



made  
in  
Germany

# WUNDERBAR

PROGRAM

GERMANY AT SXSW 2016

MARCH 11-20  
AUSTIN, TEXAS



# GERMAN HAUS

RSVP:  
[WWW.GERMAN-HAUS.BIZ](http://WWW.GERMAN-HAUS.BIZ)

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**SATURDAY  
03/12/16**

**MEDIA &  
VIRTUAL  
REALITY**

**09:30 AM - 4 PM  
SHOWCASE**

**ICAROS**

We make you fly. ICAROS combines gaming and exercise with a thrilling VR flight experience.

**09:30 - 11 AM  
TALK &  
NETWORKING**

IN COOPERATION WITH  
W&V + BERLIN SCHOOL

**INTERNATIONAL BREAKFAST:  
DIGITAL STORYTELLING – HOW  
BRANDS CAN PLAY A LEADING ROLE**

Get your coffee, breakfast bites and early morning input all at once. Creatives from agencies & entertainment industry discuss how brands tell their stories using social video.

David Berkowitz, MRY  
Hector Silva, Big Embassy  
Oliver Fuchs, Bavaria Entertainment  
Rebecca Lieb, Analyst, Advisor, Author, NY

HOST: Irmela Schwab, W&V

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**SATURDAY 03/12/16**

**11 AM - 12 PM  
TALK &  
DISCUSSION**

**HOW WEBSITES BENEFIT FROM  
QUIZZES AND PERSONALITY TESTS**

Brands, websites, & blogs can benefit from interactive content that gets readers to share & react.

Anne Dwane, Chegg Inc.  
Boris Pfeiffer, Riddle Inc.  
David Berkowitz, MRY  
Emerson Spartz, Dose.com  
Ingo Rube, Burda Magazine Holding  
James Currier, NFX.com  
Jonathan Smalll, Riddle Inc.

**12 - 2 PM  
NETWORKING**

**WUNDERBAR LUNCHEON:  
MEDIA AND VIRTUAL REALITY**

Meet Germany's Media & VR companies while grabbing lunch and listening to inspiring lightning talks.

**12 - 1 PM  
PITCHES**

**TECH SHOW I: NEW MEDIA PRODUCTS  
FROM GERMANY**

Crowd sourced sports data, intelligent curation, intelligent links – startups present new media ideas from Germany.

Ex-Y-Titty	Nagual Sounds	Videopath
Gamewheel	nate	Vigour.io
KINO-ON-DEMAND	piqd	WAM (we are music)
Rublys	Rublys	
kontextR	Tickaroo	

HOST: Léa Steinacker, WirtschaftsWoche

JURY:  
Angela Kesselring, Head of SZ-Publishing  
Luisa Maier, GTEC  
Natt Garun, The Next Web  
Ramzi Rizk, EyeEm

**1 - 2 PM  
TALK**

**STORYTELLING & VIRTUAL REALITY**

Break down that wall! Let's sneak together into the new world of immersive storytelling.

Achim Fell, Dear Reality  
 André Hellmann, Netzstrategen  
 Andreas Hartman, Konstrukt3  
 Astrid Kahmke, Bavarian Film Centre/i4c  
 Kristian Costa-Zahn, UFA LAB  
 Manuel Uhlitzsch, Magic Internet GmbH/MyVideo  
 Dr. Nikolai A. Behr, brain script GmbH  
 Stefan Sutor, Media Lab Bayern

HOST: Curt Simon Harlinghausen, AKOM360

**2:30 - 3:30 PM  
WORKSHOP**

**GREAT CONTENT! –  
TRANSMEDIALIZE YOUR PROJECT**

Games, films, books, songs play out in various ways on many different platforms. This workshop presents essential tools for creating multiplatform content around your project.

Prof. Egbert van Wyngaarden, MHMK

**3:30 - 4:30 PM  
TALK**

**EU REGULATION ON INTERNET  
PLATFORMS**

Get first-hand insights into EU Regulation on internet platforms by Julia Reda, rapporteur in the European Parliament.

Julia Reda, Member of the European Parliament

HOST: Curt Simon Harlinghausen, AKOM360

**4:30 - 5:30 PM  
TALK**

**THE SELF-DRIVING CAR IN THE  
CITY OF THE FUTURE**

Alexander Mankowsky talks about the relationship between human and machines and how automation can be introduced to society. The future way of interaction between automation and human will have a great impact on society changes and certainly entails new questions regarding our idea of man.

