

# INFO DAY IN GERMANY

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Germany - Baden-Württemberg

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# INFO DAY IN GERMANY

## “USER-CENTRED INNOVATION IN THE CREATIVE INDUSTRIES”

**Date:** 1<sup>st</sup> October 2020

**Location:** L-Bank Rotunde, Stuttgart

### Project relevance:

This event is based on the concept for the info day of COCO4CCI.

### Participants:

// Number of participants:

// Participant structure:

\_30 AVM

\_30 CCI

**Target groups:** The event hosted 58 people onsite coming from AVM and CCI companies, innovation agencies and universities. Additionally the event was streamed online on the Brella platform within the framework of the Hightech Summit Conference, which gather together 1500 online participants.

## Event

### DESCRIPTION

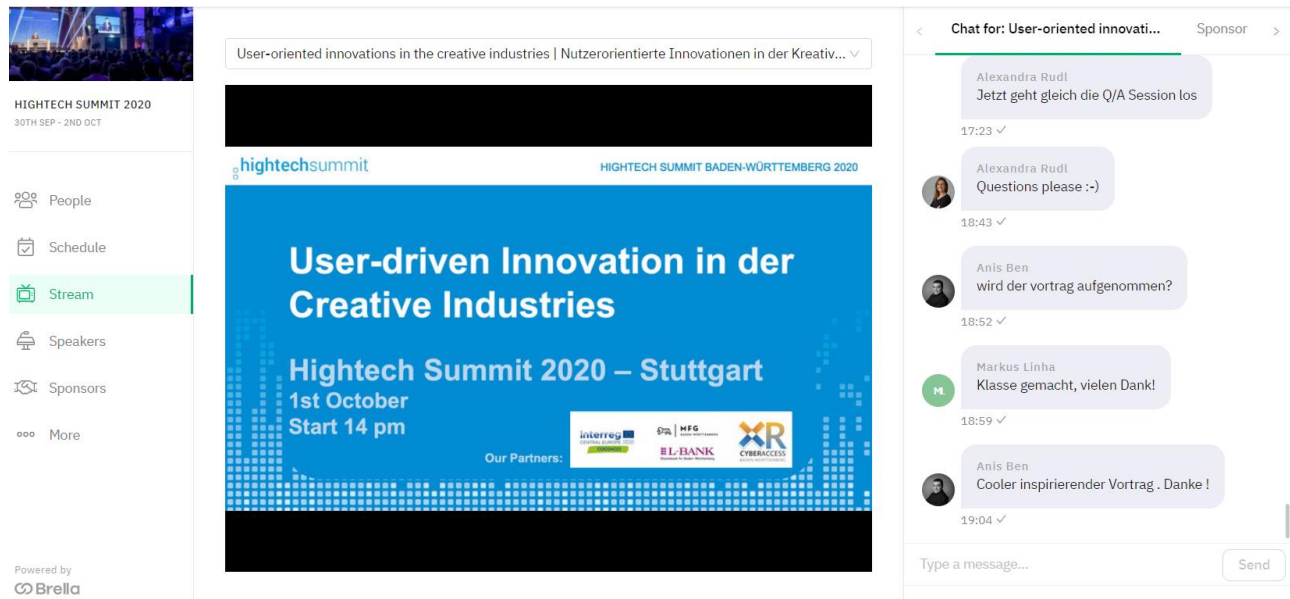
The COCO4CCI Info Day in Germany was organised on 1st October 2020 in the framework of the Hightech Summit Baden-Württemberg, the largest technology congress in Baden-Württemberg. The Hightech Summit is dedicated to the topics of technology, innovation and entrepreneurship and presents both successful digitisation projects from Baden-Württemberg and from the international context.

Within this framework, bwcon GmbH with the support of the Stuttgart Media University (HdM) organized an Info Day to launch the COCO4CCI project and the upcoming pilot with focus on "User-centred innovation in the creative industry".

The event was opened with the presentation of the COCO4CCI project by Magdalena Weinle, project manager of COCO4CCI at the Stuttgart Media University. During this presentation, the cooperation collider was presented, with particular focus on the upcoming call for CCI for the pilot action.

The event was organised following a hybrid format: A limited number of registered participants was admitted into the venue (following the COVID19 restrictions). To allow a greater participation, the event was at the same time streamed on the matchmaking platform Brella as well as on the Facebook Channel of bwcon.

