

CODE _n 12

**shaping
mobile
life**

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FOR EWO RD_

Our lives at home and work are constantly shaped by mobile solutions and devices. These have changed the way we communicate, organize our work, structure our leisure time, maintain friendships, manage our finances, and do business. In other words, the mobile technology market is booming – with no end in sight. That leaves us asking ourselves: How can we share in this growth? As a company? As a region?

Germany, a leader in technological innovation, must be rigorous in its efforts to support digital developments. To achieve precisely this, we have joined forces with our business partners and launched CODE_n, a competition for forward-thinking ideas. Under the banner »Shaping Mobile Life,« we have scoured the world for avant-garde IT solutions designed to fuel digital mobility. Our efforts have yielded in excess of 400 entries from 42 countries. We'd like to introduce you to the 50 most compelling ideas that illustrate what we were looking for: CODE_n, the CODE for something new.

Our finalists are at the beginning of their entrepreneurial journey. The first hurdle – from concept to market entry – has been overcome, but they now find themselves at a decisive point: Will they be able to establish their businesses and become truly successful?

To do this, they need more than just a good idea. They need business contacts, constructive sharing, and tangible support to successfully develop their business models. They need strong partners who can help them as their business ventures prepare to take off, with sound know-how, promising marketing strategies and an instinctive sense for the changing demands of the market. The CODE_n network offers budding IT talents all this and much more.

Another benefit to these young innovators is that they're being given a unique opportunity to showcase their business ideas to a wide audience: CeBIT 2012 in Hanover. The artist, Tobias Rehberger, and architect, Jürgen Mayer H., will ensure that visitors to the trade show don't overlook the CODE_n project. Together, they will transform Hall 16 into a one-of-a-kind innovation space – a space for inspiration, conversation and business, unlike anything CeBIT guests have seen before.

I cordially invite you to come meet the 50 most creative talents discovered through our worldwide competition. See the new possibilities presented in Hall 16 and become part of the CODE_n community yourself!

Sincerely,
Ulrich Dietz

ABOUT CODE_n

CODE_n is an international initiative for fresh ideas in IT and the Internet. It aims to bring together the sector's brightest minds and smartest ideas, to provide them with ongoing support, and to promote innovation. CODE_n stands for »Code of the New.« the DNA of innovation.

GLOBAL INNOVATION CONTEST

The aim of the CODE_n12 Global Innovation Contest is to seek out the world's most innovative start-ups involved in the development of new business models for the Internet or mobile devices. We have given young companies, IT pioneers and avant-garde thinkers the opportunity to submit their business ideas on the topic of »Shaping Mobile Life«.

@ CEBIT

To showcase the pioneering spirit of the most promising entrepreneurs, we have selected 50 finalists and asked them to present their solutions at CeBIT 2012 in a special innovation landscape created for CODE_n in Hall 16 by artist Tobias Rehberger and architect Jürgen Mayer H.

CODE_n12 AWARD

The company with the most impressive and innovative mobile business idea is honored with the CODE_n12 Award and receives prize money amounting to €25,000. The award winner will also receive two years of mentoring from leading managers at the contest's partner companies.

TIMELINE

- 14 September 2011 – CODE_n press conference in Berlin, contest launched
- 14 December 2011 – Close of registration; over 400 applications from 42 countries
- 17 January 2012 – Selection of finalists: 50 participants from 9 countries
- 1 March 2012 – Preparation of 3,500 sq m of innovation space in CeBIT Hall 16
- 6 March 2012 – Start of CeBIT
- 8 March 2012 – CODE_n Award Show, announcement of top 10 and the winner of the contest

ESSAY
S

THE CODE

One of the key factors that decides a company's success is its ability to innovate. But how are innovations born? Who has the ability to turn new trends into business models that work both in technological terms and financially? And how do innovations succeed and establish themselves on the market? I'm not one to believe that there's a particular key or secret code to unlock innovation, like a PIN or password – a key that's easy to remember and always works. The way that companies and entrepreneurs create new products and services or revolutionize business models is for the most part unpredictable: it's not something that can be planned. Despite this, it's often said that entrepreneurs have innovation in their blood.

We created the CODE_n contest to find people with a talent for innovation. We're looking for people who can bring together disparate elements and developments and transform them into something new – that's what the »n« in CODE_n stands for. »CODE« stands for all the talent and skills that go into the innovation process.

For many years now, I've been working as an entrepreneur in an industry that sees constant change as an opportunity. An industry that has transformed our society and the way we do business, and continues to do so. This transformation is the product of countless innovations, big and small. I still proudly remember the first online solutions that we created at GFT in the 1990s. The World Wide Web made it possible for people to exchange data with each other regardless of their location, and this revolutionized the world of software. It was an exciting time, full of dynamism, creative energy and fresh ideas. This era brought us amazing developments like online shopping, digital local public services and electronic payment transactions – plus impressive companies that became icons of the digital age.

The present is also a good time for all things new. Today, we can communicate, exchange information and connect with others wherever we are, in near real-time and without having to travel. This new dimension of mobility, born from the marriage of IT and cellular technology, is bringing with it a vast wave of innovations that promise to transform our personal and

BY
**ULRICH DIETZ, FOUNDER AND CEO
GFT TECHNOLOGIES**



professional lives. For instance, GFT is working on new mobile applications for the financial industry, ranging from mobile payment apps to a completely novel solution for technology-aided investment consulting. This array of new services brings benefits to bank customers, but also poses new challenges in areas such as data security. Mobile devices, services and applications are without doubt a major trend. And what the millions of smartphone and tablet users are already doing today is just the tip of the iceberg. By 2013, one out of three business users will be able to receive e-mails and access online business information via their smartphone. That's why we've chosen »Shaping Mobile Life« as the theme for our innovation contest.

We want to showcase and reward innovative business concepts and support innovators and inventors by giving them a platform to present their ideas to potential customers and investors. Most of the contest finalists will be presenting their innovations at CeBIT 2012 to a global audience for the very first time. What reactions will they get? Have they cracked the secret code of successful innovation? Will their creativity, passion, courage and entrepreneurial talent result in their idea becoming the next big thing? For a seed to sprout, it often takes more than sunshine and water. So we'll be rewarding the best innovations with a touch of fertilizer – in the form of the experienced technology and management experts who have chosen to become CODE_n partners.

For innovations to blossom, they need fertile soil to grow in. Germany has a strong history of engineering and invention and has been home to many great ideas – ideas that companies have turned into business services. In IT, we still have a tremendous amount of potential to draw on. With this in mind, I also hope CODE_n showcases Germany as a high-tech nation and injects new energy into the domestic high-tech landscape. For young entrepreneurs to have a chance in the mobile technology and applications market, and for them to turn their ideas into successful companies, we need to be quicker, better and more inventive.

HOW THE DIGITAL-NATIVE VIEW OF MOBILITY WILL DRIVE INNOVATION

If, as an international company, you're on the hunt for fresh talent, you will have noticed that new hires are considering more factors than just the once all-powerful aspect of starting salary. They are taking a far broader view on what makes a new company an attractive place to work.

A major 'soft factor' that the new generation of young professionals takes into consideration is the freedom to choose how they communicate. For employers, this means allowing them to communicate in the style that they have naturally adopted in their private lives, as digital natives.

Mobility is key – which to the digital natives has an entirely different meaning than to their older colleagues. It includes, for example, a heavy use of social media. Mainly, it's about the freedom to use the specific devices that they are familiar with. Better not communicate at all than to be saddled with an embarrassing device. Thanks to this different perception of mobility, the newest generation of employees wants to adopt, relate to, and even create numerous new services and apps, and change the way their companies do business.

This is the potential we need to exploit, and this is why Fujitsu has supported the CODE_n idea right from the start. As a technology partner and mentor, we will help start-ups and young professionals to commercially realize their vision, turning ideas into valued services or applications. As a major international player in IT services, products and solutions, Fujitsu has a vast experience in driving innovation from the first flash of inspiration – past the market-entry barriers – to the final business solution.

So in supporting CODE_n, we want to meet innovative young people from all over the world. Some we might be able to support in their start-up lives, many will follow a different path, and hopefully some will become part of the Fujitsu team. For the latter, this means joining a major, successful IT company in which innovation plays a critical role in both commercial and personal development – with the blue-chip career benefits our newstarts expect.

BY
DR. JOSEPH REGER, CTO
FUJITSU TECHNOLOGY SOLUTIONS



For example, they will find that Fujitsu is open to new trends, offering an innovation »sweet spot.« Most big players take much longer to embrace new ideas. Swifter, slimmer start-ups, on the other hand, need to be more deeply involved in analyzing highly-selective opportunities, so that they can pinpoint a way to exploit them for their own benefit and gain customers.

Let me give you an example: The trend »Bring your own device« (BYOD) emerged in the United States a few years ago – and as with so many previous trends, it has made its way over the pond.

At first glance, allowing employees to connect their own devices to corporate networks seems like a really bad idea that will leave enterprises open to data leakage and other threats. Taking a closer look, however, we see that this is already a reality for most European companies.

So, what do CIOs need to consider when establishing, or at least accepting, BYOD? As always, the best way of preventing threats is to be aware of them, enabling you to find solutions for specific issues, such as data loss or unauthorized access to networks. This is where Fujitsu comes in, to consult and guide on the most relevant choices, or to help customers deploy easy-to-manage, highly-secure solutions and infrastructures – such as virtual desktops, running on client machines, that may or may not be employee-owned.

Many of these new concepts will be developed by young professionals in a start-up or large-company environment. What they all need is a partner to support and to promote them, and for many that will be Fujitsu. This partnership will be beneficial for both sides: because as major companies, we need visionary young people to bring forward their views and help us to transform our business over time. Only those flexible in responding to changing technology will move ahead of their competition.

HELPING NEW BUSINESS MODELS TO GROW BEYOND

Being a trusted advisor to innovative business models, the global organization of Ernst & Young runs a variety of services and networking activities to support fast-growing companies around the world. One of these initiatives is the partnership with CODE_n that is fostering ideas which keep our economy going. This year's theme »Shaping Mobile Life« fits perfectly to our strong commitment to growth through innovation.

Mobile technology markets show very good examples of how new and smart ideas can thrive, and even become Fortune 500 businesses. But it's not luck that makes market leaders. The question is: How can groundbreaking ideas become nimble, fast-growth companies? How can they survive, prosper, get to the top – and, most importantly, stay there?

At Ernst & Young we know from our experience, how important it is for promising companies to find experienced advisors who assist them in their growth process by guiding, building critical mass and adjusting them to new realities. It's crucial for companies with new business ideas to network at events such as CODE_n and to contact organizations that can help to attract investors, recruit talents, build infrastructure, undertake transactions and much more. On the other hand, it is very interesting for both sides to inspire each other and start a fruitful future business relationship. The CODE_n|2 area at the CeBIT is the perfect place to do so, exclusively designed by the award-winning creatives Tobias Rehberger and Jürgen Mayer H. and situated in the very heart of the digital world's most important event.

Delivering know how when and where it is needed

Ernst & Young's research shows that on average the major global company indices of leading companies churn by about 50 percent every five years. This means that each generation of fast-growth companies can get the chance to make it to the top. And since our economy depends now more than ever on successfully acting fast-growth companies, it is a task not only of economic but also social importance to help them to grow beyond. They need advisors who deliver them relevant know how when and where it is required.

BY
GERHARD MÜLLER, PARTNER AND LEADER
TECHNOLOGY GSA, ERNST & YOUNG



For this reason we created the Ernst & Young's worldwide Strategic Growth Market Network. It is dedicated to serving the changing needs of dynamic and fast-growth companies. For more than 30 years, we have been helping many of the most dynamic and ambitious companies to become market leaders. They cover the full spectrum of fast-growth companies, ranging from venture capital-backed entrepreneurial ventures, private equity portfolio companies, large family owned enterprises, IPO-bound companies, fast-growth public companies, as well as companies developing new and clean technologies.

To provide fast-growth companies with the critical experience and knowledge, we have organized our assurance, advisory, tax and transaction professionals into leadership networks located throughout EMEIA and around the world. These local, partner-led networks provide advice in areas such as finance, regulations and compliance, taxes, cost management, investment acquisition, compensation policies, IT structure, strategic transactions, risk management, worldwide expansion, advanced business strategies, personal wealth management and estate planning.