Alexander Mankowsky, Daimler AG

**5:30 - 7 PM  
PITCHES**

**TECH SHOW II: VIRTUAL REALITY**

German startups present VR technology and applications ranging from the human body, archeology to personal training.

Cat medic	SPHERIE	V2C@LRZ
Echtraum XT	SPLASH	VR@UFA LAB
ICAROS		

HOST: Prof. Egbert van Wyngaarden, MHMK

**JURY:**

Astrid Kahmke, Bavarian Film Centre/i4c  
 Christian Stephan, MEDIA SATURN  
 Jewell Sparks, METRO GROUP  
 Myriam Achard, Phi Centre

**8 PM - 2 AM  
PARTY  
FEATURING EAU  
ROUGE AND  
VARIOUS DJS**

**WEST BY SOUTHWEST  
GERMANY PARTY**

HOSTED BY NORTH RHINE-WESTPHALIA &  
BADEN-WUERTTEMBERG

Featuring famous German potato salad, sausages, and beer – meet the creative minds of North Rhine-Westphalia (West) and Baden-Wuerttemberg (Southwest).

SUNDAY  
03/13/16

TECH  
TO GO

RSVP AT [WWW.GERMAN-HAUS.BIZ](http://WWW.GERMAN-HAUS.BIZ)

SUNDAY 03/13/16

09:30 AM - 4 PM **ICAROS**  
**SHOWCASE**

We make you fly. ICAROS combines gaming and exercise with a thrilling VR flight experience.

09:30 - 11 AM  
**TALK &  
NETWORKING**

IN COOPERATION  
WITH W&V

**INTERNATIONAL BREAKFAST:  
HOW WEARABLES AND APPLICATIONS  
CAN ASSIST THE CONSUMER**

Get your coffee, breakfast bites, and early morning input all at the same time.

IoT & Connected Commerce – Unifying Mobile & Store  
The internet of things offers amazing opportunities for companies and new ventures. IoT will unify online and physical store commerce. What are implications for customer service, vendor financing, consumer credit, product returns, and shipping?

Connecting the dots: your customers, your brand and the IoT – We'll explore how brands can better connect with their customers, enrich their lives, and forge lasting relationships. We'll share success stories and cautionary watch-outs across a variety of industries including hospitality, retail, consumer products and financial services.

Freya Oehle, Spottster  
Philip Ryan, Vivaldi Partners Group  
Shah Karim, SafeRock

**11 AM - 12 PM  
PITCHES****TECH SHOW III:  
WEARABLES / HARDWARE / IOT**

German startups and established companies present hardware and software solutions ranging from electronic pens, industry IoT to electronic fashion.

Basslet by Rescued Ideas    ElektroCouture  
Bayduino                      STABILO  
Cybus                            Wotch

**JURY:**

Manuel Colloseus, HUGO BOSS AG  
Jewell Sparks, METRO GROUP  
Scott Schneider, Ottobock

HOST: Shah Karim, SafeRock

**12 - 2 PM  
NETWORKING  
& PRESEN-  
TATIONS****WUNDERBAR LUNCHEON:  
SMALL LUNCH, BIG DATA.**

Small lunch, big data. Meet Germany's big data experts while grabbing lunch and listening to inspiring lightning talks.

Alexander Peiniger, quintly  
Benedikt Köhler, Datalion  
Dirk Kiefer, BZKK  
Jay Habib, ShopCo  
Joerg Blumtritt, Datarella

HOST: Curt Simon Harlinghausen, AKOM360

**2:30 - 3:30 PM  
SHOWCASE****BUILDING A BRIDGE BETWEEN NEW  
YORK AND BERLIN THROUGH FASHION  
AND TECHNOLOGY**

Microchip technology meets Luxury Jewelry = welcome to the future of Fashion! Enjoy an excursion with Laura Wass of WXYZ Jewelry (Beyonce, Rihanna) and Lisa Lang of ElektroCouture (OttoBock, FashionTechBerlin).

Laura Wass, WXYZ Jewelry  
Lisa Lang, ElektroCouture

**4:30 - 7 PM  
SHOWCASE****ZOOBE REVEALS NEW CHARACTER**

Voice-messaging app Zoobe and a leading US-entertainment celebrity will host an event to reveal her 3D characters!

