



Pressemitteilung

SXSW 2016: Interactive program in German Haus presents the digital trends, including virtual reality, tech to go, and smart cities

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- Martin Bryant, The Next Web: *“It’s just natural to collaborate with Germany’s startup ecosystem within this international context.”*
- Claudia Nussbauer, Director of Creative.NRW: *“The SXSW Interactive Festival continues to increase in importance.”*
- Alexander Mankowsky, Daimler AG: *“Future industries will be not be set up like today’s are, neither like the tech industry nor the automobile industry.”*

Record participation from Germany: numbering 740, this is the largest delegation of Germany’s cultural and creative sector abroad.

Berlin, March 8, 2016

This coming Friday, South by Southwest (SXSW) in Austin, Texas, is starting with record German attendance; there are currently 740 registered participants from the digital creative, music and film industries. The prospering German interactive scene is focusing on companies and innovations with pitches, keynote addresses, panels and network events, while the exhibition stand and German Haus play host to an exceptional and diverse program. The integration of numerous international stakeholders and partners underscores the growth in international networking and importance of the German startup scene, one that is especially strong in the metropolises and federal states represented in Austin.

“Berlin is one of the continent’s most exciting and potent tech cities. It’s just natural to collaborate with Germany’s startup ecosystem within this international context,” says journalist Martin Bryant, editor at large for The Next Web based in Amsterdam. The renowned news portal for digital innovation and culture is one of the partners for the Berlin Interactive Party in German Haus. Berlin-based startups including Basslet and Splash will be there, as will Spherie from Hamburg, all of which made it to the SXSW Accelerator final round. Splash co-founder and CEO Michael Ronen is inspired by the startup scene. *“Berlin is an inspiring environment for creative talents and now home to a fast growing tech scene, so it’s no surprise a concept like Splash would be developed there.”* The Splash app enables 360-degree video recording for smartphones and is being released right on schedule for SXSW.

In addition, North Rhine-Westphalia (NRW) is considered one of Europe’s most vital ecosystems for founders and startups. Director Claudia Nussbauer from Creative.NRW, a project by the NRW Ministry for Economic Affairs, spoke about her state’s participation in Texas: *“The SXSW Interactive Festival continues to increase in importance – which is also the case for Germany as a place to do*

business and for NRW. We're very pleased to have been playing a decisive role in shaping these developments since 2013. Whoever wants to know where the journey in the digital and media businesses is leading us must be in Austin in March. It's therefore only logical that NRW is presenting itself as a robust location for the digital creative industry. Simultaneously, Cologne and Dortmund represent the sector's diversity in NRW."

Alexander Mankowsky, a future specialist at Daimler AG in Baden-Württemberg, will be speaking about the role of humans when conceiving automatic vehicles: *"The digital world is decamping into the real, physical world, the world of actual goods, particularly as shown by the automobile industry's opening to this digitalization. The autonomous vehicle is the first perceptible step into this new world. Future industries will be not be set up like today's are, neither like the tech industry nor the automobile industry. The outcomes remain open-ended, but every industry today must be heading down the pathways of transformation."*

Among the startups from Bavaria in the German delegation is nate, based in Munich. The site was one of the main winners of startupbavaria, and co-founder Lukas Fellhauer will be in Austin focusing on internationalization: *"You don't often have the opportunity to meet so many decision-makers in such a relaxed atmosphere. We wanted to take advantage of the opportunity to pitch our idea as often as possible."* Using the "nate helps" app, this social-impact startup generates donations for social projects via smartphone advertising. The app was recently released onto the German market, and within ten weeks the startup was able to transform more than 13,000 euros of advertising money into donations.

The joint presence at SXSW in Austin is a project of Initiative Musik and part of the foreign trade show program of Germany's Federal Ministry for Economic Affairs and Energy. Contributors to German Haus include the German Federal Government's Culture and Creative Industries Initiative and Platinum Partners, the German States of Baden-Württemberg, Bavaria, Berlin and North-Rhine Westphalia; Gold Partners, Hamburg and, for the first time, the city of Munich; and Silver Partners, the German Consulate General in Houston and the independent IT industry trade association ASQF (Association for Software Quality and Further Education).

Wunderbar – Germany at SXSW
German Haus @ SXSW Interactive

Saturday, March 12, 2016

Media and Virtual Reality

- Tech Show I: New Media Products from Germany, 12 - 1 pm
- Tech Show II: Virtual Reality, 5:30 - 7 pm
- Storytelling & Virtual Reality: Talk with different VR companies, 1 - 2 pm
- EU Regulation on Internet Platforms: Talk with Julia Reda (EU Parliament), 3:30 - 4:30 pm
- The Self-Driving Car in the City of the Future: Talk with Alexander Mankowsky (Daimler AG), 4:30 - 5:30 pm
- West by Southwest Germany Party, hosted by NRW & BW, 8 pm - 2 am

Sunday, March 13, 2016

Tech to Go – Apps, Wearables and Maker Products from Germany

- International Breakfast: How Wearables and Applications can assist the Consumer: Talk & Networking, 9:30 - 11 am
- Tech Show III: Wearables / Hardware / IOT, 11 am - 12 pm
- Wunderbar Luncheon: Small Lunch, big Data: Networking & Presentation, 12 - 2 pm
- Oktoberfest@Reeperbahn, Party hosted by Hamburg & Bavaria, 8 pm - 2 am

Monday, March 14, 2016

Smart Cities

- International Breakfast: Innovation Strategies for Cities and smart City Concepts: Talk & Networking, 9:30 - 11 am
- Nudging Me Softly - Persuasive Tech for a sustainable City: Talk in Cooperation with Technology Foundation Berlin, 2 - 3:30 pm
- Tech Show IV: Ideas for smarter Citizens, 3:30 - 5 pm
- Berlin Interactive Night: Party hosted by Berlin, 8 pm - 2 am

www.german-haus.biz.

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