Sharing knowledge

Ernst & Young produces a rich body of research, surveys, studies and publications in order to share the company network's knowledge and to support fast-growth companies and their leaders. In addition, we publish »Exceptional« – a business magazine dedicated to the entrepreneurial spirit. It provides useful insights and answers to the crucial question, how have some entrepreneurs made their business grow? The magazine is distributed to over 50,000 fast-growth company executives across Europe, the Middle East, India and Africa.

CEBIT – FOCAL POINT FOR INNOVATIONS FROM THE DIGITAL INDUSTRY

CeBIT is the global digital industry's largest and most influential tradeshow. It plays a pivotal role in bringing business partners together for greater opportunities and market success, thanks to its unique combination of expo, conferences, keynotes, corporate events and business lounges. It is also the world's premier platform for innovations from the digital industry. CeBIT is the only trade fair worldwide that provides complete coverage of the IT, telecommunications, electronics and content sector – all at one location. It is therefore uniquely positioned to highlight the synergies resulting from the ever-increasing rate of convergence between the different technology groups. Industry professionals visit the fair to get a comprehensive overview of today's ICT landscape, quickly and efficiently. They also come to see and »test drive« the latest technology solutions for themselves, discover exciting new visions for the future and make the right contacts for their business.

CeBIT 2012 will showcase all the latest developments and solutions from the ICT and online sectors. It will also put the spotlight on the big future trends identified by leading research institutes: big data, cloud computing, mobility and social media. The keynote theme for all exhibits and events at this year's show is »Managing Trust – Trust and Security in the Digital World.« New theme areas, such as »Urban Solutions« and »Digital Drive«, will further reinforce CeBIT's market position as an innovations platform at the cutting edge of market developments.

The same applies to CeBIT lab, the fair's central showcase for research exhibits. CeBIT lab is back this year with an expanded format that will see it occupy an entire hall for the first time in the history of the fair. Another new feature of the CeBIT lab showcase is the »Resources & Career« theme area, which will feature a wide range of events and services centered around jobs and recruiting, thereby underpinning CeBIT's positioning as the digital world's largest careers market.

BY
ERNST RAUE, CEO
DEUTSCHE MESSE



Numerous special events, such as the »CeBIT i-land« display of accessories for smartphones and the »Destination ITS« presentation of intelligent transport telematics systems, will give visitors the opportunity to see first-hand how the latest technology solutions function in practice.

The CeBIT Global Conferences, too, are all about »visions.« There, CeBIT visitors will have the opportunity to learn from high-caliber speakers from around the globe. More than 60 leading figures from the global ICT industry will explain their visions for the digital world in the course of keynote addresses, short presentations and panel discussions.

As the organizer of the world's most important fair for the digital industries, we are committed to doing all we can to promote innovation and development. CODE_n shares this commitment and has found in CeBIT the ideal platform for its concentrated and high-impact presentation of the world's top mobile innovations. In fact, CODE_n is shaping up to be the most creative and spectacular showcase ever seen at a CeBIT fair.

The CODE_n project is also an outstanding and unique opportunity for small businesses to make valuable international contacts and present their ideas to a truly global audience. At CeBIT, they will meet high-caliber trade visitors from around the world and from all sectors of the digital economy, from IT purchasing managers to CIOs responsible for billion-dollar budgets, not to mention fellow international exhibitors on the lookout for new, creative ideas. They will also gain exposure to international journalists from all types of media – which is particularly critical for start-ups – and to more than 100 political and business delegations. CODE_n is a truly wonderful idea. The project, with its creative young entrepreneurs, highly original artists and first-rate partners, is set to be a great inspiration and source of fresh ideas for the worldwide ICT sector. It will also further strengthen CeBIT's image as a focal point for worldwide innovations from the digital industry.

SHAPING MOBILE LIFE – THE INTERNET AS A BASIS FOR INNOVATION

Most computer-based systems are today invisible to humans. They are integrated into our cars, homes and the machines that we use every day. The Internet allows these systems to communicate with each other effortlessly. Thus, intelligent assistants detect traffic congestion in real time and help us to avoid them with ease. And for quite some time now we have been able to control and monitor our homes from our mobile phones. Other examples could be found easily.

Since the advent of broadband data connections, the Internet has increasingly become the basis of modern ICT solutions. This trend is expected to continue as the Internet becomes indispensable in solving key social challenges as the basis of intelligent networks for health, transport, energy, education and administration.

According to a recent BITKOM survey, just over 70 percent of all Germans use the Internet – and the trend is rising. However, usage patterns are starting to change. In 2011, for example, 11.8 million smartphones were sold in Germany according to the European Information Technology Observatory (EITO), which represents an increase of 31 percent compared to the previous year. Meanwhile, 43 percent of all mobile phones sold in Germany are smartphones. Sales of tablet computers rose by as much as 162 percent from 2010 to 2011. That means that the Internet is increasingly being accessed on the move. The triumph of the »app« is exemplary of the rapidly growing demand for digital products and services for today's »mobile life«.

The mobile Internet is also prompting many companies to change their business processes. But how much Internet actually features in the business models of German companies today? This question was investigated in the study »The digitalized economy«, which was carried out in 2011 by BITKOM together with the Cologne Institute of Economic Research and IW Consult. The results show that half of all businesses in Germany today are reliant on the Internet to

BY
**PROF. DIETER KEMPF, PRESIDENT
 BITKOM E.V.**



a large extent. For one third, the Internet plays a subordinate role and another 18 percent are completely offline. What is particularly interesting is the importance of the Web as an innovation driver. 60 percent of those companies for which the Internet plays a central role for their business model develop innovative products and services, and nearly 40 percent operate their own research departments. For companies where online presence is rather irrelevant to their business model, this figure is just 50 or 24 percent, respectively.

In terms of internationalization, too, companies that use the Internet a lot lead the way. IT innovations originate all over the world and can be successful anywhere. Most of the successful web and mobile business models of the past few years originated in the USA and Israel. However, the German IT industry is also known to be highly innovative. What creative newcomers in Germany often lack is the necessary growth momentum. A network of excellence like CODE_n is the right approach to help them achieve international success. As the leading business location for technology, Germany must fly the flag by developing and promoting IT innovations. With CODE_n, BITKOM supports a platform that is ideal for this purpose. Through the »Innovators' Pitch« competition (www.innovatorspitch.de), BITKOM continues to look for and support innovative business models relating to »mobile life« and »digital life«. After all, innovation is still the common denominator for the entire ICT industry. This industry, like no other, is driven by innovation.

To enable the German economy – especially young companies – to take advantage of the possibilities of the Internet even more, we need to improve the conditions for entrepreneurial activity even further. In addition to the widespread deployment of broadband networks, combating skills shortages and more efficient research promotion also play a central role. Furthermore, it is essential to adapt the legal framework conditions of Internet use, particularly in relation to copyright and data protection. With this in mind, BITKOM and its partners will remain committed to promoting Germany as a top business location.

INNOVATION IS THE CODE

We are experiencing today the triumph of the performative turn, which means the increasing participation of the individual in the networks of electronic media. Through digitalization, everyone can publicize and share his creativity and creations. It is clearly evident that the monopolistic forms of technical communication such as the radio and television didn't allow forms of bilateral and multilateral communication that the Internet permits and enables. The electronic community has the potential to benefit from the technical development of the Internet on the one hand and on the other to raise awareness of its social and cultural implications. The Internet is the only anti-institutional and uncensored technology which allows the emancipation of the user. It is today's meeting place for the international avant-garde of innovative thinkers and doers. The key question for them is how to use technology in a human and meaningful way.

Art can contribute to this development by aiming to promote and shape the development of the correct answers to such questions. One conviction of the ZKM | Center for Art and Media is that mass media offers the opportunity of a form of participation and initiates a sort of culture for everyone. As the »Mecca of Media Art«, the ZKM engages in innovations in communication and information technology both in theory and practice, and the social transformations that such innovations set in motion. What Franz Erhard Walther has developed since 1968 and Joseph Beuys since 1970 is now a symbol of hyperactive and hyperproductive commonality. The ZKM therefore dedicates itself specifically to the analysis and presentation of the impacts of net-based global creations on art and society. The primary impacts concern the public and artistic spheres.

Since the rise of photography, painting has lost its monopoly over the image. The instruments of mass media have made it possible for the amateur to distribute images himself. This in turn has led to television, radio and newspapers losing their monopoly over distribution. Everyone

BY
PROF. PETER WEIBEL, CHAIRMAN AND CEO
ZKM | CENTER FOR ART AND MEDIA KARLSRUHE



is a transmitter today. Even the arts have lost their monopoly over creativity. That is why we today speak of creative industries instead of creativity and of social media instead of visual media. Creativity is no longer a monopoly of the artist. Also, the museum has to position itself anew in these times of common creativity. Until now the museum was a singular locality that could only be frequented at certain hours a day.

Through the Internet visitors are now able to access the museum's content at any time and any place. Even in the museum itself the visitor is able to immerse himself the generation of museum contents. Access and sharing are becoming part of the museum. Through the Internet the museum is able to turn itself into a communicative platform of creativity for anyone, regardless of time and location.

The effects of the Internet are reflected in the arts, that is in the education of emancipated citizens, who participate through their actions in the generation of art. The art of interactivity is an example of this performative turn in the arts. But this performative turn also applies to politics and the public sphere. More and more people are pushing themselves into public places and in front of TV cameras, to demonstrate their creative will and to signal their readiness to act. Right after the fourth power of the press, the Internet is the fifth power within the state. It contains new forms of possibilities of actions for citizens and therefore for democracy. Evidently, the economy will also be affected by this new agency of the public.

The ZKM therefore encourages an ongoing dialogue between science, art and business. CODE_n is a platform which can become a transmitter of global significance. It is a meeting place for exceptional ideas, passionate innovators and successful entrepreneurs. It is the breeding ground for the »DNA of the New.«

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**FIN
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AMOBO GMBH

AMOBO – A MOBILE BOOK

YEAR OF LAUNCH

2010

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Sebastian Renners

PARTNERS

Tobias Hittl, Co-founder
Dr. Prof. Reiner Anselstetter,
Co-founder

amobo gives everyone the opportunity to publish their own e-books and make them available to mobile device users. You can upload and edit your own e-books, plus read, rate and comment on other authors' work. As no additional software is required, e-books can be read on any device: smartphone, tablet, e-reader or laptop. To read e-books offline, simply download them as an EPUB or PDF file. So no matter where you are – on vacation, on the train or in the doctor's waiting room – you can transform any location into your own personal reading corner in just a few seconds. Publishers and professional writers can use the platform as an additional distribution channel, and local bookstores can provide a new service by selling e-book download codes to customers who enjoy reading on digital devices.

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MYWIDZ AB

APPOAD

YEAR OF LAUNCH

2011

FOUNDER

Jonas Löfgren

Rapid growth on the smartphone market, the variety of mobile operating systems available, and device fragmentation have left companies with a life cycle management problem for their apps. Appload provides a solution for developing apps that run on any mobile operating system, whether iOS, Android, Windows Mobile 7 or another OS. The platform makes it easier for companies to develop apps. Apps are written in HTML, JavaScript and CSS, and then deployed in a native wrapper, giving the app a native look and feel without losing the flexibility to make changes. Appload uses a plug-in to connect directly to your existing CMS, uploading content straight into your app. It keeps the app dynamic and easy to modify. Appload takes care of life cycle management so that customers can focus on their main business.

www.mywidz.com

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T-SMART LLC

ARNEGA

YEAR OF LAUNCH

2010

FOUNDER

Anton Panfilov

ARNEGA is a health solution that allows patients to lead active lives with complete freedom of movement, and receive mobile health care services from anywhere on earth. This portable telemedicine solution encompasses various wireless and satellite communication systems, plus express diagnostic medical devices. Whether for local access to express diagnostics or remote access to qualified medical specialists, ARNEGA transmits the patient's vital signs to a telemedicine center via a mobile phone or mobile satellite station. The telemedicine center can then provide guidance to the rescuer attending to the patient. ARNEGA's competitive price and customized systems for special needs allow rescue workers, ambulance teams and other mobile medical staff to benefit from improved security and efficiency in their work in the field and in remote-access regions.



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APPEAR

APPEARIQ

YEAR OF LAUNCH

2011

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Ryerson Digital Media Zone

AppearIQ is a next-generation mobile field service platform based on novel technologies such as 4G, indoor real-time location systems (RTLS), augmented reality and head-mounted displays (HMD).

With AppearIQ, field personnel such as maintenance engineers, emergency personnel, security agents or law enforcement officers are now able to receive large quantities of relevant information from their back-office in real time, and gather data from nearby sensors directly to their personal mobile devices, whilst positioned outdoors, indoors or even underground.