**8 PM - 2 AM  
PARTY****OKTOBERFEST@REEPERBAHN  
HAMBURG BAVARIA MASH-UP PARTY**

Germany's North (Hamburg) and South (Bavaria) are returning to SXSW for their mash-up party. Join us for free drinks and food. It will be a (beer) blast!

**FEATURING:**

Aloa Input, Kytes, DJ XToph  
and gadgets such as the Tickaroo photo booth.

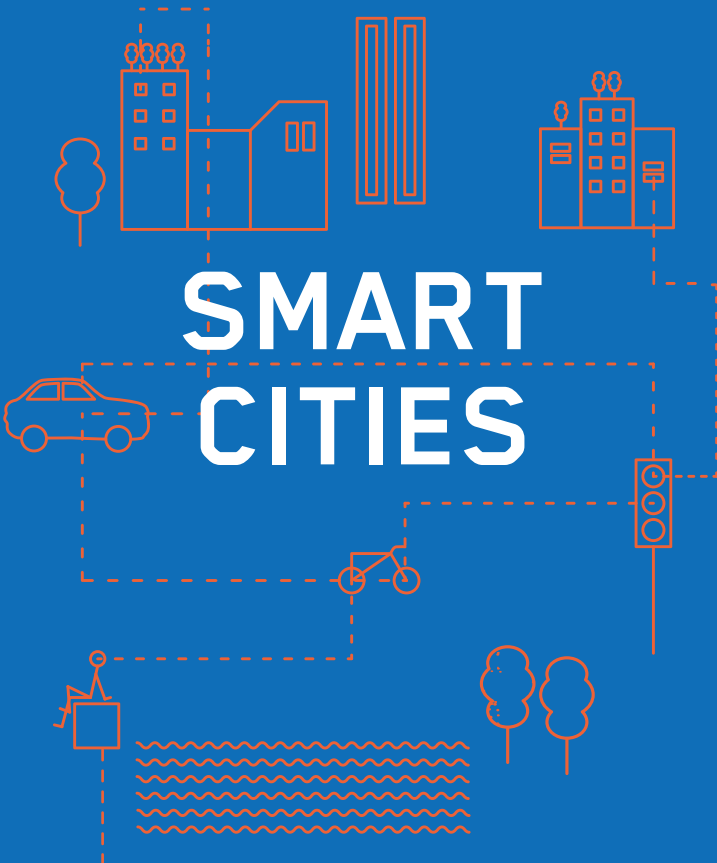
**VERY SPECIAL GUESTS:**

Jasmina Tesanovic and DJ/VJ Bruce Sterling

MONDAY  
03/14/16



# SMART CITIES



RSVP AT [WWW.GERMAN-HAUS.BIZ](http://WWW.GERMAN-HAUS.BIZ)

MONDAY 03/14/16

**09:30 AM - 4 PM ICAROS  
SHOWCASE**

We make you fly. ICAROS combines gaming and exercise with a thrilling VR flight experience.

**09:30 - 11 AM  
TALK &  
NETWORKING**

IN COOPERATION  
WITH BERLIN SCHOOL  
& BORDER SESSIONS,  
THE HAGUE, NL

**INTERNATIONAL BREAKFAST –  
INNOVATION STRATEGIES FOR CITIES  
AND SMART CITY CONCEPTS**

Get your coffee, breakfast bites, and early morning input all at once. We're asking: How do cities generate ideas for smart solutions to meet their challenges?

Aik van Eemeren, Technology Office of Amsterdam  
Christian Behrendt, Creative Lead Google  
Frank Risse, City of Cologne  
Dr. Jennifer Dungs, Fraunhofer IAO  
Jürgen Enninger, City of Munich  
Ken Cornelius, Siemens Corporation  
Nicole Huber, Chief of Staff of the City of Heidelberg

HOST: Richard Gutjahr, journalist and blogger

**12 - 2 PM  
TALK &  
NETWORKING**

**WUNDERBAR LUNCHEON FOR SMART  
CITIZENS: WHAT CAN BE DONE TO  
SUPPORT REFUGEES**

Meet Germany's forward thinking companies and strategists while grabbing lunch and listening to inspiring lightning talks.

