

2018 new.New Festival showcases the DNA of digital innovation – Applications for CODE_n startup competition open today

- *new.New Festival to take place in Stuttgart for the first time from October 8 to 10*
- *2018 CODE_n CONTEST offers renewed opportunity for startups to present innovative digital business models*
- *Applications open from March 7 to May 13, 2018*
- *State of Baden-Wuerttemberg, city of Stuttgart, GFT Technologies confirmed as first new.New Festival partners*

Stuttgart, March 7, 2018 – The time has come for the next edition of the new.New Festival. This year's event celebrating technological innovation, which will take place in Stuttgart's Hanns-Martin-Schleyer-Halle from October 8 to 10, 2018, is all about "Intelligence X.0". Once again, the highlight of the festival will be the CODE_n CONTEST. Applications for the competition can be submitted from March 7 to May 13, 2018.

Beyond Reality, Machine Intelligence, Cryptographic Trust – this year, the new.New Festival is devoted to issues surrounding artificial intelligence. The event will look at sustainable technology trends, which will also mean a deep dive into the opportunities offered by digital transformation. The international startup competition is the highlight of the event. The 50 CONTEST finalists receive a free company booth for all three days of the new.New Festival. This gives the startups a chance to present their business models to potential customers and business partners. A VIP jury selects the winners in the categories of "Best Business Model", "Best Tech Innovation", and "Industry Disruptor", as well as crowning an overall winner. The CODE_n Awards offer a total of 30,000 euros in prize money.

Interaction and networking are the name of the game

In addition to the chance to showcase pioneering business models and digital innovations, the festival offers an exciting program of accompanying events. Participants can get actively involved in interactive workshops and networking events, and draw inspiration from thought leaders as well as fascinating and in-depth presentations on trailblazing technologies. Established companies can also take advantage of individual partnership opportunities to drive their innovation activities. "We don't just scratch the surface at the festival – we really dive deep. Our aim is to 'explore the DNA of digital innovation.' For us, this means a threefold approach which involves using cutting-edge technologies, applying a multi-industry mindset, and taking human factors into account. Anyone who wants to position a company to thrive in the future has to be willing to blaze new trails. Digital transformation offers enormous opportunities to do just that," says Ulrich Dietz, founder of CODE_n.

2018 marks the sixth edition of CODE_n CONTEST

The CODE_n CONTEST can trace its origins to the 2012 CeBIT. For four years, the competition was part of the world's largest IT convention, attracting more than 1,900 applicants from 85 countries and leading to numerous successful partnerships and investments. In 2016, the competition became the independent new.New Festival, which premiered in Karlsruhe.

The state of Baden-Wuerttemberg, the city of Stuttgart, and the IT firm GFT Technologies have already been confirmed as new.New Festival partners for 2018. "We have been convinced by the innovative concept from the beginning, as the new.New Festival rethinks the term 'conference' by combining it with digital transformation in a completely new way. Here we are going off the beaten paths and can directly interact with clients, technology partners and promising startups," says Marika Lulay, CEO of GFT Technologies.

Baden-Wuerttemberg – and Stuttgart in particular – is an ideal location for sustainable innovation and ingenuity

As a partner to the festival, Baden-Wuerttemberg's capital city of Stuttgart will be a hot spot of cross-sector innovation and a meeting point for more than 10,000 pioneers of industry, business, and science. Winfried Kretschmann, Minister-President of Baden-Wuerttemberg and honorary patron of the event, emphasizes that, "Baden-Wuerttemberg has already made huge progress in establishing itself as a cradle of innovation that can hold its own against international heavyweights like Silicon Valley and Tel Aviv. It's a place where hard work speaks louder than words. And everyone at the festival will see this when we present our StartupBW activities." The city of Stuttgart is also out to leave its mark. Mayor Fritz Kuhn invites everyone to "come and get a better picture of our innovative power – whether as a partner, a startup, or a visitor."

The 2018 new.New Festival and CODE_n CONTEST at a glance.

- Topic: Intelligence X.0 // Subtopics: Beyond Reality, Machine Intelligence, Cryptographic Trust
- Application phase: March 7 – May 13, 2018
- All 50 CONTEST finalists receive a free company stand for the three days of the new.New Festival – plus a chance to compete for up to €30,000 in prize money.
- new.New Festival: October 8 – 10, 2018 in the Hanns-Martin-Schleyer-Halle, Stuttgart
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