AppearIQ revolutionizes the way a field worker can interface with computers and intuitively interact with his virtually enhanced surroundings. For example, a field agent can receive maps with specific points of interest related to his current location, display alerts from motion sensors, call video feeds, display diagrams or even trigger specific building controls – automatically and hands-free, directly on his mobile headset computer.



www.appearnetworks.com

Kista Science Tower _ I645I Kista _ Sweden

PHONE +46 854 59 13 70 _ E-MAIL info@appearnetworks.com





SPLENDO B.V.

BILLMI

YEAR OF LAUNCH

2012

FOUNDER

Luc Demarteau

BillMi is an all-in-one, in-app billing solution for mobile apps and websites, as well as a one-stop shopping solution covering 93 countries. With just one contract, customers get a single mobile billing solution for all major mobile platforms: Android, HTML5/Web client (such as for iPhone), BlackBerry, Windows Mobile/Phone, Symbian and Java ME. It provides application developers with an easy-to-use API that lets them flexibly create billing solutions that not only fit their application but also offer an integrated user experience. End-users do not have to switch between external applications and the actual app, allowing them to simply stay within the application as designed by the developer. If end-users like the free version of the app, they can easily purchase additional functionalities or virtual items. Based on the freemium model, BillMi is the perfect solution for stimulating impulse purchases and increasing the revenue of companies offering products or services.

Splendo

www.splendo.com

TerWeerlaan 12 _ 2241 VB Wassenaar _ Netherlands

PHONE +31 705 17 13 84 _ E-MAIL info@splendo.com

DERIVO

BLITZBOX

YEAR OF LAUNCH

2012

FOUNDER

Dr. Thorsten Liebig



PARTNERS

Olaf Noppens, CTO

Dr. Marko Luther, Product Manager

Every document has a story.

No matter how you organize your data, finding documents is time-consuming if you can't remember their name or location. In contrast, we do often remember the story of our documents – where they were presented or who sent them by e-mail. blitzbox is a document search driven by stories. It recognizes context from local or cloud-hosted file systems, calendars or mail accounts and infers search-relevant information. The blitzbox search interface offers relevant story elements for intuitive query refinement, combined with classical keyword search. blitzbox is independent of any content management system and will be available for Windows and OS X in your app store.

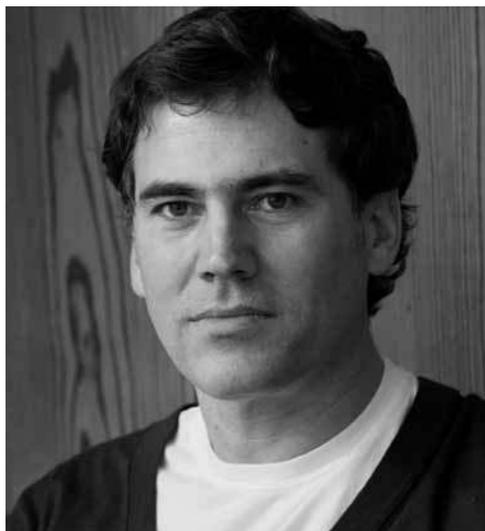


www.blitz-box.com | www.derivo.de

James-Franck-Ring _ 89081 Ulm _ Germany

PHONE +49 731 502 42 07 _ E-MAIL info@derivo.de





CAMELIZED GMBH

CAMELIZED

YEAR OF LAUNCH

2011

FOUNDER

John Grötting

PARTNERS

Jörn Schoppe, UX Engineer

Patrick Dusek,

Software Architect

Caramelized gives you a central means for managing your most important cooking assistants – your cookbooks. The integrated kitchen aids make cooking easier and more enjoyable. The mobile platform takes existing cookbooks and converts them to a digital format, making them smart and interconnected. In this way, Caramelized provides ubiquitous access to your favorite recipes, while simultaneously freeing kitchen surfaces of the clutter of books during cooking. And when you're out shopping, your smartphone has access to your shopping list.

Caramelized takes a commission on the sale of each book and we provide services to convert books to our format. But by the end of 2012, anyone will be able to use our publishing system to develop cookbooks for the Caramelized format.



www.caramelized.com

Westend 9 _ 22605 Hamburg _ Germany

PHONE +49 160 93 97 51 38 _ E-MAIL info@caramelized.com

CARZAPP

CARZAPP

YEAR OF LAUNCH

2012

FOUNDER

Oliver Luenstedt



PARTNERS

Sahil Sachdeva, CTO
Yannick Feige, Web Development

carzapp is an online platform that connects car owners to people renting out cars. It enables people to automatically and spontaneously make their cars available to rent via their smartphones. An inexpensive and theft-proof hardware solution allows car owners to do this without physically handing over the keys. As the owner, you get to choose who is allowed to drive, at what time, and how much to charge.

The customer can choose from a wide variety of cars. They can find a car nearby, anywhere in the world, and rent it. Even if you're not a car owner, you can still be mobile by renting a car near you that somebody else owns.

The renting costs will be significantly lower than through a traditional car rental service, and the customer does not have to travel to the car rental agency because the cars are distributed throughout the city. Additionally, carzapp provides comprehensive insurance during the rental period.


www.carzapp.net

Torgauer Str. 12-15 _ 10829 Berlin _ Germany

PHONE +49 176 10 18 13 99 _ E-MAIL info@carzapp.net



CONCEPTBOARD GMBH

CONCEPT-BOARD

YEAR OF LAUNCH

2011

FOUNDER

Daniel Bohn



PARTNER

Christian Schröder,
Co-Founder & CTO

Conceptboard is a real-time collaboration service for private and business purposes. It enables mobile teamwork in a way that makes collaborating with co-workers, friends or customers a breeze, whether you're at the office, at home or traveling to a client. All of your documents are available via mobile devices, and all of your comments and discussions are transmitted in real time.

No more need to send large files via e-mail, no way to get lost in versioning chaos during a long discussion, and no more misunderstandings during telephone conferences. Multiple users can work together on the same boards, upload documents, share screenshots, make notes, add comments and start ad-hoc presentations for customers and team members to watch. You don't even need to log in. This makes Conceptboard an extremely useful solution for anyone who needs to explain things and anyone who likes to use graphical tools to collaborate on ideas.



www.conceptboard.com

Stöckachstr. 16 _ 70190 Stuttgart _ Germany

PHONE +49 711 508 88 02 40 _ E-MAIL info@conceptboard.com

CORRUPTIONTRAK

CORRUPTION- TRAK

YEAR OF LAUNCH

2011

FOUNDER

Ishan Agrawal



PARTNER

Vaibhav Kothari, COO

CorruptionTrak is a non-profit service which enables citizens to take a stand against petty corruption in day-to-day life. The quality of our lives is directly affected by social dynamics. By providing the common man with a platform to speak out against crime, we aim to improve society as a whole. At present, corruption in developing countries flourishes because of the lack of mechanisms to track it; citizens who wish to report corruption must often go to great lengths to make their voices heard. The CorruptionTrak app allows users to anonymously report acts of corruption and fearlessly report offenders. It crowdsources data to enable the media and governmental bodies to initiate legal action against corrupt officials. CorruptionTrak unites people under one umbrella, shielding their identities and thus, in the long run, enhancing the quality of life for everyone.



www.corruptiontrak.com

37 Prince Georges Park Block 15 _ #03-26 _ 118430 Singapore
 PHONE +65 83 71 47 61 _ E-MAIL admin@corruptiontrak.com





CHANGE.PROJECT GMBH

CROSSCULTURE ACADEMY

YEAR OF LAUNCH

2012**FOUNDERS**

Gabriele Knödler-Bittner

Johannes Klemeyer

Steffen Henkel

Due to companies increasingly operating on a global scale, there is a growing need for intercultural information and consulting. These days, intercultural consulting is usually offered in the form of training sessions and seminars. Information available online is highly diverse, but often unclear and unstructured. The crossculture academy provides a web-based intercultural service that spans a wide range of intercultural expertise and supports people and companies doing business abroad – anytime, anywhere. Short educational videos concisely illustrate a wide variety of issues in international business life, such as the niceties of meetings, and presentations and negotiations in different countries and cultures. Additionally, this mobile learning solution provides personal intercultural coaching, an intercultural hotline, a cross-cultural chat forum and other useful features to help users succeed in intercultural interactions. crossculture academy makes global life easier.



www.change-project.de

Vaihinger Markt 14 _ 70563 Stuttgart _ Germany

PHONE +49 711 72 24 68 44 _ E-MAIL kontakt@change-project.de

KUNSTMATRIX

CUBECURATED

YEAR OF LAUNCH

2012

FOUNDER

Christoph Lauterbach



PARTNERS

Hartwig Bentele, CVO
Kristian Hildebrand, CTO

Ever wanted to visit an exhibition on the other side of the planet? Or one from last year? Ever ended up standing in front of a closed museum? Or been disappointed that only part of an artist's work is on display? CubeCurated allows you to explore exhibitions and art from anywhere, at any time, and in any place. This multimedia exhibition platform gives artists, curators and collectors the opportunity to rent out 3D virtual space, create virtual exhibitions and sell additional features. They receive affordable exhibition space and the opportunity to collaborate globally on common projects. Curators and artists can boost their own promotional activities by providing a shop or catalog. Via the Web or on mobile devices, CubeCurated is a high-quality, atmospheric and immersive way of presenting curated art.



www.cubecurated.com

Lebuser Str. 15 _ 10243 Berlin _ Germany

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MOUNT HOLLAND

DAYVIEW

YEAR OF LAUNCH

2012

FOUNDERS

Hylke Sprangers
Jacqueline Hagman

Dayview - making sense of the news

Dayview is an intelligent worldwide news curation service. It automatically selects and ranks all the news that is most relevant to you. World and local top news, trending topics and cool news items in your social networks, all in one view.

With Dayview, you can also pick news items and make your own personal newspaper. Created in just seconds and instantly shared within your social networks.

News is the lifeblood of modern mobile life. We need it like a heart needs to beat. So much news, so little time. Reading all the news of only a single day would take you over 10 years. Trying to keep up with your social networks' news makes it even harder. Make sure your time is spent on only the best news items, be the first to know what is going on and share news with others.

Smart, social, ambient: Dayview is making sense of the news.
Whatever happens out there... happens in Dayview.

dayview

www.mountholland.com

Amsterdam Area _ Netherlands

PHONE +31 620 87 95 94 _ E-MAIL info@mountholland.com

TAPE.IO GMBH & CO. KG

DOCTAPE.COM

YEAR OF LAUNCH

2011**FOUNDERS**

Sven Hohlfeld
 Sascha Reuter, CTO
 Achim Wellmann

doctape.com is a personal document hub that simplifies your file management and provides a solution that allows you to access your files anytime, anywhere. You can view, organize and share your files instantly in one single place. Any type of document can be stored via multiple channels, such as Web upload, e-mail or mobile app. doctape.com is designed from the ground up, using the latest Web technologies to allow access from any device with a browser. You can use it on your smartphone, tablet or laptop, whenever and wherever you want to. Everything is organized in one place with easy and secure real-time access. The intuitive, consistent user interface means you always know how to use doctape.com, even after changing devices or platforms. Value-added services for users with a premium account are also available, such as »print'n'mail« and a scanning service.



www.doctape.com

Schwarzer Bär 2 _ 30449 Hanover _ Germany
PHONE +49 511 16 59 67 46 _ **E-MAIL** contact@tape.io





DRIVENOW GMBH & CO. KG

DRIVENOW

YEAR OF LAUNCH

2011

FOUNDERS

Nico Gabriel
Andreas Kottmann

DriveNow is a flexible premium car sharing service for people living in larger cities and metropolitan areas. With DriveNow, several hundred Minis and BMWs are parked in and around the city, and can be unlocked using the customer's driver's license. Members can use cars spontaneously or reserve them for a maximum time of 15 minutes for trips inside and outside of a defined business area. They can move flexibly from A to B, independent of time and location. At the end of the trip, the customers do not need to return the car to where they picked it up. To finish the rental period, they can simply leave it anywhere within the defined business area. A DriveNow trip costs 29 cents per minute of driving. This includes parking costs, fuel, insurance and vehicle depreciation costs. DriveNow spares customers the high costs of owning a vehicle. In the long term, cities can benefit from this, since people may opt out of owning a vehicle, meaning more space and decreased pollution.