Ron Schickler, Munich Volunteers

HOST: Jürgen Enninger, City of Munich

**2 - 3:30 PM  
TALK**

IN COOPERATION  
WITH TECHNOLOGY  
FOUNDATION BERLIN

**NUDGING ME SOFTLY –  
PERSUASIVE TECH  
FOR A SUSTAINABLE CITY**

Take the bike to work, leave the car at home? Achievement unlocked! Psychology, neuroscience, and big data all contribute to an emerging science of motivation.

Agnis Stibe, MIT Media Lab  
Dr. Benjamin Seibel, Technology Foundation Berlin  
Elspeth Kirkman, Behavioural Insights Team North America

HOST: Martin Bryant, Editor-in-Chief, The Next Web

**3:30 - 5 PM  
PITCHES****TECH SHOW IV: IDEAS FOR SMARTER  
CITIZENS**

German startups & think tanks present their smart city solutions.

Antelope  
Bayerische Medien Technik  
Datarella Data Trust  
fluechtlingshilfemuenchen.de  
MLOVE Smart City Campus  
Never Being Left in the Cold Again

Talents Connect  
TankTaler  
Wynd  
Year of the monkey

JURY:  
Christian Behrendt, Creative Lead Google  
Christian Voss, Sedo  
Robert Ehlers, Jung v. Matt  
Scott Schneider, Ottobock

HOST: Felicitas Hackmann, Startup & Tech Reporter

**5 - 6 PM  
TALK****WITHOUT BORDERS: SOCIAL TV-APP  
SUPPORTS MEGA EVENTS**

The researchers of Fraunhofer FOKUS will discuss mega events in smart cities and present their HbbTV toolkit.

Prof. Dr. Ina Schieferdecker, Fraunhofer FOKUS  
Dr.-Ing. Stefan Arbanowski, Fraunhofer FOKUS  
Dr.-Ing. Stephan Steglich, Fraunhofer FOKUS

**7 - 8 PM  
NETWORKING****ASK ME ANYTHING –  
WITH THE NEXT WEB**

Take your chance to meet The Next Web's Editor in Chief Martin Bryant and Natt Garun, US Editor. Pitch your startup ideas and ask them anything.

Martin Bryant, The Next Web  
Natt Garun, The Next Web

**8 PM - 2 AM  
PARTY****BERLIN INTERACTIVE NIGHT**

It's a wrap, Berlin-style! Openers & Berlin Partner invite you for a memorable finale of SXSW Interactive 2016 at the German Haus. Co-hosted with our amazing partners at beBerlin, Berlin Senate for Economics, The Next Web, Glispa Global Group, Factory Berlin, METRO GROUP, & WAM - We Are Music. Free drinks & food.

FEATURING:  
Still Parade, Sarah Farina & Robot Koch



WEDNESDAY  
03/16/16

# WUNDERBAR - THE KRAUTROCK EDITION

RSVP AT [WWW.GERMAN-HAUS.BIZ](http://WWW.GERMAN-HAUS.BIZ)

WEDNESDAY 03/16/16

11:30 AM DOORS

12:30 - 1:30 PM WUNDERBAR LUNCH

PRESENTED BY GENERAL CONSULATE OF THE FEDERAL  
REPUBLIC OF GERMANY HOUSTON & INITIATIVE MUSIK

DJ: Scott Riegel (KVRX)

INVITATION ONLY

1:30 - 2:15 PM HOW KRAUTROCK INFLUENCED  
TALK THE MUSIC WORLDWIDE

David Stubbs, Author of Future Days  
("Krautrock and the Building of Modern Germany")  
Jason Reece (...And You Will Know Us by the Trail of Dead),  
Jean-Hervé Peron (Faust), and more...

HOST: Scott Riegel (KVRX)

OPEN TO ALL SXSW BADGE HOLDERS

2:30 - 6 PM  
SHOWCASE

LIVE:

