CODE_n CONTEST 2016:
52 Startups from 11 Countries Enter the Finals

- Startup finalists will present their digital business models at the CODE_n new.New Festival in Germany in September
- Early bird festival tickets now available
- CODE_n Award ceremony on the evening of September 21

Stuttgart, July 5, 2016 – 385 applications have been carefully scrutinized over the last few weeks. The most innovative of these startups have now made it into the finals: 52 emerging companies from 11 countries are in the running for the CODE_n Award and its €30,000 cash prize. "Our startup finalists are an impressive reminder of how we can face the digital challenges of the 21st century," states Ulrich Dietz, initiator of CODE_n and CEO of GFT Technologies SE. "From Israel to Germany and over to the U.S., these young businesses represent an exciting spectrum of digital solutions in the four contest clusters *Applied FinTech*, *Connected Mobility*, *HealthTech,* and *Photonics 4.0.*" The founders will travel to Germany to present their businesses throughout the CODE_n new.New Festival at the Center for Art and Media Karlsruhe (ZKM) from September 20-22, 2016. The jury will crown the winner at the Award Show which will be held on the evening of September 21. It pays to be ahead of the game: early bird tickets have now gone on sale for festival goers.

The finalists include 32 startups from Germany and five startups from the UK, including one from Oxford University. There are three companies on the roster from the U.S., and Austria, respectively. Two startups are in the running from Switzerland as well as Spain, while Denmark, the Netherlands, Israel, Italy, and Turkey will be represented by one startup each. "There is enormous demand for intelligent, digital technologies and this is currently opening up excellent opportunities in key industries. Startups must tap into forecasted growth in order to sustainably scale their businesses. The new.New Festival offers them a platform and this can quickly become an accelerator," states Frank Riemensperger, Country Managing Director of this year's CODE_n partner Accenture Germany. The patron model is bringing established companies and startups even closer together this year: GFT is sponsoring the *Applied FinTech* cluster, Hewlett Packard Enterprise is supporting *Connected Mobility*, and TRUMPF is backing *Photonics 4.0.*

One look at the startup finalists reveals exciting business models:

In the ***Applied FinTech*** cluster, the startups are focused primarily on peer-to-peer payments, non-banking solutions, and Blockchain. "Change is the new normal – even in the world of finance. Most people are slightly reserved with new financial technologies, but they need to become more open-minded. At the new.New Festival, people can get an understanding of what these technologies are all about. Together with the featured startups, we are making digital banking tangible and driving digital advancement in the financial industry," states Dietz. There is even a spotlight on lending practices and investment banking. From special analytics solutions for banks to the smart butler for accounting, there is plenty of variety on offer. Moreover, a foreign exchange (FX) management solution automates international transactions and related payments while minimising the risks associated with foreign currencies. Visitors to the new.New Festival can try out the technologies at the stand and get to know the financial experts personally.

Augmented Reality features strongly in the **Connected Mobility** cluster – from indoor navigation to controlling digital devices through gestures, the spotlight will be focused on some highly impressive technologies. Beyond this, big data applications will be presented that are designed to help users select suppliers or locations more discriminately. Traffic safety concepts based on modern sensor systems and eye movement analysis also play an important role. Many startups are positioning themselves as enablers, focusing on data analysis so that digital life becomes as convenient as possible while also remaining private. Whether it's controlling devices through human gestures, early detection systems for increased traffic safety, or augmented reality for indoor navigation – all of these ideas are already becoming a reality. The finalists also include eleven German startups – that underscores the potential available within Europe's largest economy.

Digital diabetes solutions are the biggest trend in **HealthTech** – from insulin requirement predictors to real-time glucose monitoring. In addition, applications designed to promote mental and physical health are high on the agenda, as is using 3D sensors for physical therapy. Another theme covered by the startup finalists is the networked analysis of bodily systems. One example: allowing pacemakers to let a cell phone know when readings are okay or whether a trip to the doctor is advisable. There is a smart skirting board that can recognise all activity taking place in a room and alert medical staff if, for example, an elderly patient falls over. Many of the ideas in the HealthTech cluster promote security – even in traditional areas: Products from the pharmaceutical industry can be clearly and uniquely labeled using the latest in quantum mechanics. Even an early detection system for life-threatening illnesses or screening processes for drug-based pathogens will be introduced at the new.New Festival.

Laser sensors that can detect sound? This is a reality in the **Photonics 4.0** category. "A particular number of startups are basing their innovations on the Internet of Things in manufacturing. Augmented reality or sensor technologies lie at the heart of many of the business ideas that will be presented in the photonics cluster. I am highly impressed with the types of intelligent ideas and creative solutions the finalists have developed," states Dr. Peter Leibinger, Vice-Chairman of the Managing Board at TRUMPF GmbH + Co KG. Festival visitors can also look forward to seeing an intelligent trash-sorting robot programmed based on real-time algorithms. And that's not all – from a new high-security key to an optoelectronic solution, all ideas are the product of comprehensive research. Particularly the applications based on 3D printing, lasers, and sensor technologies for enhanced manufacturing or sustainable energy production stand out.

"We promote innovation – we are right on the frontlines, where amazement turns into knowledge and where ideas turn into startups. We're all the more excited about the direct networking and exchange with the finalists at the startup contest," states Dr Frank Schlie-Roosen, Director of the Department for Photonics and Optical Technologies at the [Federal Ministry for Education and Research](). Anyone interested in finding out more about augmented reality, 3D printing, robotics trade, or laser technologies should act now and buy a ticket for the new.New Festival.

Overview by country of 2016 applicants (based on location of HQ):
Austria (3), Denmark (1), Germany (32), Great Britain (5), Israel (1), Italy (1), Netherlands (1), Spain (2), Switzerland (2), Turkey (1), USA (3)

For more detailed information, please visit our website: [www.code-n.org/contest](). If you are interested in attending the festival, you can find out more by going to [www.newnewfestival.com](), where you can also subscribe to our newsletter. For a quick overview of the festival, see our [event presentation]().

Press contact:
Anja Ebert
Press Spokeswoman
GFT Innovations GmbH | CODE_n
Schelmenwasenstraße 34, 70567 Stuttgart
Tel.: +49 711 62042-108
E-Mail: anja.ebert@code-n.org

About CODE_n:

Initiated by GFT Technologies SE in 2011, CODE_n is a global innovation platform for digital pioneers and leading companies. Featuring elements such as CONTEST, EVENTS, CONNECT and SPACES, CODE_n offers an ecosystem which networks companies and innovative personalities as well as supporting the development of new, digital business models. CODE_n stands for "Code of the New," the DNA of innovation. The community drives digital advancement with new ways of thinking and the pursuit of bold ideas.
www.code-n.org