www.drive-now.com

Barer Straße 1 _ 80333 Munich _ Germany

PHONE +49 180 429 29 29 _ E-MAIL service@drive-now.com

DUNDU-TEAMBUILDING

DUNDU- TEAMBUILDING

YEAR OF LAUNCH

2011

FOUNDER

Fabian Seewald



PARTNER

Tobias Johannes Ferdinand Husemann,
Inventor of DUNDU and puppet creator

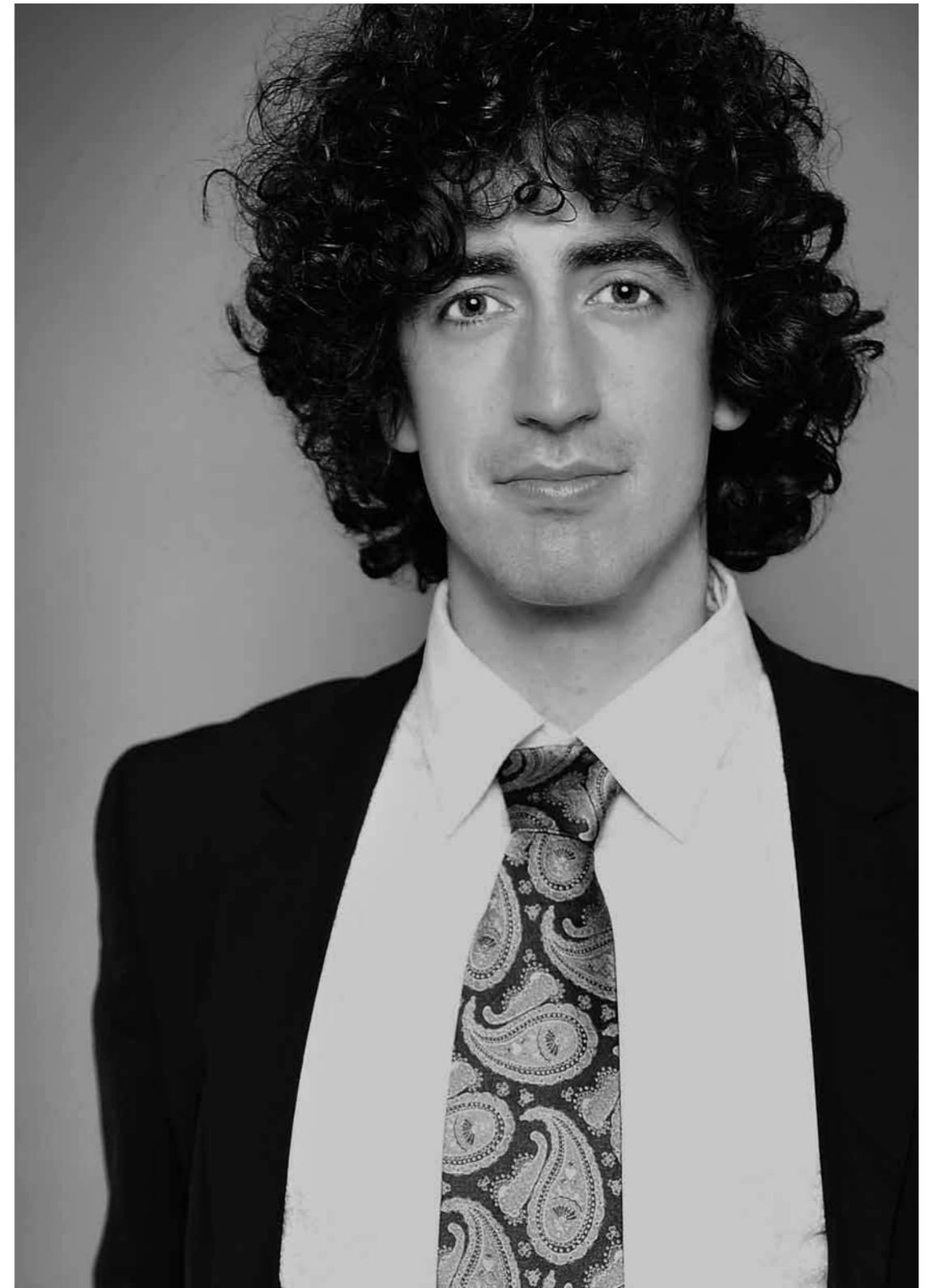
Dundu-Teambuilding is an innovative mobile approach to creating stronger and more efficient teams. Based on an art project, the service adds a vital component to intuitive human behaviour: fun! Dundu brings creativity and inspiration into companies, schools and other institutions. The key element is the Dundu puppet, which is operated simultaneously by five people. Through different scenarios, the group members learn how to interact, communicate and collaborate with each other in a playful way. To offer this real-life experience to a broader audience, a virtual Dundu experience is being created, encompassing 3D animations made with Dundu, a smartphone application, and »Dundu - the Game.« On top of this, the virtual Dundu experience also gives people the chance to connect with others around the world and help solve today's global problems in a more serious game.



www.dundu-teambuilding.eu

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EXPERTMAKER AB

EXPERTMAKER

YEAR OF LAUNCH

2010

FOUNDER
Gustaf Sahlman



PARTNER
Lars Hard,
CTO and Co-Founder

Expertmaker Artificial Intelligence Platform

With Expertmaker, new user experiences exhibiting human-like interaction can be created. As they become more relevant, we see higher turnover rates, increased sales, more precise problem-solving and an overall enhanced user experience. Expertmaker's primary benefit is the easy-to-use Artificial Intelligence (AI) platform, which allows developers and companies to create a new generation of products or services without any previous knowledge or experience of AI. Customers can create solutions such as human-like recommendations, virtual assistants and smart search engines for mobile devices and much more.

Expertmaker is currently free for developers, and is supported by a very competitively priced SaaS business model for other types of users.



www.expertmaker.com

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PHONE +46 46 59 000 90 _ E-MAIL info@expertmaker.com

HOOOLP GMBH

HOOOLP

YEAR OF LAUNCH

2010

FOUNDER

Manfred Pokrandt



PARTNER

Peter Guggi,
Corporate Finance Advisor

Mobile tools for live music marketing

We help fans find live music in their area.

We help fans compare concert ticket prices from different vendors.

We help bands to deliver any content to all relevant platforms with our new product: bandbox – an extended virtual business card including tour dates, audio, video, shop and news in the band's corporate design for iPhone, Android, HTML5, Facebook & many partner websites.



www.hoolp.com

Clementweg 35 _ 13127 Berlin _ Germany

PHONE +49 173 615 05 61 _ E-MAIL info@hoolp.de





SWENT

ICHARGE

YEAR OF LAUNCH

2012

FOUNDER

Fabian Eckl

In times of global warming and scarce resources, electric vehicles offer us an eco-friendly means of staying mobile. However, modern electric vehicles have limited ranges, with freedom of movement dependent on the capacity of the battery. Together with a smartphone, the iCharge app for electric vehicles helps you manage your charging intelligently, thus significantly extending your vehicle's range of operation. Based on a single reference drive, the system analyzes the vehicle's performance and creates a personal driving profile, which becomes the basis for further charging recommendations. Based on the appointments in your digital calendar, iCharge plans the best time and location for charging your car. Additionally, the iPhone and Android app take recent traffic and weather data into account, as these can influence the way a battery discharges. The application works automatically and users no longer have to worry about charging, as they will be informed as soon as it becomes necessary.

SWENT www.swent.de/icharge/

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PHONE +49 175 588 45 52 _ E-MAIL fabianeckl@swent.de

ID-ENTER

ID-ENTER

YEAR OF LAUNCH

2012

FOUNDER

Sebastian Wille



PARTNER

Torsten Jensen,
Co-Founder and Social Media Expert

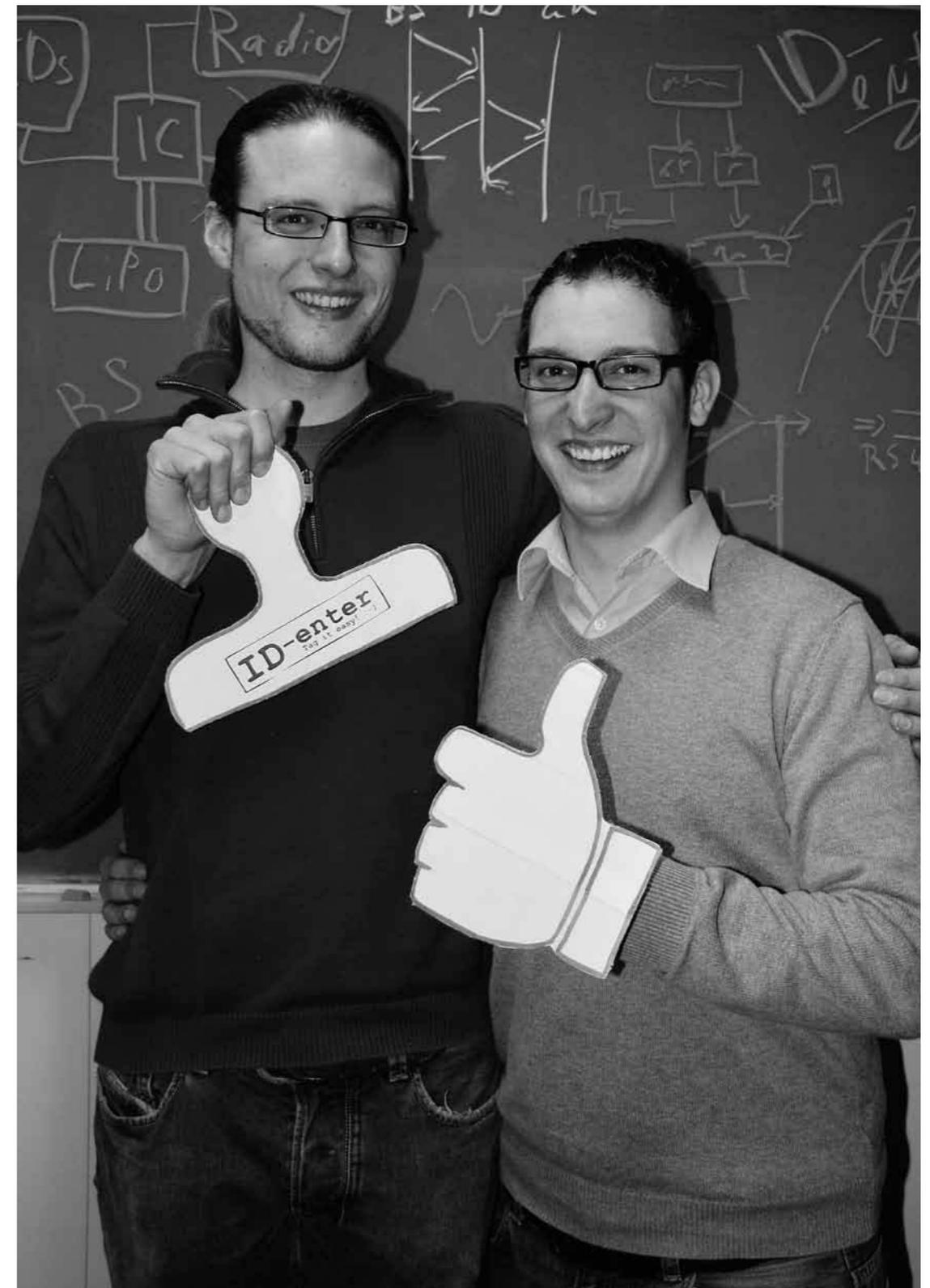
ID-enter – fun and innovative trade fair marketing for the future

At trade fairs, visitors generally want to discover new things and share their experiences with friends and colleagues. At the same time, exhibitors hope to spread information about their new products and establish a long-term connection to potential customers. ID-enter is now bringing social networking to the world of trade fairs. For example, an ID-enter user can »stamp« an object to have it appear on their Facebook profile. This then becomes immediately visible to the user's friends and family. If enough friends »like« the entry, the product information is spread far and wide, and the user receives a gift. Extensions like a digital flyer system or benchmarking tool are also available.



www.id-enter.com

Am Harzhübel 43 _ 67663 Kaiserslautern _ Germany
PHONE +49 176 23 26 08 57 _ E-MAIL s.wille@id-enter.de





GEOMOBILE GMBH
JOINED

YEAR OF LAUNCH

2011

FOUNDER

Dr. Michael Gerhard

PARTNER

Tim Ontrup, CMO

JOINED helps you locate your friends outdoors – at open-air festivals, crowded events and in other unusual environments. The app not only shows the location of your friends on a map, it also uses sound and vibration to tell you how far away your friends are, and in which direction. After quickly registering with your Facebook ID, you can activate the bearings function by touching the arrow beside your friend's name. Activating VoiceOver on your iPhone makes JOINED fully accessible for users with visual impairments. With JOINED, you also have full control over your own position data, as the native app only ever stores your most recent position. Your previous position is deleted as soon as a position update is received, so no movement profiles are created or stored. Additionally, users can decide if they want to be visible to their friends, allowing them to hide their position at any time.



www.geomobile.de

Emil-Figge-Straße 80 _ 44227 Dortmund _ Germany
PHONE +49 231 97 42 72 30 _ **E-MAIL** info@geomobile.de

KIOSKED LTD.