2:30 - 3 PM STABIL ELITE

3:30 - 4:15 PM FAUST

4:45 - 5:15 PM KREIDLER

OPEN TO ALL SXSW  
BADGE HOLDERS

FAUST



KREIDLER



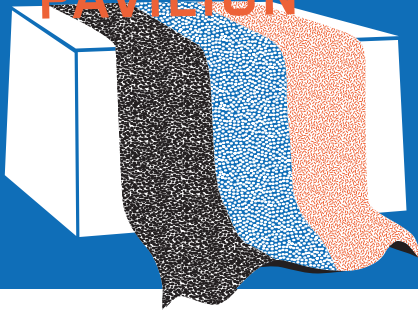
Photo © DAVID MESKHI



STABIL ELITE

# SXSW TRADE SHOW

## GERMAN PAVILION



AUSTIN CONVENTION CENTER  
BOOTH NUMBER #1119

SUNDAY 03/13 10 AM - 6 PM

SPEED DATING –  
MEDIA & VIRTUAL REALITY

STARTUP PITCH –  
MEDIA & VIRTUAL REALITY

GERMAN PAVILION

MONDAY 03/14 10 AM - 6 PM

INTERNATIONAL INNOVATION  
EUROPE: GERMANY  
(AT THE TRADE SHOW PITCH STAGE)

FOLLOWING THE PRESENTATION: MEET THE PITCHING  
COMPANIES (AT THE GERMAN BOOTH)

SPEED DATING – TECH TO GO  
(WEARABLES / HARDWARE / INTERNET  
OF THINGS)

STARTUP PITCH – TECH TO GO  
(WEARABLES / HARDWARE / INTERNET  
OF THINGS)

TUESDAY 03/15 10 AM - 6 PM

SPEED DATING – SMART CITIES

STARTUP PITCHES – SMART CITIES

WEDNESDAY 03/16 10 AM - 2 PM

SPEED DATING –  
MEET THE GERMAN MUSIC MARKET

**SAT 03/12**  
**PITCHES**

**SXSW ACCELERATOR:  
GERMAN STARTUPS**  
**STARTUP VILLAGE / HILTON AUSTIN DOWNTOWN**

Three German startups from Berlin and Hamburg are among the SXSW Accelerator finalists: Basslet, Spherie & Splash. SXSW Accelerator pitch event occurs within Startup Village at the Hilton Austin Downtown.

**SAT, SUN, MON,  
TUE, WED & THU**  
**10 AM - 10 PM**  
**NETWORKING**

**SEDO DOMAIN VILLAGE**  
**503 E CESAR CHAVEZ ST**  
Domain names you can touch, hear, eat, and feel!

**SAT & SUN**  
**03/12 & 13**  
**4 - 7 PM**  
**NETWORKING**

**REEPERBAHN HAMBURGERS –  
INTERACTIVE EDITION**  
**BEST HAMBURGERS IN TOWN!**  
Hamburg invites to free drinks and Texas burgers at the centrally located Downtown Burgers (503 E Cesar Chavez St) | [rsvp@hamburg-xo.com](mailto:rsvp@hamburg-xo.com)

**SUN 03/13**  
**2 - 4 PM**  
**MATCHMAKING**

**HAMBURG TEXCONNECT**  
**EXCLUSIVE MATCHMAKING AT DOWNTOWN BURGERS**  
We are connecting German and American entrepreneurs, investors, and other talented guests. Invitation only.

**WED & THU**  
**03/16 & 17**  
**4 - 7 PM**  
**NETWORKING**

**REEPERBAHN HAMBURGERS –  
MUSIC EDITION**  
**BEST HAMBURGERS IN TOWN!**

Hamburg invites to free drinks and Texas burgers at the centrally located Downtown Burgers (503 E Cesar Chavez St). | [rsvp@hamburg-xo.com](mailto:rsvp@hamburg-xo.com)

**WED 03/16**  
**8 PM - 2 AM**  
**OFFICIAL  
SHOWCASE**

**REEPERBAHN FESTIVAL SHOWCASE**  
**PRESENTED BY REEPERBAHN FESTIVAL, GERMANY'S  
PRIME MUSIC INDUSTRY CONFERENCE**  
**@ LUCILLE, 77 RAINEY STREET**

Incl. performances of: Femme (GB), Public Access T.V. (US), Stabil Elite (DE), The Big Pink (GB), Yung (DK)

**FRI 03/18**  
**12:30 - 1:30 PM**  
**TALK**

**A HEAD BANGERS GUIDE TO ROCK IN  
GERMANY**  
**ROOM 8C, AUSTIN CONVENTION CENTER**

Heavy metal is a force to be reckoned with in Germany. Discover why so many metal heads thrive in the land that hosts Scorpions, Rammstein, and Wacken Open Air.

