward to maybe seeing one of them blossom into the next global IT company," comments Gerhard Müller, a partner at Ernst & Young. "Today more than ever, Germany's economic success and prosperity depend on ensuring that young companies with innovative ideas are given opportunities to develop. So it's vital for social reasons to help these companies attain lasting success and support them in growing beyond mere startups," he explains.



BITKOM CEO Dr. Bernhard Rohleder underscores the significance of initiatives like CODE_n and their ability to make waves. “If you want to support innovation, you need to listen to the grass grow. A contest like CODE_n is the best way to do this. It allows ideas to attract investment and enthusiastic startups to work with experienced partners, so driven young entrepreneurs can be certain of turning their innovation into a financial success.”

The head of CeBIT, Frank Pörschmann, is impressed by the creativity and commitment displayed by the startups. “Innovation is the beating heart of the digital world,” he remarks, “and CODE_n puts this heart in the spotlight and measures the pulse of the mobile digital future. It showcases the enormous creative potential harbored by young, innovative companies, and the confidence and dynamism with which this industry is pioneering the world of tomorrow. If you want to discover the spirit of the future mobile world in a high-tech trade show environment, Hall 16 is the place to be!”

To find out more about CODE_n, visit code-n.org.

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.

Contact:

GFT Innovations GmbH
Andrea Wlcek, Managing Director
Filderhauptstraße 142
70599 Stuttgart
Germany

T +49 711 62042-0
code-n@gft.com