

# CODE \_n

## Viewsy wins CODE\_n14 Award

London startup wins out over 450 applicants from 60 countries

**Hanover, March 12, 2014 – Since Monday, 50 startups from 17 countries have been presenting their innovative business models related to the topic of Big Data in the CODE\_n hall 16 at CeBIT. The CODE\_n jury has reached a decision: The coveted CODE\_n award and prize money in the amount of EUR 30,000 were awarded to London-based Viewsy. "With their business models, all of our finalists add their own exciting touch to the topic of the future of Big Data. With Viewsy, we award a young company that impressively demonstrates how large data volumes can be safely, intelligently, and profitably used with a technologically mature solution," explains Ulrich Dietz, initiator of CODE\_n and member of the jury of ten, regarding the selection.**

Viewsy offers retailers the possibility of understanding the behavior of their customers in detail. How much time do they spend on average in the store? Which areas do they frequent the most? How frequently do they visit the store? Viewsy's technology acquires a variety of different data sources, such as foot traffic, interprets them using statistical methods, and thus offers understanding of the behavioral patterns of customers. Brand owners can benefit from this as well by obtaining exact insights into where to best position which products in the store. Conclusions regarding the identity of individuals are purposefully excluded by Viewsy. All data is acquired anonymously. If a customer does not want to be analyzed while shopping, he can simply switch off the Wi-fi connection of his smartphone.

**AutoGrid Systems, Sablono, and cosinuss° among the finalists**

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In addition to Viewsy, AutoGrid Systems based in Redwood City, California, Sablono based in Berlin, Germany, and Munich startup cosinuss° were among the finalists for the CODE\_n14 Award. This year, a total of 450 applicants from 60 countries applied for a booth in the CODE\_n hall. Fifty of them will continue their presentations to the expert audience at the world's largest IT trade show until Friday, March 14. The scope of the presented solutions ranges from future-oriented analysis methods for the areas of mobility, health, financial services or commerce, to software solutions and Big Data-based platforms for the environmental and energy sectors.

Ulrich Dietz says, "Our hall I6 demonstrates the speed and passion with which young companies implement technological developments into concrete business models – and that across all industries. We are happy that we can support these promising startups in their next steps and purposefully introduce them to established companies."

## **More than 1,000 applicants to CODE\_n since 2012**

Since 2011, more than 1,000 young companies applied to CODE\_n. Viewsy is the successor of Changers.com based in Berlin and Greenclouds based in Rotterdam, the winners of last year's awards (the prize has been awarded twice last year). myTaxi based in Hamburg was able to win the first CODE\_n Award in 2012.

In addition to CODE\_n initiator Ulrich Dietz (GFT Group), Klaas Bollhöfer (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

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Internet Security, Westphalia University of Applied Sciences), Dr. Krystian Pracz (EY), and Jens-Uwe Sauer (Seedmatch) served as members of the jury.

Pictures of the award ceremony are available for download from the CODE\_n website: [www.code-n.org/newsroom/downloads](http://www.code-n.org/newsroom/downloads).

**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, 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 has bestowed the third annual CODE\_n Award under the motto: “Driving the Data Revolution”. The contest was looking for business models devoted to the intelligent and efficient handling of large data volumes.

For more information, please visit: [www.code-n.org](http://www.code-n.org).

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