Bauke de Groot, Soulfood Music Distribution, Hamburg  
Jan Quiel, Booking, Wacken Open Air  
Mike P. Heisel, Initiative Musik, Berlin  
Ralf Nüsser, Summer Breeze Open Air, Dinkelsbühl

**SAT 03/19**  
**8 PM - 2 AM**  
**OFFICIAL  
SHOWCASE**

**BERLIN BEATS**  
**PRESENTED BY MUSICBOARD BERLIN**  
**@ PLUSH, 7TH & RED RIVER**

Incl. performances of: Sarah Farina, Rroxy more, DJ Richard, Robot Koch

# BANDS

ARTISTS AT SXSW 2016



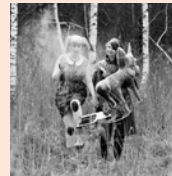
## ALOA INPUT

3/13 8:15PM  
@Lucille  
3/16 8:25PM  
@The Townsend



## AUDIO-DAMN!

3/19 1AM  
@Ester's Follies



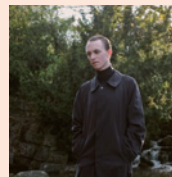
## BEIß-PONY

3/16 10PM  
@Voodoo Doughnut



## BENJ ROSE

3/18 8PM  
@Buffalo Billiards



## BETTER PERSON

3/16 9PM  
@Lucky Lounge  
3/19 6:30 PM  
@Pearl Street Co-Op



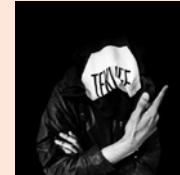
## CAMERA

PLEASE CHECK  
TIME & LOCATION  
ONLINE



## COMA

3/19 10PM  
@Scratch House



## DJ PAYPAL

3/15 12AM  
@Barcelona



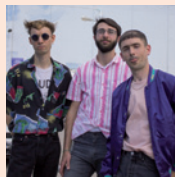
## DJ RICHARD

3/19 11PM  
@Plush



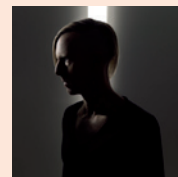
## EAU ROUGE

3/12 8PM  
@Lucille  
3/16 12AM  
@Tellers



## PLATTENBAU

3/16 9PM  
@Voodoo  
Doughnut  
3/18  
@Barracuda



## RICHIE HAWTIN

3/15 12AM  
@Kingdom



## FAUST

3/16 3:30PM  
@Lucille  
3/17 11:30PM  
@Hotel Vegas  
Patio



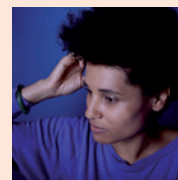
## IAN FISCHER

3/19 11PM  
@Lamberts



## ROBOT KOCH

3/14 10PM  
@Lucille  
3/16 @Empire  
Control Room  
3/19 12:30AM  
@Plush



## rROXY-MORE

3/19 8PM  
@Plush



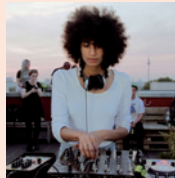
## KREIDLER

3/16 4:45PM  
@Lucille  
3/16 11:10PM  
@The Townsend



## KYTES

3/14 10:30PM  
@Lucille  
3/17 11 PM  
@Esther's Follies



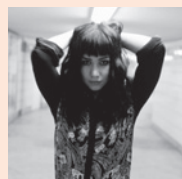
## SARAH FARINA

3/14 11PM  
@Lucille  
3/18  
@Palm Door  
3/19 9:30pm  
@Plush



## STABIL ELITE

3/16 2:30PM  
@Lucille  
3/16  
@Lucille



## LAURA CARBONE

3/17 8PM  
@Tellers



## MUERAN HUMANOS

3/17 7:30PM  
@Hotel Vegas  
3/18 10PM  
@The Iron Bar



## STILL PARADE

3/14 9PM  
@Lucille  
3/16 8PM  
@Tap Room at  
the Market



**WUNDERBAR  
PLAYLIST**

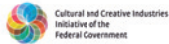
or visit:  
[www.german-heus.biz](http://www.german-heus.biz)

# GERMANY AT SXSW

## IS PRESENTED BY



## IN COOPERATION WITH



## SUPPORTED / ORGANIZED BY



## PLATINUM PARTNERS



## GOLD PARTNERS



City of Munich

## SILVER PARTNERS





# GERMAN HAUS

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