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2017 Helsinki
30. Nov / 01. Dez.
Booth 6B.6

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blogfoster is the leading platform for scalable influencer marketing.

As the fastest growing discipline in marketing, influencer marketing is changing the face of marketing and advertising across all industries.

Currently, advertisers are able to reach more than 50 million prospective customers through blogfoster. blogfoster relies on automation and analysis, which enables us to target marketing budgets more effectively and take an ROI-focused approach to influencer marketing. In turn. Thereby creating a measurable and scalable approach to influencer marketing.

500 brands and agencies are already using the blogfoster platform in collaboration with 35,000 social influencers on Instagram,

Youtube, Pinterest and Blogs. If you are interested download the Influencer Marketing white paper on blogfoster.com.



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Too Many Marketing Channels – Too Little Orchestration

CrossEngage is a cloud-based marketing platform, combining a customer data platform with powerful segmentation and cross-channel campaign management capabilities. Its flexible data structure allows clients to integrate all data sources and existing tools without replacing their marketing stack. Synchronising user data creates an actionable, real-time 360° view.

This single user view enables content personalization and journey optimisation across all touchpoints. These insights, as well as the user segment's builder, empowers marketers to create real-time automation based on user behaviour, orchestrating marketing activities across all channels.

CrossEngage holds the ePrivacy seal and

exceeds the standards of the German data protection law.

Since its launch in 2015, CrossEngage won clients such as Deutsche Bahn Vertrieb GmbH and HelloFresh among many others.



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mymoria – the digital funeral home

There is one topic in life we hardly talk about – death.

Therefore, people do not know what to do in a case of death. At that point in time mymoria helps. mymoria offers a simple, yet individual and convenient funeral planning from wherever you are, with an average saving of 30% to the local mortician.

As a full-service funeral home, mymoria offers a funeral planning completely digital for the first time. Together with its network of morticians, mymoria offers the full value chain of a funeral, from planning all aspects of the funeral to conducting the ceremony. Since launch, mymoria has become the leading digital funeral home in Germany

and is going to launch its services in other European countries soon.

#wetalkaboutit

mymoria
IN GUTER ERINNERUNG

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Go Global with Paymentwall

Paymentwall is the leading global payments platform. The platform allows 5 billion people to make payments using not only credit cards but also 150 local payment options all over the world.

Paymentwall solves payment problems of large-scale companies and startups with technology and enables payments for end-users all over the world.

Today, Paymentwall helps over 200,000 merchants, including SEGA, LG Electronics, Bandai Namco, Shopify, Kakao Games, Kigo, Wargaming, Tencent, and Gameforge to accept payments and scale globally.

You can download the video presentation here: <https://we.tl/Zz3LaJYvAh>

 **Paymentwall**

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PERMETEX® – Textiles with unique built-in insect protection

What do Swiss knives, the trench coat and the internet have in common? They are all ingenious inventions that were once developed on behalf of the military before they entered the civilian world – including the insect repellent textiles, equipped with PERMETEX® technology.

The PERMETEX® technology stands for a special manufacturing process in which the insect repellent is anchored inseparably into the fibre of the fabric – the protection function is invisible, odorless and long lasting up to 100 washes.

PERMETEX® products provide effective protection against insects minimizing the risk of insect-borne diseases.

PERMETEX
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on the road
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Engage People, Not Devices. Germany's leading Cross-device technology provider

Roq.ad is an award winning technology provider dedicated to helping publishers, advertisers, and tech companies navigate through today's multi-device reality.

Roq.ad's privacy compliant proprietary cross-device technology matches devices to people and people to households. This enables companies to see beyond and focus on the actual people.

Roq.ad technology pairs requests from devices to identify all possible combinations of desktop, mobile cookies and devices.

Roq.ad

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Virtual Reality e.V. Berlin-Brandenburg bundling immersive technology power

Virtual Reality e.V. Berlin-Brandenburg (VRBB) started early 2016 as an initiative among several companies from Berlin and Potsdam.

There are currently more than 50 technology companies, research institutes and media enterprises involved such as UFA, Hasso Plattner Institute, Film University, SMI, Exozet, Fraunhofer HHI, rbb, Illusion Walk, Deutsche Telekom and many others.

