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CODE_n at CeBIT: Five Days to Witness Big Data Live

Salesforce.com and Google join forces with Continental and Dassault Systèmes as partners to CODE_n

Stuttgart, February 27, 2014 – The tension is mounting. Only two weeks to go until CeBIT in Hanover and the crowning of this year’s winners of the CODE_n Award. To witness the awards show in person, simply come to Hall 16 at 6:00 p.m. on March 12 – entry is free for all trade show visitors. An extensive list of conference events spans no less than five days, with plenty of highlights to round off the CODE_n program at CeBIT, such as the Young IT-Day with the Federal Minister of Economics, Sigmar Gabriel, and the Google DatenDialog.

“The award show on the Wednesday is the emotional high point of CODE_n,” says Ulrich Dietz, GFT Group CEO and the initiator of CODE_n. “That said, the CODE_n event overall has even more to offer, especially the comprehensive conference program, with five days crammed full of information on big data, startups, and innovation in the digital economy.”

The Young IT-Day starts at 1:00 p.m. on CeBIT’s opening day, March 10. The event is being organized by the Federal Ministry of Economics and Energy in collaboration with BITKOM. Visitors will be particularly looking forward to the speech by the German Federal Minister of Economics, Sigmar Gabriel.

Afterwards, Google will be welcoming guests to the DatenDialog at 3:30 p.m. This will involve detailed discussion on the different ways Germany can and should make use of the concept of data-driven innovation. Dr. Wieland Holfelder, Engineering Director and Site Lead at Google Germany, will provide insights into topics such as how Google is tackling the issue itself.

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On the Tuesday – Big Data Day – IBM Europe’s CMO Caroline Taylor will hold a talk at 12:45 p.m. to highlight the role played by startups within the context of big data. Following Young Entrepreneurs’ Day on the Wednesday, which includes events on funding startups, the Thursday is Automotive Day at CODE_n. One highlight will be a talk by Dr. Rainer Büchse, Head of Interior Strategy & Innovations at Continental. The final day of the trade show on March 14 will focus wholeheartedly on data security. There will be two “live hackings” on the CODE_n stage accompanied by a panel discussion to be moderated by EY.

In addition to these events, throughout the entire week of CeBIT, the 50 finalists of the CODE_n Contest will be presenting their many promising business models as part of a series of fireside chats. Grouped by topic, the contestants will discuss the myriad opportunities and challenges offered by using big data in a variety of industries. This will include dialog with leading experts from EY, who will also be presenting the very latest results of studies on big data as part of the CODE_n conference program.

An additional highlight for visitors to the CODE_n hall will be a 3D show being organized several times per day by Dassault Systèmes under the banner “Pioniergeist Meets Business Experience.” The 3DEXPERIENCE Company gives visitors an opportunity to experience big data live, drawing on three examples from the fields of architecture, archeology, and oceanology to illustrate the intelligent processing, use, and visualization of huge volumes of data.

New partners for CODE_n

Aside from EY and trade show organizers Deutsche Messe, who have both been on board as CODE_n partners since 2011, this year salesforce.com,

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Continental, Dassault Systèmes, Google, and emagine have also come on board as partners. “The involvement of these companies confirms that CODE_n has already become one of the pioneering platforms for digital transformation. We’re bringing entrepreneurs with innovative ideas together with established companies and the world of politics.”

Some of the CODE_n partners will also be exhibiting in Hall I6 and showcasing their own big data innovations. This also applies to BITKOM with its “Get Started” initiative as well as the business network Wissensfabrik. Both will have shared booths for startups in Hall I6. There will also be a recruitment zone for all CODE_n partners.

Jury to decide on the winner of the CODE_n Award

Fifty young companies from no less than 17 countries are vying for the CODE_n Award this year. An independent jury will get to decide which of them will win the prize of 30,000 euros. Joining the initiator of CODE_n, Ulrich Dietz (GFT Group), the jury will be made up by Klaas Bollhoefer (The Unbelievable Machine Company), designer Murat Günak, Prof. Dietmar Harhoff (Max Planck Institute for Innovation and Competition), Bindi Karia (Silicon Valley Bank), Tobias Kiessling (intelliAD Media), Carsten Knop (Frankfurter Allgemeine Zeitung), Prof. Dr. Norbert Pohlmann (Institute for Internet Security, Westphalia University of Applied Sciences), Dr. Krystian Pracz (EY), and Jens-Uwe Sauer (Seedmatch).

About CODE_n:

CODE_n is an international initiative for digital pioneers, innovators and groundbreaking startups. Initiated in 2011 by the GFT Group, the goal of this network is to support outstanding business talents and their exceptional business ideas, provide them with a platform for dialog,

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and therefore stimulate and accelerate innovation in the field. CODE_n stands for “Code of the New”, the DNA of innovation. Global partners are EY and CeBIT.

This year, CODE_n will bestow the third annual CODE_n Award under the motto: “Driving the Data Revolution”. The contest is looking for business models devoted to the intelligent and efficient handling of large data volumes. For more information, please visit: www.code-n.org.

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