

new.New Festival 2018: Sophia the Robot leads visitors into a new era of artificial intelligence

- Sophia the Robot, Hanson Robotics' most advanced human-like robot, will be opening the new.New Festival in Stuttgart in October
- Daimler acting as leading event partner with GFT
- Baden-Wuerttemberg Minister of Economic Affairs Hoffmeister-Kraut to accompany tour of festival grounds
- 50 startups from 15 countries to compete for €30,000 prize at the finals of the CODE_n CONTEST 2018
- Early-bird tickets to the festival available until September 14

Stuttgart, August 06, 2018 – Visitors to the new.New Festival will be able to meet a very special guest at this year's event, which takes place from October 8 to 10, 2018: Sophia the Robot, Hanson Robotics' most advanced human-like robot, will be attending the opening of the three-day international tech event. The advanced humanoid robot will be participating in a panel discussion, interviewing a variety of festival partners, and fielding questions at a press conference.

"We're delighted at the prospect of welcoming Sophia to the new.New Festival. Her attendance is an ideal fit with our main theme this year, which is Intelligence X.0, and she'll join the ranks of other top-class speakers in sensitizing festival visitors to artificial intelligence and inspiring them by the opportunities it opens up to everyone," states Moritz Gräter, Managing Director of CODE_n.

Sophia was developed by [Hanson Robotics Limited](#), a Hong Kong based company, in 2014. Her human-like appearance and behavior have created an international buzz. Created by combining breakthrough innovations in robotics, AI, and artistry, Sophia is endowed with remarkable expressiveness, aesthetics and interactivity, and can simulate a full range of facial expressions, track and recognize faces, and hold natural conversations with people.

50 startups preparing to battle for the €30,000 prize money

As in the past, the key highlight of the festival is the CODE_n CONTEST, which this year revolves around the topic of Intelligence X.0 and the opportunities presented by digital transformation. The aim of the startup competition is to give new companies the chance to showcase their innovative business models and network with established tech companies and user companies for their technology. For three days, 50 finalists from countries such as Brazil, South Africa, the United States, and Germany will be given their own free booth at the festival, so they can present their business models and technologies. There will also be stage sessions in front of a varied audience at the event, which will take place in the Hanns-Martin-Schleyer-Halle in Stuttgart. The startups will showcase a variety of solutions, focusing on topics such as cyber security, blockchain technology, and applications aimed at simplifying industrial processes using augmented reality. The winners will be picked by a VIP jury across the categories of Best Business Model, Best Tech Innovation, and Industry Disruptor. The jury will also pick the overall

winner. The CODE_n Awards come with prize money of €30,000 and will be presented on day two of the festival.

Minister of Economic Affairs and leading partners such as Daimler at the event

There will be prominent support for the festival from, among others, the Baden-Wuerttemberg Minister for Economic Affairs, Labor, and Housing, Dr. Nicole Hoffmeister-Kraut. On the first day, the minister will take part in a tour of the festival grounds and greet the innovative startups. “The new.New Festival is an outstanding opportunity to present our startup community and our Start-up BW offering to an international audience. At the same time, visitors will not only witness the strength of innovative flair in Baden-Wuerttemberg, but they will also see why startups enjoy the ideal setup and can find a good home here,” states Hoffmeister-Kraut.

In addition to showcasing the State of Baden-Wuerttemberg and the City of Stuttgart, this year’s CODE_n will also once again feature the many leading partner companies that are co-staging the festival, including GFT Technologies, DATEV, EY, Fraunhofer, EnBW, Kärcher, MHP, W&W brandpool, CyberValley, birds on mars, IBM Deutschland GmbH, RECARO, TRUMPF, ZF Friedrichshafen, and bridgingIT with its innovation brand fastahead. New to the fold is Daimler, which will bring to the event Future Transportation @ Mercedes-Benz Vans, Lab1886 the incubator of Daimler AG, Daimler Financial Services, and its Group Research as well as its “Global Talent Scouting“-Team. Daimler’s aim in taking part in the festival is to boost the field of IT in Baden-Wuerttemberg and further underscore its appeal to gifted young people and entrepreneurs by positioning the corporation as a driver and partner of innovation. In addition to Lab1886, which has been a resident of the Stuttgart-based CODE_n SPACES innovation hub since 2017, further CODE_n SPACES residents LEA Partners and Axon ivy will also be taking part in the three-day event.

Early-bird tickets will still be available until September 14 by going to

<https://www.newnewfestival.com/tickets>

Sophia has already announced her visit to the new.New Festival in a special shout-out video:

<https://www.youtube.com/watch?v=xrSYm-ScAOc>

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About CODE_n

CODE_n is a cross-industry innovation hub for entrepreneurs, ambitious startups and established companies. The key elements are the CODE_n SPACES campus, regular event and workshop formats, the international startup competition, the new.New Festival and a wide range of innovation services – all supported by an international network of digital pioneers from business, science, culture and the media.

The focus is placed squarely on promoting new, sustainable digital business models. CODE_n’s aim is to create awareness of the opportunities of digital transformation and to drive forward cultural change. The boundaries of traditional thinking are broken down within the network in order to create enthusiasm for enterprises and entrepreneurship. CODE_n stands for ‘Code of the New’– the DNA of innovation.

www.code-n.org

www.newnewfestival.com