The association bundles all of the existing expertise on Mixed, Virtual and Augmented Reality in the capital region as a way of making this hub internationally competitive in the field of immersive computing technologies.

VRBB is also one of the four initiators of the MediaTech Hub Potsdam, one of 12 national de:hubs selected by the German government for its focus on media technology. Chairman of the board is Stephan Schindler.



Virtual Reality Berlin-Brandenburg e.V.

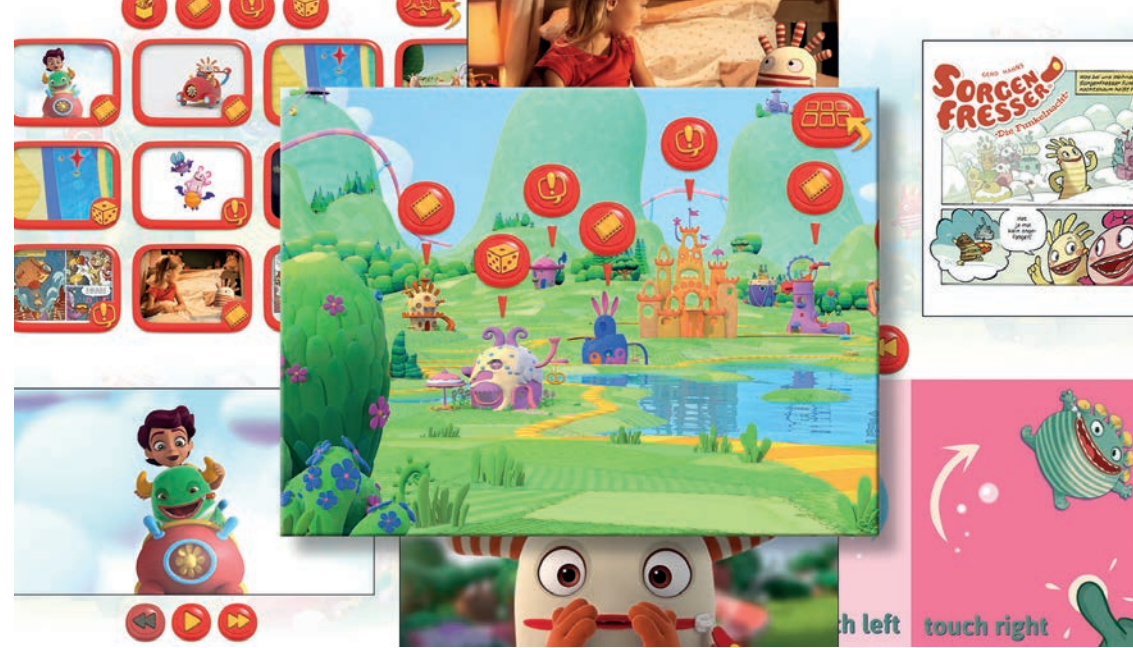
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Mediabox – Transmedia Entertainment Platform

Wonderz develops Mediabox. The transmedia framework that helps content creators to publish all the content of their entertainment brand in one app. Easy to use. One brand, one app.

Mediabox is built with episodic transmedia content in mind. The next game update tomorrow, the new animated episode next week, the next comic chapter every first Monday.

Our clients can mitigate their risk by testing out new content way earlier and cheaper.

We help creators to provide consumers with a new way to enjoy their entertainment. Giving them all the content from the brand they love, right next to each other.

WONDERZ

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Partner

First choice:

Berlin Partner for Business and Technology.

Berlin Partner for Business and Technology is the economic development agency of Berlin. We offer business and technology support for companies, startups, investors and science institutes in Berlin.

With customized services and an excellent science and research network, our experts provide an outstanding range of offerings to help companies launch, innovate, expand and secure their economic future in Berlin. We advise companies in creating tailored concepts for subsidies, lend support with other economic development assistance and help them search for centrally-located real estate and qualified personnel.

In 2016 Berlin Partner launched Start Alliance Berlin – a startup exchange program which enables startups to expand even faster and at significantly lower cost into a growing number of innovative powerhouses across the globe, including New York, Shanghai, Tel Aviv, London, Paris and Berlin. Apply for the next startup batch to Berlin via www.startalliance.berlin.



