



CRE

Austria at SXSW

ATIVE

German Haus @ Barracuda | 611 East 7th Street | Austin

APPR

March 12 - 16, 2017

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www.advantageaustria.org/austriaatsxsw

HES

Join us for a program full of unforgettable experiences, great new discoveries and inspiring conversations. We will guide you through Austria's rich musical history and today's state of the art music technologies.



CONTACT INFORMATION

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PREFACE

In the year 1934, the Austrian economist Joseph Schumpeter was probably the first to argue that the notions of entrepreneurship and innovation are interrelated; today, the Austrian business landscape is characterised by innovative companies with a truly entrepreneurial spirit. At SXSW 2017, Austria will showcase a selection of its most innovative and promising young startups and institutions from the music and interactive scenes, inspiring the audience with their clever ideas and ingenious technologies and demonstrating how they have contributed to put Austria on the world map as a cutting-edge and creative country.

Austria's presence at this year's SXSW is an initiative of ADVANTAGE AUSTRIA, Austria's official trade promotion organisation, in partnership with Austrian Music Export, Creative Region Linz & Upper Austria, INiTS, the Karajan Institute, Sonophilia, the US Embassy in Vienna and the Vienna Business Agency.

With its headquarters in Vienna and a global network of 110 offices in over 70 countries, ADVANTAGE AUSTRIA offers a broad range of intelligence and business development services for both Austrian companies and their international business partners and is the face and voice of Austria's export business abroad.

We look forward to another chapter of continued success stories, investment opportunities, and flourishing collaborations with our amazing startup ecosystem.

PROGRAM

FRIDAY 03/10/2017		
STARTUP VILLAGE®		
11.00 a.m. – 1.30 p.m.	PITCH COMPETITION SXSW RELEASE IT SXSW Release It is a platform for companies to launch a new, innovative product or service. A panel of judges, comprised of technology experts, venture capitalists, and high-profile media, will select the product or service likely to succeed in the marketplace.	FINALIST: myAlfred
SUNDAY 03/12/2017		
HILTON AUSTIN DOWNTOWN SALON J		
3.30 p.m. – 4.30 p.m.	PANEL HOW DO YOU KEEP YOUR COMPANY HUMAN IN 2030? The rate of progress in AI, digitalization, AR/VR, and automation will force us to reimagine the definition of meaningful work. Join us to learn how to safeguard your company for decades to come.	PANELISTS: Michael Friedl (ADVANTAGE AUSTRIA) Joshua March Cowan (Conversocial Inc) Helen Todd (Sociality Squared) Jey Van-Sharp (MyÜberLife)
SUNDAY 03/12/2017		
EU @ SXSW PALM DOOR ON SIXTH		
Ongoing	EU DEMO DECK MUSIMAP AND SOFASESSION Product demonstrations by the startups Musimap and sofasession on invitation of the EU delegation to the USA	SHOWCASES BY: sofasession Musimap
MONDAY 03/13/2017		
JW MARRIOTT SALON 1-2		
12.30 p.m. – 1.30 p.m.	PANEL ARTIFICIAL INTELLIGENCE IS THE FUTURE OF FASHION Apparel is the perfect collector of biometric data. The enabling technology is rooted in nanotechnology, flexible electronics, and sensors. Sports and fashion brands will play an important role in the evolution of digital health.	PANELISTS: Jenna Guarascio (Kohls) Juan Hinestroza (Cornell University) Sean Montgomery (SUPA) Sabine Seymour (SUPA)

MONDAY
03/13/2017

EU @ SXSW |
PALM DOOR ON SIXTH

2 p.m. –
3 p.m.

**PANEL | THE INNOVATION MACHINE
AND THE MAKING OF EUROPEAN HUBS**

How can we oil the innovation machine and create more progressive clusters? What are important parameters that play a role in the making of hubs? Join the discussion.

PANELISTS:

Sabine Ohler (Vienna Business Agency)

Annika Pierson (The German Accelerator Cambridge, MA)

Mei Wen (Startup Sweden)

MODERATED BY:

Seda Röder (Sonophilia)

MONDAY
03/13/2017

GERMAN HAUS |
BARRACUDA CLUB

3 p.m. –
4 p.m.

**PANEL | ARTIFICIAL INTELLIGENCE IS
THE FUTURE OF FASHION**

In this panel our speakers look behind the scenes of fashion tech and how artificial intelligence disrupts a global market by storm.

PANELISTS:

Sabine Seymour (SUPA)

Lisa Lang (Elektrocouture)

and more

TUESDAY
03/14/2017

AUSTRIAN DAY @ GERMAN HAUS |
BARRACUDA CLUB

10 a.m. –
12 p.m.

