

And the winner is:

## Xarion inspires with unique laser sensors and takes the CODE\_n Award to Austria

- **Vienna-based company leaves 385 competitors from 40 countries behind and secures the grand prize of €30,000**
- **Xarion sets a new yardstick within the sectors of ultrasound imaging, process monitoring and testing technology**
- **Ground-breaking laser microphone combines many benefits: insensitive to wind and vibration and very precise in extremely high frequency ranges**

Karlsruhe, September 22, 2016 – “Unveiling Digital Disruption” is the concept of the new.New Festival organized by CODE\_n at the Center for Art and Media (ZKM) in Karlsruhe. Since Tuesday, 52 startups from all over the world have been showcasing their business models in the Applied FinTech, Connected Mobility, HealthTech, and Photonics 4.0 clusters. The CODE\_n jury reached a decision yesterday evening: giving the CODE\_n Award, with its €30,000 prize money, to [Xarion Laser Acoustics GmbH](#) from Vienna. The young company impressed the judges, both in terms of its business model and its unique technology – which offers the world’s first optical laser sensors that can detect sound by its ability to change the speed of light. Patrons B.Braun, GFT, HPE, and TRUMPF have also each crowned a winner in this year's four startup clusters.

“The jury has chosen Xarion, a company that perfectly embodies the business sense and visionary approach of an upcoming entrepreneur,” explains jury chairman Ulrich Dietz, the initiator of CODE\_n and CEO of GFT Technologies SE, at the award show. “Xarion developed a unique optical laser sensor from one idea which is revolutionizing ultrasound imaging, process monitoring and testing technology. The laser physicists offering provides a wide range of applications: delighting benefiting clients in the mechanical and medical engineering, consumer electronics as well as in the aviation and supplier industries. The combination of a revenue-rich business model and visionary founder mentality tremendously impressed the jury.” Renowned customers are: CERN, Fraunhofer, Zeiss und Siemens. Xarion enjoys the dedicated support of a distinguished circle of stakeholders. With 25 percent is Hans-Peter Porsche the largest investor. Moreover, the Nobel Prize winner in physics Theodor Hänsch is head of the XARION Scientific Advisory Board on an honorary basis.

The other companies shortlisted alongside Xarion for the CODE\_n Award were Biowatch, Bodle, Geospin, HealMet, ioxp, Kantox, NovioSense, otego and UrbanAlps. Before the decision was made, the Top 10 presented their business models on the main stage to the jury and several hundred festival visitors. In the avant-garde setting of the ZKM, the finalists once again gave outstanding performances and earned tremendous applause from the audience. Over the preceding two days of the festival, all 52 finalists barely got any chance to rest: Potential business partners, clients, investors, and a large number of trade experts and the media sought personal dialogue. Unflinchingly, the founders explained their business models and strategies to them. Halfway through the event, Ulrich Dietz offered an interim summary: “The atmosphere here at the new.New Festival is absolutely fantastic.”

## The four cluster winners demonstrate the potential of digital trend industries

Alongside the CODE\_n Award, four cluster prizes were also awarded on Wednesday. The cluster patrons B.Braun, GFT, Hewlett Packard Enterprise (HPE), and TRUMPF each crowned a winner in their category with an individual prize. [Kantox](#) in the Applied FinTech cluster won an invitation to Barcelona to visit the GFT Innovation Lab and attend a one-day workshop with their Applied Technology Innovation Team in Sant Cugat. In the Connected Mobility category, HPE awarded [evopark](#) with an exclusive, three-month mentoring program with HPE managers and experts, as well as a joint trade fair presence at CeBIT or Discover. HealthTech startup [SpinDiag's](#) prize from B.Braun was a two-day invitation to Tuttlingen (Germany) – the Silicon Valley of medical technology – to team up at their subsidiary Aesculap. Last but not least, TRUMPF congratulated [Roboception](#) in the Photonics 4.0 cluster with an exciting “Meet the Experts Day”, including lunch with the Vice-Chairman of the Managing Board, Dr Peter Leibinger.

A total of 385 startups submitted applications to the CODE\_n CONTEST. The range of pioneering business models extended from exciting augmented reality applications and next-dimension security processes to new treatments for cancer or convenient indoor navigation solutions. The startups will still be showcasing their products and solutions at the new.New Festival until September 22.

## More than 1,800 applicants to CODE\_n since 2012

Since 2011, more than 1,800 young companies have applied to CODE\_n. Xarion follows in the footsteps of relayr from Berlin, which won the prize in 2015. Prior to that it was Viewsy from London (2014), as well as Changers.com from Berlin and GreencLOUDS from Rotterdam (both in 2013). myTaxi, a company unknown at the time and based in Hamburg, won the first-ever CODE\_n competition in 2012. Ulrich Dietz points out: “The CODE\_n competition is a successful springboard for many participants.” Numerous alumni from previous years are also attending this year’s event as visitors, speakers or exhibitors.

You will find downloadable image material [here](#). Those interested in the festival can find out more and obtain a ticket for the last day at [www.newnewfestival.com](http://www.newnewfestival.com).

Our [event presentation](#) also provides a summary of all the festival information at a glance.

*\*The eight-strong jury this year was made up of: Ulrich Dietz (Chairman), Volkhard Bregulla (Hewlett Packard Enterprise), Carsten Knop (Frankfurter Allgemeine Zeitung), Martina Merz (self-employed Business Consultant), Peter Leibinger (TRUMPF), Frank Riemensperger (Accenture), Dr. Frank Schlie-Roosen (Federal Ministry of Education and Research), and Prof. Peter Weibel (ZKM).*

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### About CODE\_n:

CODE\_n is a global innovation platform for ambitious founders and leading companies initiated in 2011 by GFT Technologies SE. With its CONTEST, EVENTS, CONNECT and SPACES elements, CODE\_n offers an eco-system that networks digital pioneers and promotes the development of sustainable business models. CODE\_n means "Code of the New", the DNA of innovation. With a new way of thinking and bold ideas, the community is driving digital progress.

[www.code-n.org](http://www.code-n.org)

**About the new.New Festival:**

The new CODE\_n beacon event for innovation and technology is being held for the first time in 2016. The event venue is the Center for Art and Media (ZKM) in Karlsruhe. The initiator GFT is joined by Accenture, the Federal Ministry for Education and Research (BMBF), Hewlett Packard Enterprise (HPE) and TRUMPF as global partners to the Festival. Innovation partners include EnBW, Vector Informatik and B.Braun. Numerous other partners complement the global network. Between 2012 and 2015, the CODE\_n event was held in Hall 16 at Cebit and proved to be a big draw for the public, attracting over 75,000 visitors last time.

[www.newnewfestival.com](http://www.newnewfestival.com)