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Brandenburg Economic Development Corporation.

Brandenburg Invest (WFBB), the Brandenburg Economic Development Corporation, is the partner for investors, companies and technology-oriented start-ups based or interested in the state of Brandenburg. WFBB offers all services for economic development and the promotion of employment from one source — from the support during the establishment of a company and its expansion to innovations, internationalization and networking to the acquisition and qualification of specialist staff.

We are the central point of contact for technology-related start-ups: consulting, business coaching at the highest level, support with loan-programmes and grant-aid programmes in collaboration with Brandenburg's business promotion bank Investitionsbank des Landes Brandenburg (ILB).

The MediaTech Hub Potsdam is a physical place and a network at once. On the basis of the location's established film and IT expertise, new digital methods for data utilization and media production (e.g. virtual and augmented reality) are developed and implemented. With its interbranch orientation and unique interaction, Potsdam becomes an innovation space of digital transformation.

Wirtschaftsförderung
Brandenburg | WFBB

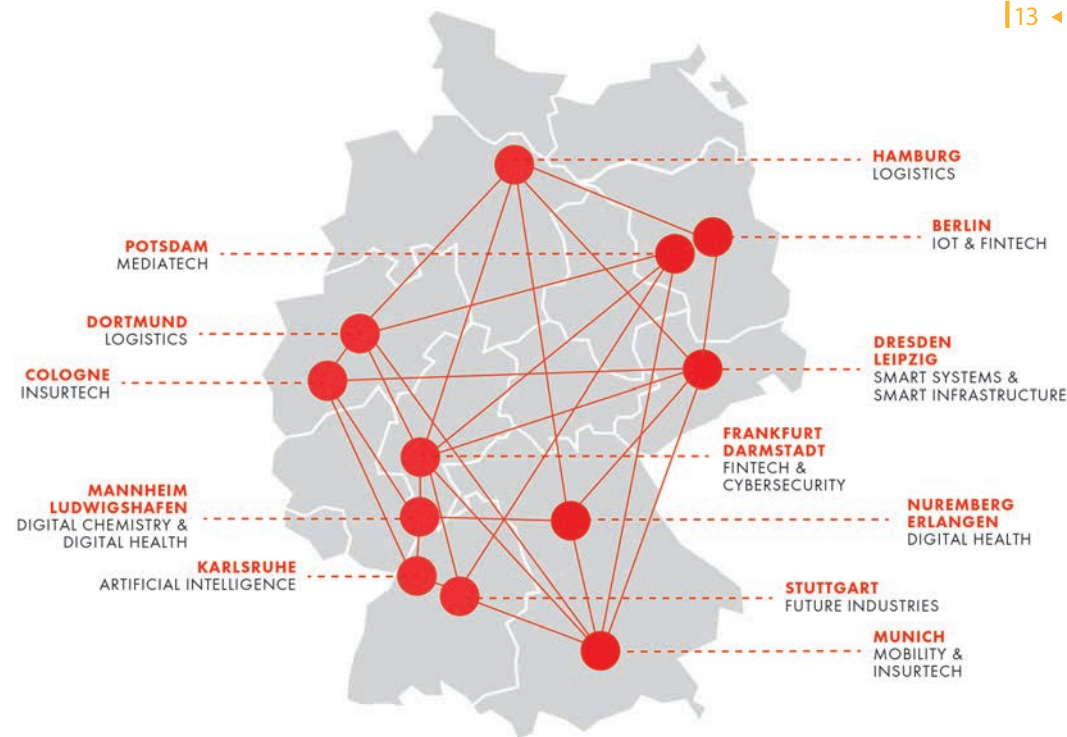
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We connect to innovate: Germany Trade & Invest and the Digital Hub Initiative

Germany Trade & Invest (GTAI) is the economic development agency of the Federal Republic of Germany. We see ourselves as facilitators who support German companies in their international business activities. Furthermore, we locate foreign companies to Germany. wTo attract start-ups, we are promoting the Digital Hub

Initiative which aims to position Germany as a globally leading digital ecosystem. In twelve Digital Hubs across Germany, the innovative approach of entrepreneurs and startup talents is combined with the resources and skills of established enterprises. Thus, we create digital business opportunities and add cultural and economic value to both established and growing businesses.



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