This offer also the opportunity to experiment already at this stage some online matchmaking tools to allow a direct contact among representative of CCI and AVM.



**Figure 1 Screenshot from the live streaming of the Info Day in the Brella Matchmaking Platform**

The audience was composed by both representative of CCI and AVM.

## Topics of the event and presentations

Customer orientation is the top priority for innovations. But which approaches can be used for user-centred design and how can this be integrated into the innovation process? What possibilities for user-centred design do digital technologies and data offer? The Info day gave the opportunity to find out which methods are available for user-centred design and which experiences companies have made with them.

The event was composed by the following slots:

1. An introduction in the COCO4CCI project and the participation opportunities for AVM and CCI
2. Two technologies presentations:
  - a. The CEO of the company b.Rex GmbH gave an overview of the technologies implemented by his company for client projects: from Augmented and virtual reality to CGI & 3D Animation.
  - b. The CEO of the company Lightshape presented a real application case developed for AUDI AG using VR headsets and holodeck
3. Four Creative Startups pitches
4. A Transfer success case: example of successful collaboration between creative company and AVM
5. An Entrepreneurship Growth Story: The company diconium, which in 2020 celebrate 25 years of success in the creative industry, presented the story of its growth from a startup to a successful established company, now partially owned by Volkswagen

## **FEEDBACK**

The event was very well received by all attendees. All presentations were very much appreciated and generated an active debate with the audience in the room as well with the one online, which could join the conversation to the chat function integrated in the Brella platform.

## **FOLLOW-UP**

As a follow up of the event, the contacts established during the Info Day will be approached to participate within the COCO4CCI pilot. The regional website of COCO4CCI was also announced and presented during the event. There bwcon and the HdM will publish all further information for the participation of AVM and CCI into the pilot.

## **OUTPUT**

Online material:



At the event, two videos have been recorded and will be put at disposal of all interested parties on the the COCO4CCI Website. The videos presents real application cases of AV/VR and mixed.

Two experts present real use cases of application of these technologies in creative and industry context:

- Maximilian Schmierer, CEO of b.Rex gives an overview of the technologies implemented by his company for client projects: from Augmented and virtual reality to CGI & 3D Animation. He present a real use case: Munis a platform they develop for the organisation of online events and fairs, where users can interact online, navigate stands, embed and plan livestream in the event stage, see in real time where customers are on the platform and what they are interested in.

Source: <https://munis.digital/>

- Robin Wenk, CEO of Lightshape present a real application case developed for AUDI AG. The core piece of the system at Audi at Ingostadt is the communication software HCC, created by LIGHTSHAPE, which enables the collaborative work of multiple users. For this, basic consumer hardware like Oculus Rift and HTC Vive can be used, but as shown in this case, professional tracking systems or VR-headsets may as well. With this, a whole team of users in one physical room can communicate in VR and examine virtual models. Furthermore, more VR headsets and Holodecks can connect from all over the world. All users are located within the same virtual space and discuss their respective problems on the 3D model in question at hand. This way, complicated situations can be expressed and evaluated, completely independent from physical restrictions. The XR system is especially easy to use, even for users without previous experience with the system.