NETWORKING BREAKFAST

Dive into the thriving Austrian startup and creative industries ecosystem and join us for a morning full of inspiration and networking.

Selected Austrian startups

12 p.m. –
2 p.m.

LUNCH | NEW TASTE OF MUSIC

At this lunch event, we will introduce you to the best music, technologies, “beautiful minds”, performances and delicacies Austria has to offer today.

SHOWCASES BY:

Fretello | Music Traveler |

Oktav | sofasession | Tonio |

Vienna State Opera

3:15 p.m. –
4 p.m.

PANEL | MUSIC AND LIFE SCIENCES

How can we scale the positive impact of music by using technology? We will speak with experts and startups about music, tech and human health.

PANELISTS:

Daniel Büttner (Lofelt)

Thomas Lidy (Musimap)

Matthias Röder (Karajan Institute)

Philipp Skribanowitz (Mimi)

Walter Werzowa (Healthtunes)

MODERATED BY:

Seda Röder (Sonophilia)

<p>4.45 p.m. – 5.30 p.m.</p>	<p>PANEL THE WALTZ INTO THE FUTURE – HOW AUSTRIA INNOVATES MUSIC Discover how Austrian musicians, institutions and startups are trailblazing the future of (classical) music and redefining the business of creativity.</p>	<p>PANELISTS: Martin Brem (Red Bull Media House) Philip E. Ginthör (Sony Music) Helmut Herglotz (sofasession) Christopher Widauer (Vienna State Opera) MODERATED BY: Matthias Röder (Karajan Institute)</p>
<p>5.30 p.m. – 6 p.m.</p>	<p>SHOWCASE A_NEW_DAY – MUSIC & MOVEMENT Relive A_N_D's journey that started with songs and led to a multi-sensory performance bringing together music, storytelling and immersive media.</p>	<p>Sascha Bém - composer, author Clemens Handler - co-author, director Markus Poechinger - 3D sound producer</p>

THURSDAY ST DAVID'S HISTORIC SANCTUARY
03/16/2017

<p>20.00 p.m. – 20.40 p.m.</p>	<p>SHOWCASE MANU DELAGO HANDMADE Celebrated Austrian Hang player, percussionist, producer and composer Manu Delago will present his new solo album 'Metromonk'; manipulating the Hang in experimental and inventive ways, the many voices and tones of this rare instrument are given top billing among a minimalistic palette of beats and acoustic sources.</p>	<p>Manu Delago</p>
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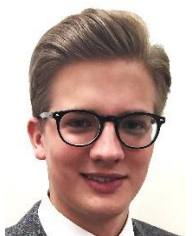
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David Bachmann



Michael Friedl



Florian Krisch



Reanne Leuning

ADVANTAGE AUSTRIA, with its 110 offices in over 70 countries, provides a broad range of intelligence and business development services for both Austrian companies and their international business partners. Our 800 employees and 35 consultants around the world can assist you in locating Austrian suppliers and business partners. We organize more than 1,200 events every year to bring business contacts together. Other services provided by ADVANTAGE AUSTRIA offices range from introductions to Austrian companies looking for importers, distributors or agents to providing in-depth information on Austria as a business location and assistance in entering the Austrian market.

ANNABELLA KHOM

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Contact:

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Annabella Khom

Annabella is an independent journalist, creative writer and copywriter for agencies, media offices and companies in Vienna as well as for Travel magazines abroad. The former editor-in-chief of the European city magazine LE COOL is a keen creative writer having already published a wealth of articles covering a wide variety of topics. In addition, she is content editor at the Austrian startup GUSTAV.

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Patrick Bartos

CREATIVE REGION Linz & Upper Austria is a public funded initiative aiming to support the growth and success of the creative sector. CREATIVE REGION is a hub for people and communities of the CCI, a platform for information and services, an atelier for ideas and projects, and a networking organisation for the reinforcement of the creative sector. CREATIVE REGION develops and implements support programmes and has the capability to adapt its offers to its target group.

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Matthias Röder

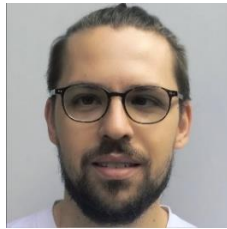
The Eliette and Herbert von Karajan Institute is the media company that manages the music, films, brands and trademarks of Herbert von Karajan. It is also the founder of the Karajan Music Tech Conference (www.karajanmusictech.com)

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Christoph Muck



Florian Richling

ForTunes offers analytics for musicians. Artists use a lot of different online services, generating tons of data. ForTunes collects these statistics and creates tools that help artists to build a sustainable career, organize daily routines and make their musical endeavor as fulfilling as possible. ForTunes provides the insights to guide you through your journey as a musician, producer or DJ.

