CODE_n at CeBIT: world-class conference program for digital pioneers, innovators and decision makers

▪   Experts discuss IoT business opportunities
▪   International startup elite showcasing pioneering business ideas
▪   Tension mounts prior to CODE_n Award Show on March 18

For five days from March 16, everything will revolve around the motto "Into the Internet of Things" in the CODE_n hall 16 at CeBIT. 50 startups from around the world will be presenting their business models for the topic areas Industry 4.0, Digital Life, Smart City and Future Mobility. At the same time, visitors can look forward to a top-class conference program.

Stuttgart, March 11, 2015 – Clemens Weisshaar will be getting the program off to a creative start: the Munich-based designer will reveal on Monday, March 16, what inspired him to develop an interactive robot installation – "ROBOCHOP: Doing IoT" *(10:45)*. The spectacular interpretation of Industry 4.0 is surely one of the trade show's "must sees". Further highlights on the first day include the **Google** keynote "Opportunities for a Digital Germany" with Jens Redmer, Principal, New Products, Google *(13:30)* and the panel discussion "Into the Internet of Things" with representatives from CODE_n15's partners. The participants include Klaus Bauer, Head of Basic Technology Development (**TRUMPF**), Frank Engelhardt, VP Enterprise Strategy (**Salesforce**), Uli Huener, Head of Innovation Management (**EnBW**), Marika Lulay, COO (**GFT Group**), Dr. Krystian Pracz, Partner, Advisory Services GSA (**EY**) and Frank Riemensperger, Country Managing Director DACH (**Accenture**) *(15:10)*.

Throughout the week the management consultancies EY and Accenture (in cooperation with Smart Service Welt) will be presenting top-class speakers and the latest business trends on the digital future of business as part of the CODE_n program. From Tuesday to Friday, for example, **Accenture** will be offering two-hour round-ups and discussion rounds on CODE_n's focus topics Industry 4.0, Future Mobility, Digital Life and Smart City. The format's illustrious guests include leading industry representatives from **Siemens**, **Volkswagen**, **Axel Springer** and **Microsoft** as well as special guest German actor **Til Schweiger** *(March 17-19 from 14:30; March 20 from 11:00)*.
EY will be holding panel sessions on the key future topics "Smart City, Perfect City?" *(March 16, 12:20)*, "On the Move – Smart Mobility and Logistics" with Frank Rinderknecht, founder of Rinspeed Inc., and "Startup meets Corporate" *(both March 18, 12:30 and 13:20)*.

Further highlights include:
▪   The lecture of future researcher **Nick Sohnemann**, Managing Director of FUTURECANDY, entitled "The Next Technology Wave" *(March 17, 12:10)*.
▪   March 19 will be worth a visit when Oliver Tuszik, General Manager and Vice President of **Cisco**, discusses the chances of startups and established corporations in the Internet of Things in a dialogue with startup founder Harald Zapp of **relayr** *(11:10)*.
▪   Also on March 19: sessions on the subject of **finance** for startups *(17:20)*.

Those looking to get an idea of the inventiveness of this year's CODE_n finalists should make a note of the **Fireside Chats** from March 16 to 19: the 50 startups will be speed-presenting their business concepts. For the first time, there will be a Top 10 pitch in the run-up to this year's CODE_n Award Show: those startups who made it into the last ten of the international contest will compete against each other live in front of the CODE_n jury and trade show visitors *(March 18, 11:00).*

CODE_n15 Award Show and party on March 18 from 18:30, entrance free

"And the winner is…" will be revealed on March 18 from 18:30 onward in the CODE_n hall 16. The evening will get underway with an Award Show, to which all CeBIT visitors are cordially invited. The CODE_n15 Award carries a prize of € 30,000, with further special prizes from CODE_n partners EY and Salesforce. The musical highlights will be provided by legendary jazz band **HATTLER** and the young drummer **Flo König**, who plays with the interaction between man and machine.

A relaxed atmosphere is also guaranteed on March 19 at the CODE_n Party featuring house duo **Lakechild** *(18:00).* To round off five eventful days of business and networking, key topics such as "Industry 4.0: Machine Building meets Software Development" *(10:20)* and "Cyber Security and the Internet of Things" *(10:40)* are on the agenda for March 20.

CODE_n15 Conference online: www.code-n.org/events/cebit/conference-program
ROBOCHOP online: www.robochop.com and in the CODE_n Blog
CODE_n online: www.code-n.org

About CODE_n:

Initiated by the GFT Group in 2011, CODE_n is a global innovation platform for digital pioneers and leading companies. Featuring elements such as CONTEST, CULTURE, 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. CODE_n will present the CODE_n Award for the fourth time in 2015, this time on the theme of "Into the Internet of Things". Global partners of CODE_n are CeBIT, EY and Salesforce; conference partner is Accenture (in cooperation with Smart Service Welt); strategic partners are TRUMPF, KUKA and EnBW.
For more information online go to www.code-n.org

About the GFT Group:

The GFT Group is a global technology partner for future digital issues – covering everything from discovering innovation to developing and implementing sustainable business models.
Within the GFT Group, GFT stands for competent consulting and reliable development, implementation and maintenance of customized IT solutions. The company is one of the world's leading IT solutions providers in the banking sector.
emagine offers companies the opportunity to staff their strategic technology projects both quickly and flexibly with capable experts. To achieve this, emagine has an international network of highly qualified specialists at its disposal.
Headquartered in Germany, the GFT Group has stood for technological expertise, innovative strength and outstanding quality for over 25 years. Founded in 1987, the GFT Group is represented in eleven countries with a global team spanning over 3,200 employees. The GFT Group is listed on the Frankfurt Stock Exchange (TecDAX – with effect from March 23, 2015).
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