KIOSKED – WEB WIDE SHOP

YEAR OF LAUNCH

2011

FOUNDER

Micke Paqvalén

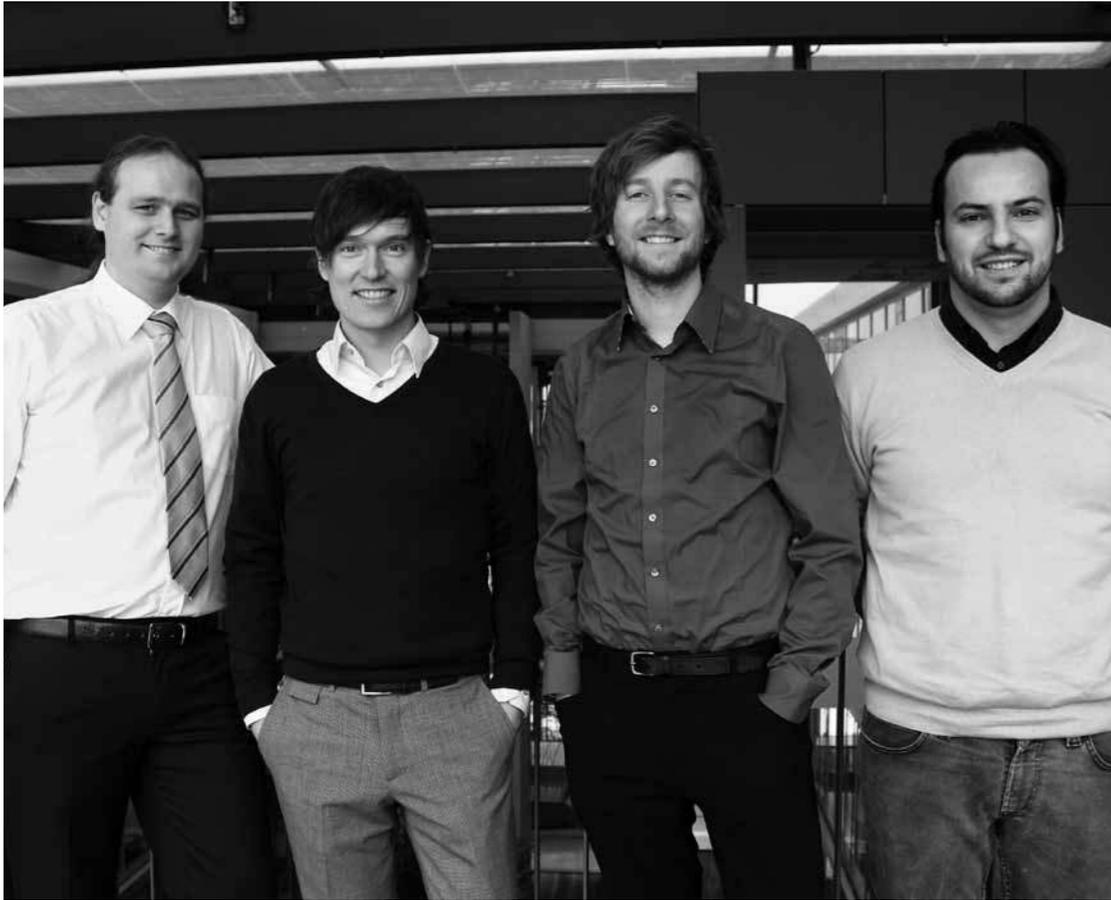
Kiosked brings instant online shopping to consumers - wherever they are. The new end-to-end scalable sales platform, Web Wide Shop, enables advertisers to link their offering to relevant impulse-generating content distributed all across the web.

Kiosked's patented Kiosks can be linked to any kind of Web content and media. Kiosk can contain information such as purchasing links, additional product information, product images, videos or information about where a product or service can be purchased offline. It reaches consumers on any type of device and online media of any size - from large publishers to personal blogs. Kiosked makes every website and all content a targeted »Web Wide Shop.« so that impulse buying behavior can instantly be transformed into a purchase at the website. Kiosked offers clear revenue logic for all players, and allows brand owners to stay in control.

www.kiosked.com

Runeberginkatu 43 B 9 _ 00100 Helsinki _ Finland

PHONE +358 400 396 394 _ E-MAIL info@kiosked.com



LINGOKING GMBH

LINGOKING VOICE

YEAR OF LAUNCH

2011

FOUNDER

Timo Müller

PARTNER

/ Nils Mahler, Managing Director

lingoking breaks down language barriers wherever you are, whenever you need it. It makes you more mobile in countries and regions where you were not previously able to communicate due to lacking language skills. The on-demand service provides live, human interpretation between two or three people across the globe, by phone, Web or mobile app. lingoking democratizes live, human interpretation using its proprietary social network of more than 1,200 certified multilingual interpreters and its online scheduling and e-commerce engine.

Complete automation allows lingoking to offer its service for a small, fixed-rate fee per minute, while passing these savings on to the interpreters. In fact, we can pay them up to three times the amount paid by the market leader.

The service is available without having to schedule an appointment, depending on the language set requested. lingoking is absolutely self-explanatory, making it extremely easy to use without running into difficulties.



www.lingoking.com

Agnes-Pockels-Bogen I _ 80992 Munich _ Germany
PHONE +49 89 416 16 61 70 _ **E-MAIL** info@lingoking.com

BERLINER LOGENTHEATER GMBH

MAP MY STORY

YEAR OF LAUNCH

2010

FOUNDER

Johannes Brandrup



PARTNER

Björn Bähre, Entrepreneur

MAP MY STORY is a mobile application for smartphones, offering an online platform for linking stories with places. The idea is to offer a service to both professional content providers and all other storytellers for presenting their product within a social game architecture on an interactive map. MAP MY STORY enables users to find locations of storylines on an interactive map and in real life. It provides them with the tools to take part in the storytelling process. The application also allows users to activate a location for storytelling by asking questions about it. Professional actors can use MAP MY STORY to engage with their audience, increasing their fan numbers and improving their image. Casting agencies may find new talent quickly and economically, while production companies can use the platform to promote their movies.



www.logentheater.de

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MENIGA

MENIGA WHITE-LABEL PFM SOLUTION

YEAR OF LAUNCH

2012

FOUNDER

Georg Ludviksson

PARTNER

Einar Gustafsson,
VP of Product Management

Meniga is an innovative white-label personal finance management solution that merges seamlessly with conventional online banking front-ends, and can be implemented as a user-centric layer on top of traditional banking infrastructure. With an emphasis on automation and simplicity, it gives users peace of mind while providing an alternative online banking interface to perform all key online banking tasks. Meniga's new management console connects real accounts and cards with PFM concepts and tools. This includes de-emphasizing the actual balances by showing »virtual accounts« that fit more closely with how people think about their money. This feature will show users the »uncommitted balance« rather than the actual balance – and tools and notifications help people better organize their finances based on their usual spending patterns and desired goals. Meniga brings true comfort and an unprecedented financial overview to the next generation of finance management tools.


MENIGA

www.meniga.com

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APPLIED INFORMATICS SOFTWARE ENGINEERING GMBH

MY-DEVICES. NET

YEAR OF LAUNCH

2012

FOUNDER

Günter Obiltschnig



PARTNER

Alexander Lechner, Entrepreneur

my-devices.net is a cloud-based service providing remote access to networked smart devices. It provides a reflector server infrastructure that manages access to network-capable devices, using a secure tunnel connection from devices that work through firewalls, proxy servers and NAT routers. Users can access these devices from anywhere, on any device with a web browser, such as smartphones, tablets and PCs. The reflector server is built as a scalable platform that allows for the deployment of customer-specific applications on top of the infrastructure. This opens up the door to a great number of innovative applications, from remote maintenance solutions to end-user applications. For device providers, it poses a significant cost reduction due to remote servicing capabilities, greatly reducing the need to travel to customer sites. In the long run, we could all benefit from optimizing device operation and energy consumption.



www.appinf.com

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DEUTSCHE POST DHL

MY.WAYS

YEAR OF LAUNCH

2013

FOUNDER

Jörg Hanser

my.ways is a concept for countries that do not currently have a last-mile delivery service (home delivery service). It's a service that combines the power of social networking with sustainable mobility within cities to promote the efficient and dynamic delivery of parcels. When a my.ways parcel arrives at a service point, registered my.ways users nearby are informed through the my.ways app that a parcel is available on their daily route.

They then pick up the parcel and arrange to meet its recipient at a convenient time. The user gains credits for the delivery which can be converted into online vouchers for various online retailers. The recipient benefits from the flexibility of receiving parcels delivered to any desired destination at any agreed time. my.ways is a practical solution for enhancing the mobility of the delivery process. The my.ways app and IT platform support active interaction within online communities, making my.ways a truly mobile and flexible delivery system.



www.dhl-innovation.com

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TVNEXT SOLUTIONS GMBH

MYSTREAM

YEAR OF LAUNCH

2011

FOUNDER

Christian Borsi



PARTNER

Hardy Krause, CVO at
PerfectStream Technologies AG

MyStream is a completely new, technology-driven and patented streaming solution, enabling a personalized media experience – anytime, anywhere, and on any device. The MyStream server mixes all kinds of content, such as linear TV, social media data, news, weather, stock market information, playlists and much more. Imagine watching your TV channel in combination with your Facebook and stock market news or sitting in your car listening to your latest Twitter news. This is now possible thanks to MyStream technology. The content comes from various sources and can be played on any device like a TV, PC, laptop, tablet or smartphone. Text-based content can also be presented in full audio. Even a »dumb device« like a digital picture frame can be used to watch your content stream. MyStream gives the users full control. They can mix their personal media stream with the help of the app: Simply move the icons of available content to the target device by dragging and dropping. Almost instantly, the user can watch their personalized media stream on the alternative device.



www.tvnext.tv

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INTELLIGENT APPS GMBH
MYTAXI

YEAR OF LAUNCH

2010

FOUNDERS

Sven Külper
Niclaus Mewes

myTaxi constitutes the first taxi app with a peer-to-peer connection. At the touch of a button, you can send your request to all available taxi drivers in the vicinity and order your taxi directly. Order a cab before your meeting has finished, call a taxi from inside a noisy club, or arrange a lift during the closing credits at the cinema. You can even order a taxi without knowing where you are or the number of the local taxi office. Taxi drivers receive passenger orders straight from the smartphone without any contracts, headquarters or operators. With smartphone use booming, the myTaxi app is changing the game in the taxi industry. By ordering a taxi without making phone calls, myTaxi will surely make mobility easier, cheaper and more convenient.



www.mytaxi.net

Große Elbstraße 145f _ 22767 Hamburg _ Germany
PHONE +49 40 306 06 89 28 _ E-MAIL info@mytaxi.de

NAMEROBOT GBR, LEIBLEIN, HILLER, LEUTZ, SCHOLZ

NAMEROBOT. COM

YEAR OF LAUNCH

2010

FOUNDER

Mark Leiblein



PARTNERS

Co-Founders: Marcel Hiller,
Moritz Scholz, Henning Leutz

NameRobot is a do-it-yourself naming service for people and companies looking for new names for products, services, projects or businesses. As a Web-based service, it allows people to work where and when they want. No need to meet for brainstorming sessions, no need to meet with consultants. The next generation of mobile application users will be even more independent in creating names and words. NameRobot offers many benefits. Anyone who has ever searched for a suitable name for a new project knows how long this creative process can take. With NameRobot, users save time compared to brainstorming sessions, and they save money by sidestepping the lofty fees charged by external consultants. NameRobot also helps users avoid trademark problems due to the integrated brand name scan. Last but not least, it offers users a fun way to move important projects forward on their own.