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Florian Lettner

Become the guitar player you always wanted to be! Fretello is an app that helps you learn guitar faster, more effectively, and permanently. It creates individual exercise regimens that are tailored to your specific needs, detects how you play, selects your optimal practicing tempo and adapts dynamically to your progress.

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Gerald Hoffmann

Futuresfuture is a Creative Content Company, which consists of the three divisions "Art" "Brands" and "Lab". While the "Art" sector includes a Management Agency, Record Label and Publishing, "Brand" is our advertising agency, which combines Art and Brands. "Lab" will host our own proprietary projects.

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Georg Demmer

We offer different services to support startups and freelancers. With our brand CoSpace® we run a coworking space in Vienna/Austria. In addition to that we consult various companies in different fields and develop a partner network agency based on smart cooperative solutions.

Contact:

Clemens Handler

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Clemens Handler

Clemens Handler has refined the art of storytelling for its most sensitive audience. Since he founded handler productions with his wife in 1998, it has become an influential family theatre company, attracting 1,5 million visitors. As author, composer and director, Clemens has continually expanded its portfolio, integrating a range of projects from dramatic consulting to large-scale entertainment.

Contact:

Momo Ghanim

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Momo Ghanim

We plan, implement and automate influencer campaigns with a focus on gaming.

For each campaign, we offer a performance analysis in the form of very detailed data sheets through our online platform.

Through Google Analytics, we have access to metrics like age, region, gender and many more. We have a scalable business model.

Reach exactly who you want, whenever you want and wherever you want.

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Kambis Kohansal Vajargah

Kambis Kohansal Vajargah, co-founder and former CMO of whatchado, supports early-stage startups in the product/market fit process. He covers areas such as digital marketing, corporate development and leadership development. Acting as a startup mentor, he gets involved on strategic and operational level to ensure sustainable progress.

Contact:

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Timar Ivo Batis

Livli is a startup based in Vienna reinventing smoking cessation by combining proven methods, modern technology like smart hardware, apps, data analysis and providing an unprecedented amount of control, information and ease of use. All that within one simple product: Chimni, a smart cigarette lighter that tracks how much you smoke and helps you quit.

Contact:

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Markus Riegler

Micorgreenbox are developing fully automated indoor gardens to grow herbs and microgreens especially for the haute cuisine. The box is creating a microclimate to provide perfect conditions for various plants to grow fast and reliable. This enables chefs to satisfy their demand on microgreens and gives them the chance to experiment with new flavors. Healthy super food, grown locally and easy.

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Philipp Baldauf



Gregor Pichler

myAlfred is for people whose daily routines are dominated by business and stress. The highly advanced artificial intelligence helps you to make time for family trips, to stick to your workout plan or simply have a drink with your friends. It takes everyone's schedule into account as well as other factors such as predicted location or weather. myAlfred brings your life into balance again.

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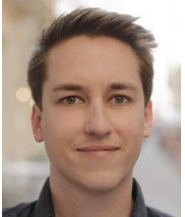
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Amanda von Goetz



Aleksey Igudesman



Dominik Joelsohn



Hyung-ki Joo



Kyle Langenbach



Masa Masuyama

Music Traveler is a unique concept set to revolutionize the way that musicians practice - regardless of professional level or music genre. By enabling musicians to book a room via a convenient "Search - Book - Play" flow on our platform, Music Traveler brings musicians and hosts together. This provides both parties with a win-win situation by saving time, increasing convenience, and optimizing space usage.



Julia Rhee

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Walter Werzowa

Austrian-born Walter Werzowa used to program sounds for Falco; his own band Edelweiss received numerous gold and platinum awards for their international hit "Bring Me Edelweiss". Most notably, Walter created the Intel audio signature and worked with Steven Spielberg on the film "Minority Report". He built three internationally acclaimed companies: MusikVergnuegen Inc, Music Beyond, and recently HealthTunes™.

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Thomas Lidy

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Thomas Lidy

Thomas builds on a 12-year experience in music content analysis through digital audio analysis and artificial intelligence based machine learning.

At Musimap he is responsible for extracting styles, moods and emotions from a 40 million title music catalogue, to power next generation music recommender engines.