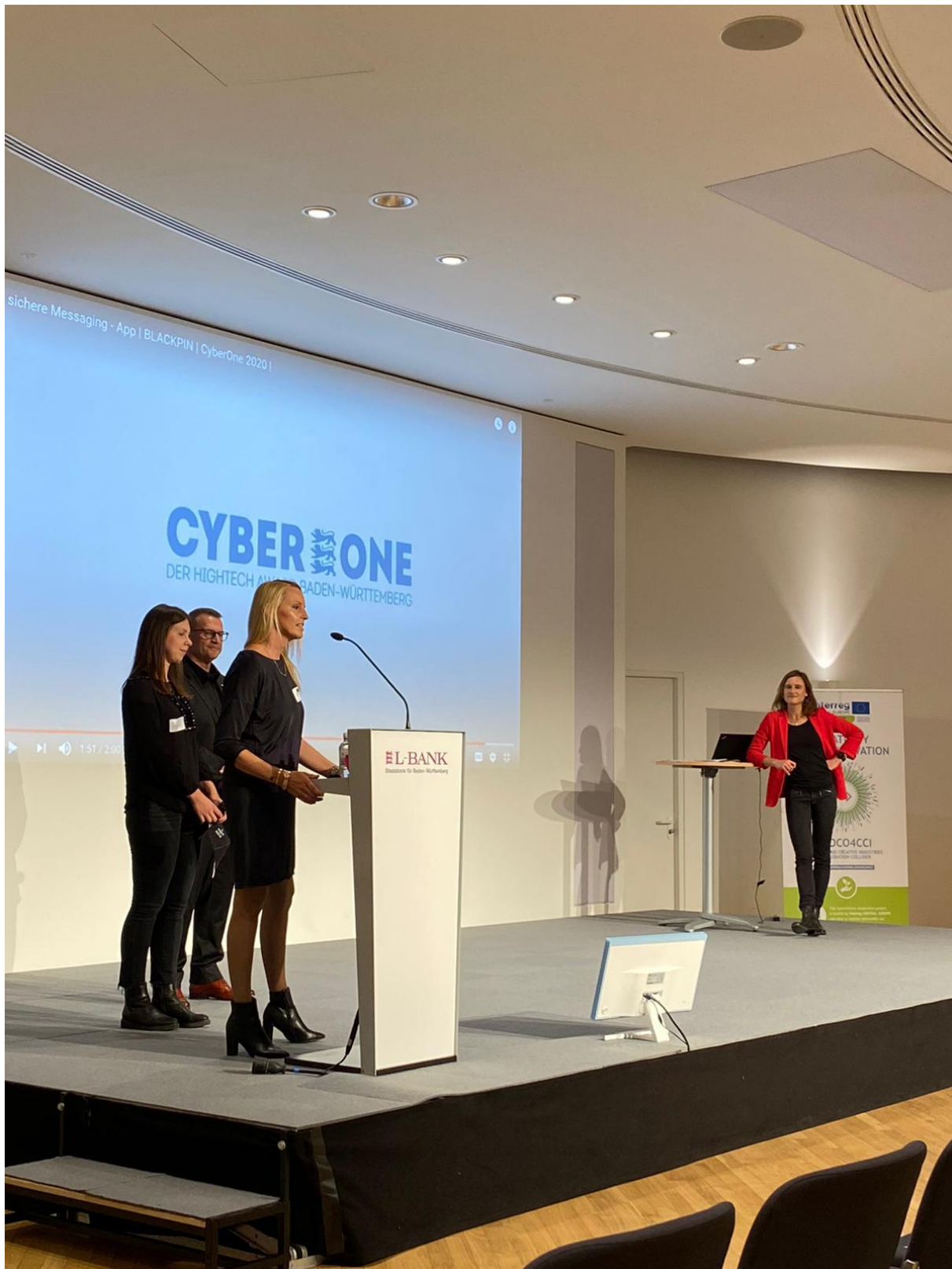
Source: <https://www.lightshape.net/en/projects/audi-engineering-holodeck/>

## PHOTOS















## ANNEX 1: Agenda

# COCO4CCI INFO DAY

## „USER DRIVEN INNOVATION IN THE CREATIVE INDUSTRIES“

L-Bank Rotunde

Stuttgart, 1 October 2020

<b>11:30 Uhr:</b>	Ankunft und Registrierung der Gäste
<b>12:00 Uhr:</b>	Begrüßung und Eröffnung Das COCO4CCI Projekt Magdalena Weinle, Hochschule der Medien
<b>13:00 Uhr:</b>	Turning Data into Business - Livestream aus Karlsruhe Wolfgang Grenke (Gründer Grenke AG & BWIHK-Präsident, Präsident IHK Karlsruhe, Vizepräsident Eurochambres) Stefan Brandl (CEO, ebm papst)
<b>14:00 Uhr:</b>	Nutzung von Game-Engines für XR-Anwendungen Maximilian Schmierer (Geschäftsführung b.ReX GmbH) Games Engine in der Automobilindustrie Robin Wenk (CEO, Lightshape) Martin Rademacher (Audi AG)
<b>15:45 Uhr</b>	Speakers Corner   Start-up Pitching
<b>16:45 Uhr</b>	Transferdoppel: Menschzentrierte Digitalisierung mit Künstlicher Intelligenz Manuel Kulzer (Wissenschaftlicher Mitarbeiter HdM, KI-Trainer) Josef Buschbacher (Geschäftsführer der Corporate Learning + Change GmbH) Jonas Menesklo (Co-Founder und CEO AskYourUI)
<b>18:00 Uhr</b>	Die diconium Story - Vom Stuttgarter Startup zur weltweiten Tech Company Andreas Schwend (CEO diconium)



## ANNEX 2: List of participants