www.namerobot.de

Erzgießereistr. 30 _ 80335 Munich _ Germany

PHONE +49 89 27 27 33 10 _ E-MAIL info@namerobot.de



SESSINOU-SOLUTION

OLI-TV

YEAR OF LAUNCH

2012

FOUNDER

Sebastian Knoll

Oli-tv is an online streaming interface which allows users to inexpensively follow music concerts on their online devices, regardless of their location. Users can decide whether they want to watch the concert live or as on-demand content, whenever it suits them. Convenient mobile payment options provide access to the streamed content. Oli-tv offers artists and event organizers a way to reach a much broader audience, even for sold-out events, and viewers can follow the event from the comfort of their own home, avoiding costly and complicated travel arrangements. They can also watch events on the go or together with friends. Video chats allow fans to get closer to the stars by talking to them and asking them questions.



www.Oli-tv.com

Heidestraße 19 _ 60316 Frankfurt _ Germany

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ONDANGO GMBH

ONDANGO

YEAR OF LAUNCH

2010

FOUNDER

José Matías del Pino

**PARTNER**Nicolas Dittberner,
Co-Founder & CMO

The Like button allowed Facebook to enter online shops through the back door. With Ondango, shops can now enter Facebook. Ondango offers an innovative, user-friendly social commerce solution for Facebook pages. Ondango's shopping system can be installed in just a few easy steps and allows fans to purchase their favorite products without even leaving Facebook – from product browsing to checkout. Companies with an Ondango shop allow followers to carry out transactions without having to install annoying applications or share purchase information with Facebook. Plus, the checkout process takes place entirely on the company's Facebook page. Users can interact with their friends throughout the entire purchasing process and share successful purchases within their networks. For brands and businesses, the advantages of selling products directly through the world's largest social network are a clear incentive to start investing in social commerce as soon as possible.



www.ondango.com

Kurfürstenstraße 141 | 10785 Berlin | Germany

PHONE +49 30 69 20 23 11 | E-MAIL info@ondango.com



GB CONSITE GMBH

ONLINE STANDORT- CHECK

YEAR OF LAUNCH

2009

FOUNDER

Malte Geschwinder

PARTNER

Knut Büscher, Co-Founder

The innovative geomarketing service «Online Standortcheck» provides SMEs and entrepreneurs with a professional business location check based on proven analysis methods and statistical data. Until now, only big firms have been able to carry out reliable location checks due to the high cost of comparable services and software solutions. »Online Standortcheck« uses premium data and geomarketing applications to conduct an objective, on-demand analysis that clearly indicates whether a place might become a profitable business location. The user-friendly solution combines Web 2.0 technologies with the Web-based mapping service Bing Maps and a modern data algorithm. The user is offered step-by-step guidance through the location check before receiving a professional final report that is ready for download. As the service is available online, users can access all key information immediately on demand.



www.gbconsite.de

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ORDERBIRD AG

ORDERBIRD

YEAR OF LAUNCH

2011

FOUNDER

Jakob Schreyer



PARTNER

Bastian Schmidtke,
Product Management

orderbird was founded with the aim of becoming a new digital ordering standard for restaurants and their customers. The easiest and most efficient way of placing an order is digital. orderbird has therefore developed two products, customized to gastronomy's needs. The orderbird consumer app is a cross-platform application, allowing guests to order and pay directly from their smartphones.

orderbird POS is a new mobile cash register system for hotels, restaurants and the catering industry, available on apple's iOS devices (iPhone/iPod touch/iPad). It saves 70% of costs through 50% more efficiency using mobile handhelds and user-friendly software. It connects restaurant owners, guests, waiters and service partners through a single platform. For the first time, restaurant managers can operate and control their own systems on the go by being able to access real-time reports and make changes to menus via the myorderbird cloud infrastructure. Remote ordering is no doubt the future of restaurant dining as it promises massive cost reductions at the heart of the catering and restaurant business: staff.

orderbird 

www.orderbird.com

Leuschnerdamm 13 _ 10999 Berlin _ Germany

PHONE +49 800 67 33 72 47 _ E-MAIL hello@orderbird.com





DAUBIT
REAXIOS

YEAR OF LAUNCH

2011

FOUNDER
Roman Engel

Books and magazines inform and entertain people through the use of text and images. 3D models show more than just one dimension, allowing the reader to explore objects and enjoy full functionality from any angle. This can contribute to an extraordinary reading experience. reaxios makes it easy to generate 3D models quickly and without complication. It is an augmented reality pipeline, enabling ad agencies and companies to create high-resolution animated and interactive 3D models in just one working day. The B2B solution works with iOS mobiles and other hardware. reaxios' next business step will be to extend printed content with interactive 3D graphics.



www.reaxios.de

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OPEN DATA CITIES, S.L.

REPARACIUDAD

YEAR OF LAUNCH

2011

FOUNDER

Jacint Bofias



PARTNERS

Pilar Conesa and Francesc Pallarols,
Co-Founders

ReparaCiudad is an app that allows citizens to rapidly report public incidents via their smartphones. City councils can feed the reported incidents straight into their workflow and respond in a timely fashion. Citizens are often reluctant to report incidents they've witnessed in public spaces on account of the time-consuming reporting process. ReparaCiudad allows people to do their civic duty and let the city council know what they've seen or what they think. Citizens help improve the condition of the city, and the city council can quickly collect feedback on city maintenance from the man on the street. ReparaCiudad represents e-participation in its truest sense: It creates a straightforward and practical communication channel between citizens and the city council so they can work together to create a better living environment.

 **REPARA**
www.reparaciudad.com

www.reparaciudad.com

Gavatxons, 3, 2n _ 08221 Terrassa _ Spain

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REPOSITO GMBH

REPOSITO

YEAR OF LAUNCH

2011

FOUNDERS

Philipp Hartmann

Adrian Runte

Reposito is an innovative mobile app for collecting receipts and storing them safely. Once scanned by the smartphone camera, all receipts and product barcodes can be stored in the central online Reposito archive and accessed via smartphone or the Reposito website. Additionally Reposito has developed a unique solution for retailers: a QR code printed on the receipt. Users just have to scan this QR code and the data is automatically sent to the Reposito account. With the Reposito app, all product information, including a valid copy of the receipt for the warranty, is available anytime on the mobile device. In addition, Reposito includes an automatic notification feature for product reminders or new product releases. Based on detailed knowledge of the products owned by a customer and when they were purchased, Reposito opens up potential for the cross- and upselling of other related products and services.



www.reposito.com

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INTRANET SOFTWARE & CONSULTING GMBH

SAFEBOOK®

YEAR OF LAUNCH

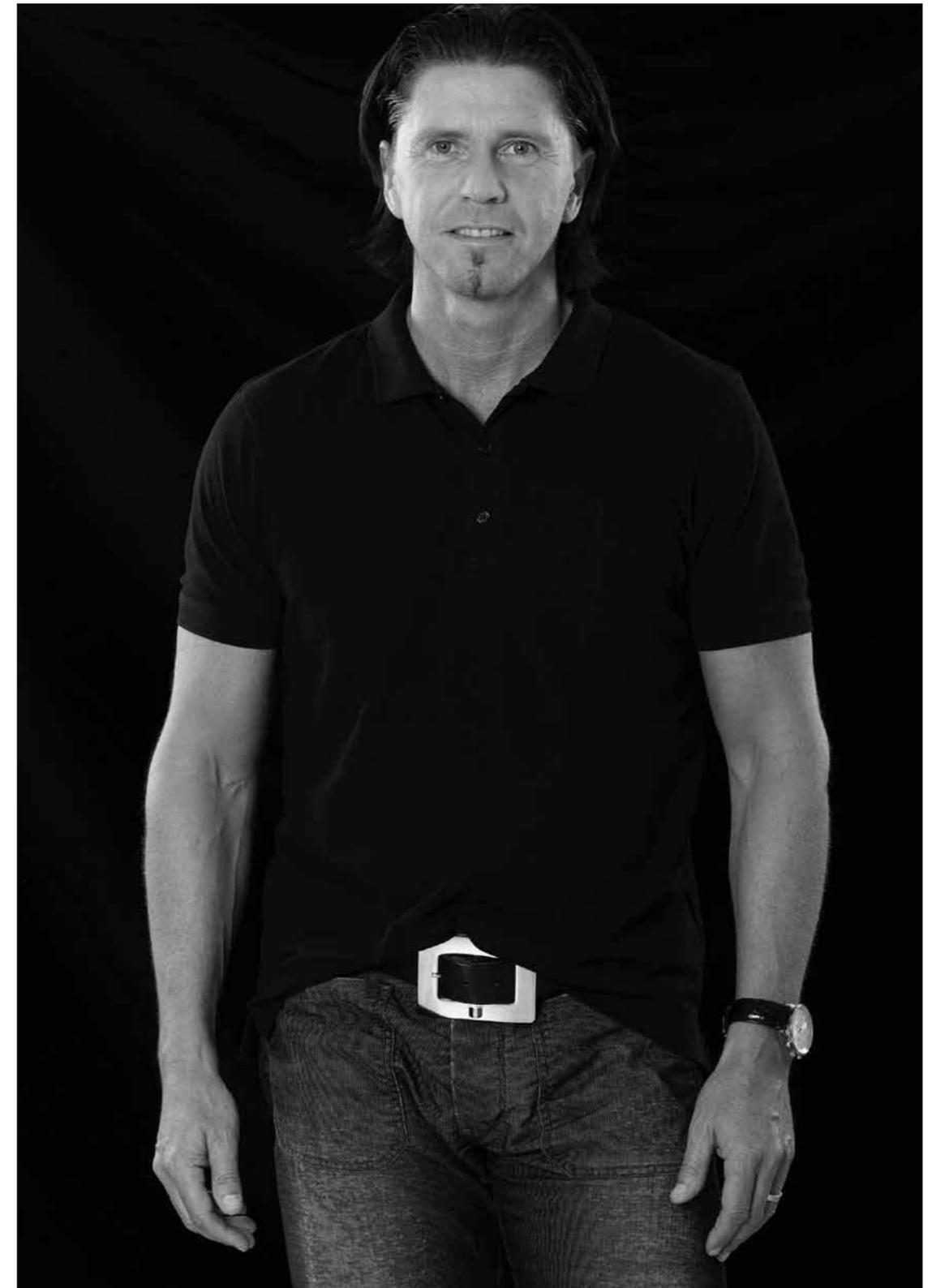
2011**FOUNDER**

Herbert Wagger

safebook® brings the best ideas and technologies from the consumer Web to a new banking solution, i-Bank®. Featuring the safebook concept, i-Bank 2.0 helps banks become more social and mobile. This stimulates creativity, enhances efficiency, improves information sharing and increases access to knowledge. Most notably, it increases internal collaboration and collaboration between bank staff and customers. i-Bank 2.0 allows us to work together and share information and experiences in ways we never could before. Today, banks are facing a host of new challenges and are faced with the need to be more flexible to provide better service to their customers. The giant shift from PCs to mobile devices has not only caused a ripple effect in the technology industry, but also in online marketing. New approaches and lifestyles have changed how we work and how we communicate.

www.safebook.info

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PANAMNAV.COM

SAGESSE

YEAR OF LAUNCH

2012

FOUNDER

Antonio Pujante Cuadrapani

Mobile devices are incorporating GPS receivers as a core technology to support a myriad of new services. Applications or services that use GPS generally combine navigation with mobile communication. However, GPS signals are becoming more and more vulnerable to jamming and spoof signals from low-quality devices. At present, there are no detection or warning mechanisms implemented in GPS chips to warn users of such signals and take mitigating action for protection. Enter SAGESSE, an application embedded in mobile devices that detects the corruption of GPS signals and triggers an alarm for the user to activate the protection system. The goal of SAGESSE is to protect all mobile devices running location-based applications and thereby provide a safer user environment. With SAGESSE, users and customers can enjoy safe transactions and quality services, and share information securely.