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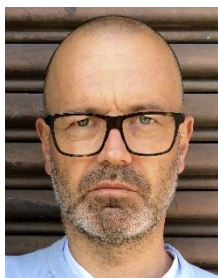
David Kitzmüller

OKTAV is Europe's sheet music subscription service. It simplifies access to high-quality sheet music for every musician on every device. Personalization by taste and skill level inspires and takes everyday practice to a whole new level.

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Martin Brem

A global media company, Red Bull Media House produces, publishes, distributes and licenses high-quality sport, entertainment and educational programming from the areas of Sport & Lifestyle, Nature & Science and Tradition & Inspiration. Its product portfolio includes sport and lifestyle programming, documentaries, feature films, music, games and mobile apps, as well as print and online magazines, that fascinate and inspire audiences all over the world – through all media channels and on all types of devices.

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Sascha Bém

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Sascha Bém

Sascha has always been living in two worlds. As drummer in the bands Paradise Now! and CORE he was touring Europe and the US, also opening for U2 and the Rolling Stones. On the other hand, Sascha has 20 years of experience in the media business as editor (in chief) and free author. With his project A_NEW_DAY Sascha brings together music, spirituality, storytelling and an immersive media approach.

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Helmut Herglotz

sofasession is an online platform that enables musicians to make music in real time with people from all over the world through the internet.

On sofasession you can directly search for musicians. If you search for a pianist for your musical project, you will find one very easily in Paris or Tokyo.

You arrange a rehearsing time, plug in your instrument and then everyone jams comfortably at home.

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Seda Röder

Sonophilia is a business network and a consultancy for creativity. We offer inspiring workshops and interdisciplinary events with a focus on tech and the arts. Additionally, we consult corporations, government organizations and executives who want to establish a more creative culture in their business and society. Our network consists of over six hundred international top executives, entrepreneurs, artists, and scientists.

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Philip E. Ginthör

Sony Music Entertainment Germany is a business division of Sony Music Entertainment, one of the world's leading music enterprises. The company is present in the German-speaking area with repertoire companies and creative A&R units. International superstars like Justin Timberlake, Depeche Mode and Beyoncé, as well as domestic artists like Udo Jürgens, Tim Bendzko and Marteria are part of the portfolio.

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Markus Poechinger

We believe in the storytelling power of immersive media and spatial sound. We design music, sound and 3D audio experiences for film, brands and immersive media – for commercial purposes as well as interdisciplinary projects. As one of the first partners worldwide, our studios were equipped with Barco's IOSONO sound technology. Founder and composer Markus Poechinger embodies the creative spirit of Soundtrack Unlimited.

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Patricia Stark

We are a solution design studio. We help our customers to find the ideal blend of services and products to create value with amazing solutions. Our current project is an Innovation Circus – a new way to engage people with disruptive technologies in an entertaining way. It is a show to inspire and inform about 21st century sensations and a camp to experience, engage and solve real company problems.

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Sabine Seymour

SUPA is an artificial intelligence platform for the body conscious, extreme sports passionate fashion lover. SUPA is the personal 'happy' concierge for a balanced lifestyle. It seamlessly integrates data from sensors in clothing and any connected device. SUPA uses the digital footprint of GenZ and Millenials to create the largest sampling size of data that influences the body 24/7 from biometrics to environmental influences.

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Florian Novak

A world's first: Tonio – a global standard for real-time synchronization of TV and radio signals on smartphones.

Tonio uses cutting-edge technology to deliver inaudible audio signals from TV or radio to synchronize visual information on listeners' smartphones in real time: TV and radio editors now have full control over content consumed on smartphones.

Customers: ORF, Red Bull.

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Philipp Etzlinger

uugot.it is all about learning languages while watching TV. uugot.it streams the TV signal to a mobile device and adds interactive same language subtitles. In case one does not understand a certain word, the user can click on that one and it will be immediately translated – in that very second. Apart from being a language improvement tool, uugot.it is a big help for migrants easing the integration process. The service helps migrants and refugees to arrive in their host country as uugot.it makes local broadcasts understandable. Therefore, they learn to understand how the society of the host country is structured and what challenges they are facing.

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The Vienna Business Agency is the first point of contact for national and international companies of various sectors and sizes – from startups to large companies. It offers advice, real estate, financial funding and a wide variety of services and activities, free of charge and multilingual. With the Vienna Startup Package selected international startups are being supported to develop their business idea in Vienna.

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Christopher Widauer

In 2013, Vienna State Opera as one of the world's leading opera houses (300 sold out performances, 60 different operas and ballets, 600.000 patrons per season) has launched the first global live streaming service for opera. With 45 live events per year, two channels, synchronized second screen content and a regular programme in UHD it sets a new benchmark for the digitalization of cultural events.

In cooperation with



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