PanamNav.com


www.panamnav.com

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E-MAIL panam.engineering@gmail.com

MYNETFAIR AG

SCANMILES

YEAR OF LAUNCH

2011

FOUNDER

Rüdiger Gollücke

The scanmiles app is an innovative solution designed to encourage customers to try out new products and services. People have a tendency to stay in their comfort zones, always buying the same products or visiting the same places. scanmiles motivates smartphone users to scan products or QR codes and go to the shop to find out more about them. Thousands of new products are launched every day, and scanmiles finally offers a cost-effective way to promote them. The BONUS program allows retailers to target specific groups. Those who have access to a bonus code, such as readers of a food magazine, would be prompted to scan specific premium food items. The rewards could be varied, ranging from Amazon vouchers to wildlife charity donations. scanmiles motivates smartphone users to discover new opportunities, and is never a waste of time: Even if you don't like the product, you get your reward!

scan  miles

www.scanmiles.net | www.mynetfair.com

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STC-INNOVATIONS

SMART TRACKER

YEAR OF LAUNCH

2011

FOUNDER

Michael V. Khitrov

PARTNERS

Alexey Khitrov,
Director of strategic
development
Innokenty Dementiev,
Deputy director

Voice and multimodal biometrics is one of the strongest emerging markets of the new decade. Smart Tracker aims to improve the methods used to hunt, find and identify criminals, and enables the creation of multimodal biometric access control systems. The system allows authentication of visitors based on biometric features like voice and face, and can even be operated remotely via different mobile devices. Our technology could be extremely useful in controlling access to equipment, technical facilities, corporate information systems, databases and strategic premises. The use of multimodal biometrics allows people to be identified with the highest possible accuracy. Smart Tracker aims to lead the way forward in the security services industry, and is ideal for use by state security agencies, border police, airports and large corporations.



www.speechpro.com/product/biometric

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E-MAIL stc-innovations@speechpro.com

SYNCHRONITE

SYNCHRONITE

YEAR OF LAUNCH

2011

FOUNDERS

Dr. Stefan Seedorf
Christian Thum



PARTNER

Prof. Dr. Martin Schader,
Co-Founder

Surfing the World Wide Web has been a solitary experience so far. When purchasing a product or planning a trip, we often wish we had a helping hand to guide us through the website. In the real world we can closely interact to solve problems and make decisions together. In the online world, however, such interactions require downloading and installing »screen-sharing« software.

synchronite is a new service that revolutionizes the way we interact on the Web every day. With synchronite you can share what you currently see in the browser with your peers. All user actions are displayed in the other linked browsers – instantly and in real-time. synchronite does not require any downloads and works with every browser on any device. This creates new possibilities in e-commerce: guided sales, remote customer support, and live social shopping with friends. The mobile experience is vastly enhanced because users no longer have to verbally describe what they are seeing, no matter where they are.

Breaking down communication barriers in the online world, synchronite opens up new potential in e-commerce. Our co-browsing solution brings you, your customers, and your product closer together.



www.synchronite.de

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PHONE +49 621 181 16 44 _ E-MAIL info@synchronite.de





THE INTERVIEW PEOPLE GMBH

THE EBOOK PEOPLE

YEAR OF LAUNCH

2007

FOUNDER

Michael Karg

PARTNERS

Matthias Würfl and Uli Karg,
Managing Directors

The Interview People is a worldwide content service that gives a quick, clear overview of the best quality content from more than 100 providers. It's a platform for text and images that also includes rights management and follows Web 2.0 standards. It offers personal user accounts, alerts, an automated checkout process, text downloads, high resolution and invoicing. In the B2B sector, editors can licence content 24/7, wherever they are. Contributors such as publishers and freelancers profit from a strong network, as they can reach potential customers they wouldn't have otherwise.

Our solution for the B2C sector is called The eBook People. It provides exclusive content that can be accessed on all mobile devices, at any time, wherever you are. The platform gives customers access to high-quality e-books covering a wide range of topics and interests, making it perfect for mobile device users worldwide.



www.theinterviewpeople.com

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TRANSFLUENT

TRANSFLUENT

YEAR OF LAUNCH

2011

FOUNDER

Jani Penttinen



PARTNER

Elina Lepomäki, CFO

Transfluent provides professional quality translation for users of Facebook, Twitter and websites. The process is fully automated 24 hours a day, and translations are performed by professional human translators in 60 languages. The average turn-around time for translations is just 15 minutes. Customers can update their status on Twitter or Facebook at any time – such as when they're away at a conference. Transfluent takes care of translation effortlessly, so our clients can broadcast messages in any language in near real time. Customers achieve significant savings in resources and are able to target customers in multiple languages at once, making it easy to sell their products anywhere in the world. Transfluent opens doors for businesses and individuals to reach out to the whole world.

www.transfluent.com

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TUNEDIN MEDIA GMBH

TUNEDIN

YEAR OF LAUNCH

2011

FOUNDER

Justin E Scull

PARTNER

Sebastian Bartz,
Co-Founder & COO

TunedIn is a second-screen app – the perfect companion for watching television. It's the only app worldwide that offers users such a wide range of choices when it comes to watching TV: from discovering new content to interacting with friends and enjoying interactive content. All this is brought to you in the form of a fun and useful app for your smartphone or tablet, items you often have with you as you watch TV. For a more interactive TV viewing experience, you no longer need to sit in front of your PC, which might not even be in the same room. Instead, you can do everything from the comfort of your couch. TunedIn makes your mobile life easier and enhances your TV watching experience in every possible way.



www.GetTuned.In

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PHONE +49 30 60 93 77 88 _ E-MAIL contact@GetTuned.In

TWAGO AG

TWAGO

YEAR OF LAUNCH

2009**FOUNDER**

Gunnar Berning

**PARTNERS**Thomas Jajeh, CTO
Maria Lindinger, CFO

twago is an online platform which connects high-quality service providers with enthusiastic buyers. twago helps small and medium-sized companies, freelancers, and self-employed people reduce costs and maintain flexibility. Two different kinds of customers are on twago: buyers who are searching for providers to work on their projects, and providers who are offering their services and looking for projects. Both buyer and provider benefit from twago. Buyers can easily find highly qualified providers; providers can gain more customers and expand their portfolio. twago offers project management tools and safePay – the twago escrow service for more security in virtual work. Escrow makes the conditions of the contract unbreakable so that both parties are protected. With the twago platform, working together online from different countries is as easy as working in the same office.

www.twago.de

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COMPUTER VISION SYSTEMS

VIEYE

YEAR OF LAUNCH

2014

FOUNDER

Vladimir Ufnarovsky



PARTNER

Jens Schick, CTO

ViEye technology encompasses automatic alignment, motion detection, stereo measurement and gestures captured by tracking clustered feature swarms. Main principles of ViEye are based on correlation between reference points. A reference point has a surrounding area, the texture of which differs significantly from that of other areas. The main benefit for end consumers is gesture control, which is the latest market trend. The technology behind ViEye taps into the next big trend in the manufacturing of smart devices, and is sure to find a wide range of applications. One possible application is a component designed for use in electronic products (such as televisions). In addition, ViEye enables a new generation of televisions to be introduced to the market at the lowest price currently available for this technology. The first stage of the project is the management of 3D desktops for mobile devices base on our Vi-technology. The next step will be the management of a virtual screen projected onto the eye's retina.



www.comvisionsys.com

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BOSON INC.

VISION MOBILE APP

YEAR OF LAUNCH

2012

FOUNDER

Christian Stewart



PARTNERS

Thomas Irwin, CTO

Nicolas Kane, COO

The Vision Mobile App allows users to view various modeling formats on a construction site through the mobile device camera feed. Designed specifically for construction and engineering, the program allows engineers to use the augmented reality application to view digital modeling information on a physical landscape in real time with very specific measurements. The easy-to-use, cloud-based app will benefit more than just construction and engineering professionals, it can also be used in other design industries. This technology can be harnessed for GIS surveying, inspections and government applications. From initial sales pitches, through the project, then onto facility management, the Vision Mobile App can be used to inform and present various modeling sets on a physical landscape in real time. With the Vision Mobile App, clients and companies benefit from a major reduction in change orders and increased on-site productivity.

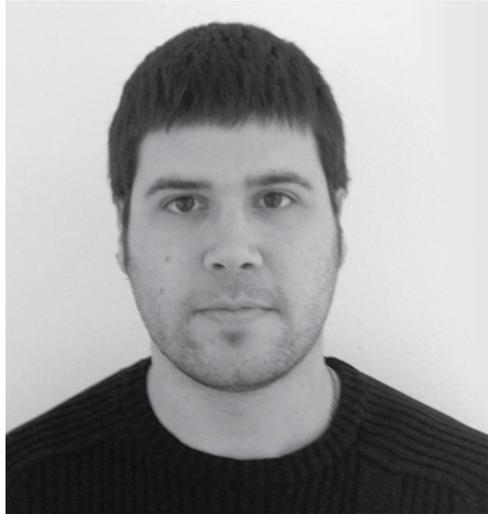


www.bosoninc.com

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IDEAKNOW

XATTEL

YEAR OF LAUNCH

2011

FOUNDER

Enrique López Mañas



PARTNER

Oriol Pons Maura,
Mobile Engineer

Xattel is a mobile application that allows you to send messages to an augmented reality world where everybody can read them. It provides easy P2P chat, based on proximity and location. Using your camera, you can continue messaging, see where messages have been left, and send private messages to your friends or to people close to you on the map. If you want to connect to people who share your interests, Xattel can categorize your network based on specific topics, such as on Twitter, where users can tell people how near they are and what they're interested in. The application is ideal for use in a variety of situations ranging from business conferences to social events. Xattel makes it easy to discover people around us who share our interests.



www.ideaknow.com

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YAVALU GMBH

YAVALU

YEAR OF LAUNCH

2011

FOUNDER

Matthias Lamberti

yavalu is the first mobile financial advisor for next-generation financial management. It can analyze a portfolio of exchange-traded funds and offer individual investors sophisticated investment management services. This do-it-yourself portfolio management solution is backed by yavalu's in-depth expertise in personal financial management. This solution is ideal for both customers who prefer more control over their investment plan and who require guidance each step of the way. Instead of seeking to profit from management fees, yavalu seeks to radically reduce fees and keep money at work. yavalu makes it possible to create a new service that shifts the balance of power from bankers to individual consumers, and offers great potential for transforming the entire personal financial management industry for the better.

www.yavalu.com

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ULRICH DIETZ

GFT TECHNOLOGIES

A true entrepreneur, Ulrich Dietz set up his first company at the age of just 19. After completing a degree in mechanical engineering and product engineering, he founded GFT in 1987 and remains at its helm today. GFT Technologies AG is now a leading international IT service provider. Ulrich Dietz is active in a number of committees to support start-ups and to promote the internationalization of Germany as an IT location. As well as creating the CODE_n innovation initiative, he is also the author of the book *The new New* and was named German Entrepreneur Of The Year 2011.



LARS HINRICHS

HACKFWD

Lars Hinrichs, born in 1976, is a German entrepreneur. In 2003 he founded the Open Business Club GmbH, today XING AG. In early 2009 he resigned from his function as CEO and joined the board of directors. In 2010 he founded HackFwd, a pre-seed venture capital company investing in technical talent across Europe. Lars Hinrichs received the LeadAward and the German Internet Prize of the Federal Ministry of Economics. He was elected Germany's most important web entrepreneur by the Startups Initiative and was named Young Global Leader by the World Economic Forum.



GABRIELE FISCHER

BRAND EINS

Gabriele Fischer is the founder and editor-in-chief of the business magazine brand eins. Fischer studied politics and sociology and after various detours she found her way to business journalism. She worked at Manager Magazin for ten years, most recently as associate editor-in-chief. In 1998 she developed Econy as a new business magazine and spin-off. In September 1999, she founded brand eins together with private investors and the former editorial team of Econy. Today brand eins is published monthly by brand eins Medien AG with an audited circulation of 100,000.



CARSTEN KNOP

FRANKFURTER ALLGEMEINE ZEITUNG

Carsten Knop is a senior business editor of the German daily »Frankfurter Allgemeine Zeitung« (FAZ), based in the Frankfurt headquarters and in charge of the companies section of his paper. He contributes editorials and feature stories. In previous assignments with FAZ, Carsten Knop was based in San Francisco (2001 – 2003), New York City (1999 – 2001) and Dusseldorf (1996 – 1999). He was born in Dortmund, and educated at the University of Münster, Germany. Degree in Economics in 1993, he joined FAZ in that same year: »CODE_n is probably the most interesting CeBIT innovation of the year.«



PAULUS NEEF

PQUADRA

Paulus Neef, serial entrepreneur, is one of the pioneers of European Internet Business, having founded Pixelpark AG and assuming functions of CEO to IPO. Founded and presided over Association of Digital Business. Founder of VC Incubator Venturepark with Goldman Sachs, Deutsche Bank, BBVA, Bertelsmann-Springer and Daimler-Chrysler. Founded PQuadra Holding GmbH as VC company for web-based start-ups. Founder of MAMA Sustainable Incubation AG. MAMA AG actively supports innovative concepts and ideas and helps to develop sustainable products and solutions for the mass market.



DR. JOSEPH REGER

FUJITSU TECHNOLOGY SOLUTIONS

As CTO, Dr. Joseph Reger is responsible for understanding and predicting IT trends that will benefit customers most, as well as for their implementation in the company's strategy. A renowned industry expert, Joseph Reger was appointed CTO in 2002. He joined the company in 1998 from IBM, where he acted as Chief IT Architect.

Reger started his career in academic research (physics and computer sciences) and has studied and worked at Universities in Hungary, Norway, the USA and Germany.



JENS-UWE SAUER

SEEDMATCH

Jens-Uwe Sauer is the founder and CEO of Seedmatch, the first and leading online crowd-funding-platform for start-ups in Germany. He first started working as a consultant, helping founders shape and execute their business ideas. Due to the lack of equity money even for excellent business ideas in Germany, he founded Seedmatch as a new way to fund start-ups: Anyone can invest in start-ups starting from 250€. »CODE_n is a great chance for start-ups to raise visibility for their business ideas.«



PROF. PETER WEIBEL

ZKM

Peter Weibel is Chairman and CEO of the ZKM. Since 1984 he has been a professor at the University of Applied Arts Vienna. From 1984 to 1989 he was head of the digital arts laboratory at the Media Department of the New York State University in Buffalo and in 1989 he founded the Institute of New Media at the Städelschule in Frankfurt, which he directed until 1995. In 2008 he was the Artistic Director of the Biennial of Sevilla and in 2011 Artistic Director of the Fourth Moscow Biennial of Contemporary Art. He received an Honorary Doctorate from the University of Art and Design Helsinki in 2007.



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**AR
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JÜRGEN _MAYER H.

»Innovations occur by chance – or at least it seems that way. If you look closely, however, you can see they all share a common DNA. For us and our work, it is the question of man's, or a material's, relationship with its environment. With space, with nature, with technology. How man, objects and technology interact, or exist side by side, is what really interests us. We're therefore fascinated to discover what DNA can be identified in the Web and mobile innovations that has made it to the CeBIT via CODE_n. For the design of the CODE_n hall at the CeBIT, we aim to place the DNA of these technological innovations in a dialog with that of our own architectural innovations.«



PROFILE

- _ German architect, artist and designer
- _ Founder and Principal of J. MAYER H., Berlin
- _ Studied architecture at the University of Stuttgart, at Cooper Union in New York and Princeton University
- _ Teaching assignments at the UdK Berlin, Graduate School of Design – Harvard University, Architectural Association, School of Architecture in London, Columbia University in New York, ETH Zurich, Toronto University
- _ Represented at the Museum of Modern Art (MoMA), New York, SFMoMA, San Francisco and Staatliche Museen Preussischer Kulturbesitz, Berlin, among others

SELECTED WORKS

- _ »Mensa Moltke«, Hochschule Karlsruhe
- _ »Dupli.Casa, Villa MRMM«, private residential building
- _ »Stadt.haus«, Stadthalle Scharnhäuser Park, Ostfildern
- _ »Metropol Parasol«, Sevilla

SELECTION OF AWARDS

- 2003 »Emerging Architect«, Mies van der Rohe Prize
- 2005 Holcim Awards Bronze Europe for sustainable architecture
- 2010 Audi Future Award



TOBIAS _REHBERGER

»Innovation (or creativity) has a lot to do with overcoming boundaries, exploring the unknown and fusing it with things we already know to create something radically different. Unfortunately, the world we live in tends to fear the unknown. If we want to progress as individuals, or as a society, in whatever area, we have to learn to overcome these fears. This is one of the aims pursued by CODE_n. Taking initiative strengthens your courage to search out the unknown and to harness it for your own purposes – in other words, to tame it. CODE_n presents compelling examples of people and ideas who have used the unknown, or the previously unthought, to achieve success and recognition. I will endeavor to create the right surroundings for these bold individuals at the CeBIT – and thus play my part in reducing our fear of the unknown.«

RECENT SOLO EXHIBITIONS

- 2008 The »chicken-and-egg-no-problem« wall painting, Stedelijk Museum, Amsterdam /
Museum Ludwig, Cologne, Germany
- 2010 »flach«, Museum für Angewandte Kunst, Frankfurt am Main, Germany
- 2011 Museum Dhondt-Dhaenens, Deurle, Belgium

SELECTION OF AWARDS

- 2009 Hans Thoma Prize of the State of Baden-Württemberg
- 2009 Golden Lion as best artist for »Was Du liebst, bringt dich auch zum Weinen« at the 53rd Venice Biennale
- 2009 Hector Art Prize of the Kunsthalle Mannheim

PROFILE

- _ German artist and sculptor
- _ Studied at the Staatliche Hochschule für Bildende Künste – Städelschule Frankfurt am Main
- _ Known internationally for his spacious installations
- _ His work encompasses painting, sculpture as well as design and architecture-related art

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**PAR
TNE
RS** **—**

GFT TECHNOLOGIES


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CODE_n CONTACT PERSON

Andrea Wlcek

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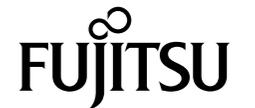
andrea.wlcek@gft.com

As a strategic IT partner based in Stuttgart, Germany, the GFT Group helps companies optimize their business processes by providing intelligent IT systems and highly skilled specialists. Under the motto »inspiring IT«, GFT converts cutting-edge technological developments into sustainable business models.

GFT is one of the world's leading IT service suppliers for the finance sector. It enables financial institutes to quickly and securely utilize modern technologies in order to enhance their long-term competitive standing. GFT combines established technological experience with comprehensive industry expertise, in order to develop, implement and maintain customized IT solutions. With its international network of experts, GFT offers companies in all sectors the opportunity to flexibly manage the staffing of their technology projects.

For 25 years, GFT has stood for technological expertise, innovative strength and outstanding quality. Founded in 1987 by its current CEO, Ulrich Dietz, GFT is represented in seven countries by its 22 local facilities. A global team of over 1,300 employees and 1,300 external consultants implement complex IT projects across various countries.

FUJITSU TECHNOLOGY SOLUTIONS


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CODE_n CONTACT PERSON

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Fujitsu Technology Solutions

Fujitsu Technology Solutions is the leading European IT infrastructure provider with a presence in all key markets in Europe, the Middle East and Africa, plus India, serving large-, medium- and small-sized companies as well as consumers. With its Dynamic Infrastructures approach, the company offers a full portfolio of IT products, solutions and services, ranging from clients to datacenter solutions, Managed Infrastructure and Infrastructure as a Service. Fujitsu Technology Solutions employs more than 13,000 people and is part of the global Fujitsu Group.

Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Over 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. Fujitsu Limited (TSE:6702) reported consolidated revenues of 4.5 trillion yen (USD 55 billion) for the fiscal year ended March 31, 2011.

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Deutsche Messe develops, plans and organizes trade fairs and exhibitions in Germany and abroad. It has extensive expertise and experience in planning and executing around 100 trade fairs and exhibitions in Germany and abroad every year, involving more than 23,000 exhibitors, more than 2 million visitors and 15,000 journalists from over 100 countries.

With average revenues of €212 million in 2010, 873 employees around the world, employees in more than 100 nations and an exhibition centre with a superb infrastructure totalling 1 million square metres of space, Deutsche Messe – based in Hanover, Germany – is the world's foremost trade fair company.

The main emphasis continues to be on international flagship trade fairs for capital goods, organized by Deutsche Messe in Hanover. The aim of these trade shows is to represent the latest markets and highlight international market trends. They are also a forum for application-oriented demonstrations of the latest technology, as well as new launches of cutting-edge technologies and presentations of the latest research findings. Apart from its competence in running international trade fairs and the unique capacity of its exhibition center, Deutsche Messe offers exhibitors an excellent range of high-quality services, ensuring the best possible support before, during and after the show.

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BITKOM is the voice of the information technology, telecommunications and new media industry in Germany. BITKOM represents more than 1,700 companies, of which 1,100 are direct members. They include nearly all global players as well as more than 1,000 powerful small and medium-sized enterprises and a lot of founder-managed creative companies. BITKOM's members generate an annual turnover of 135 billion Euros in total, exporting high-tech goods and services worth 50 billion Euros per year.

BITKOM provides a wide-range powerful network that brings together the best minds and top companies of the digital world. BITKOM organizes a permanent exchange between experts and executives, offering its members platforms for co-operation and for interaction with key clients.

Creating a fertile environment for innovation is BITKOM's highest priority. Core topics of BITKOM's political agenda are education and the training of tomorrow's IT and telecommunications specialists, green IT, e-government, e-health, economic policy, copyright and patent law, security and privacy issues, software technologies, consumer electronics, climate protection, and sustainability, as well as a new legal framework for telecommunications and the media. With digital convergence in mind, BITKOM seeks to promote the collaboration of all ICT-related enterprises.

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As a culture institute, the ZKM | Center for Art and Media Karlsruhe combines under one roof two museums, three research institutes, a laboratory for antiquated video systems as well as a media library, thus bundling together research and production, exhibitions and events, archives and collections. As a site for all genres and media, the ZKM operates on the interface of art and economy, taking up new developments in the field of media technology and transforming them into something. In its two museums the ZKM holds exhibitions of international renown. The ZKM | Media Museum is the first museum worldwide to focus on interactive art, and accommodates one of the largest media art collections in the world. Across three floors visitors are invited to explore pioneering and advanced media art. On the other hand, since its founding in 1999, the ZKM | Museum of Contemporary Art functions as a mirror of the contemporary art scene. It cooperates with internationally important art collections whose works are exhibited together with exponents from the ZKM collection.

Founded in 1989, number of employees: 80, annual number of visitors: 230,000.

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In the earliest stages of the CODE_n project, I was well aware that this would be an ambitious undertaking – a project that would only succeed if the right people came together, people driven by passion to achieve something new. These are the people I would now like to thank for their contributions.

In particular, I would like to thank everyone who believed in CODE_n – long before we officially kicked off the competition at our first press conference in September 2011. First and foremost, I thank my executive team at GFT, Jean-François Bodin, Marika Lulay and Dr. Jochen Ruetz. From the very beginning, you helped carry the vision of a global innovation initiative, supporting it along the way until it soared. I would also like to thank Andrea Wlcek, who made a major contribution to the success of the project by tirelessly championing CODE_n and lending it her flair for organization.

On behalf of GFT, I would like to thank our strategic business partners. They recognized that CODE_n is more than just another run-of-the-mill competition. Their financial and staffing support, together with their valuable input and untiring, constructive guidance, made the professional execution of this project possible in the first place. We thank the team representatives, Ernst Raue, Hartwig von Saß, Reinhold Umminger and Martina Lübon from Deutsche Messe; Rolf Schwirz, Dr. Joseph Reger, Gisela Strnad and Michael Melzig from Fujitsu; Gerhard Müller and Wolfgang Glauner from Ernst & Young; Prof. Dieter Kempf from BITKOM; and Prof. Peter Weibel from ZKM.

Tobias Rehberger and Jürgen Mayer H. also deserve our thanks for their inspiration, their avant-garde work, and their drive to transform our trade show hall into a one-of-a-kind innovation space. Together, they created a backdrop that wonderfully embodies the spirit of CODE_n, lending it an exciting visual framework.

We would also like to thank the 50 finalists and all of the young innovators who submitted ideas, for their enterprise and enthusiasm for new things. We were amazed by the variety and quality of your concepts, and, at the same time, it confirmed our decision to set up this competition.

Our heartfelt thanks also go to the jury for their support in selecting the winner and the 10 nominees. In addition to Dr. Joseph Reger and Prof. Peter Weibel mentioned above, the jury includes Gabriele Fischer, Lars Hinrichs, Carsten Knop, Paulus Neef and Jens-Uwe Sauer.

A closing thank you is directed at the people at GFT who helped shape CODE_n – through their work in motivating innovators worldwide and supporting the entrants each step of the way. These are: Janina Benz, Francisco Blas Reyes, Johannes Braig, Sven Brandes, Mihaela Budja, Maria Dietz, Dr. Oliver Ehret, Dionysis Eliakopoulos, Lena Gaede, Manfred Gaus, Manfred Gmeiner, Michael Hehn, Johanna Hellmich, Carina Hummel, Felix Jansen, Andre Krüger, Dr. Bettina Mann, Adriana Marković, Fanny Marschner, Elke Möbius, Sabine Peters, Birgit Rebholz, Miguel Reiser, Hân Röschenbleck, Rebecca Schlosser, Dr. Manfred Schumann and Lisa Zoller.

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