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EUROPEAN UNION

European Regional  
Development Fund

AI TRADE MISSION

## Greeting

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**ANDREA PETERS**  
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AI is no longer a foreign word and is more and more becoming a part of our everyday lives. For over a decade now, AI companies have settled in the capital region and are continuing to multiply. Almost 30% of Germany's AI companies are currently based in Berlin-Brandenburg.

The more the field is developing, the more important it becomes to join forces with other cities and countries in order to have the best possible outcome for the future. Hence, Germany and France want to work together on a common AI strategy with the goal of creating a further pan-European cooperation strategy. Therefore, the European Regional Development Fund supports this company trip to France's well-liked capital: Paris!

Our 4-day program will cover visits to research institutes working with AI and handpicked companies from the digital media and creative industries sector specifically operating in and around Paris.

Attendees of the program will get an insight into the French AI ecosystem and discover recent success cases and applications in the industry. Thereby, the attendees will be able to identify fields of learning for the own structural development in Germany and investigate potential fields for international collaboration on AI driven projects.

Furthermore, our evening program will enable the attendees to strengthen their network and on day 3, there is also the possibility to visit the *France is AI* conference.

We are looking forward to an exciting trip that will leave us with great connections and ideas for further strategies.



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AMILUX  
FILM

Amilux Film is a film production company based in Vienna, founded by Gerda Leopold in 2014. The company's aim is to combine narrative forms of film with the latest tech. The last project *Ballavita*, a 34 min. narrative, stereoscopic 360° film, shot in Live action CG, premiered at the 75th Venice Film Festival in 2018.

Currently postproduction of *Karussell* is in the final stages. *Karussell* was at first produced in 2016 as a 360° projection film under the name *Carrousel – The 360° Experience*. In order to show *Carrousel – The 360° Experience*, a specially designed projection space was built, the Cinema XR. It can seat up to 70 people. *Karussell* will be released as a movie for traditional cinema in 2020.

Amilux Film is also developing *Schiele – The Xperience*, an interactive XR film using AI. The participants are immersed into the world of the painter Egon Schiele, have to answer questions and based upon a 3D image of them in the virtual world will be produced.

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ART+COM  
STUDIOS

**ART+COM STUDIOS** designs and develops new media installations and spaces. We use new technology as an artistic medium of expression and as a medium for the interactive communication of complex information. In the process, we are improving the technologies constantly and exploring their potential for spatial communication and art.

**ART+COM ART** designs media sculptures and installations that have an effect on their respective locations, giving them their identity — beyond their function and architecture. Our art projects are both commissioned for public space and produced on our own initiative.

**ART+COM COMMUNICATION** designs and implements media installations and spaces that impart complex content in a targeted manner and turn information into an engaging experience. We create exhibits for exhibitions, museums and brand spaces.

**ART+COM RESEARCH** explores new media and its applications both independently and in co-operation with companies and academic institutions.

**ART+COM e.V.**, founded in 1988, is today ART+COM Studios, working internationally in the field of art, communication and research.

bbw University of Applied Sciences is located in the heart of Germany's creative capital Berlin. Founded in 2007 by UVB, the association of employers in the region, it offers a range of professional courses at both the Bachelor and Master's level.

One of the unique appeals of the University is its close connection with the region's economy. Currently 1,200 students are enrolled at bbw, making it the largest private University of Applied Sciences in the Berlin Brandenburg region.

Malte Behrmann is a professor and independent attorney based in Berlin. He teaches creative industries & communication at bbw University and lectures regularly at Babes-Bolyai University (Cluj), at Lomonosov Moscow State University and as external examiner at LabEx ICCA – Université Paris 13. Malte has led legal & development affairs at Pix.Co (Seoul) and co-founded the German National Association of Game Developers (Game e.V.) where he served as CEO for seven years. As General Secretary of the EGDF, he then represented game development issues to EU institutions for more than 7 years. During this time, he participated in six EU research projects and is until today member of the steering board of the NEM Initiative. He published four books and many articles and contributions. His main political achievements are public funding for game development in Germany and Europe. He has also actively moderated the digital shift within the industry from retail to online and to mobile from a developer perspective. Malte actively supports startups and companies in the field of AI, especially in the narrative context.



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The European Film Market, one of the top three meeting places of the international film and media industries, is the business centre of the Berlin International Film Festival. Its close links with the Berlinale as a public film festival, and its position at the heart of Berlin's vivid creative economy, are defining characteristics of the film market. Yet the EFM is more than just an agile marketplace for trading film and audiovisual content – it has also positioned itself as a platform for innovation and change. Looking to the future of the film, media and entertainment world and its cross-pollination with the growing tech and startup industries, EFM Horizon gives space to discussion, debate, knowledge, and networking amongst these sectors through a stimulating variety of programme offerings.



BrighterAI

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Brighter AI has developed 'Deep Natural Anonymization', an anonymization solution for videos based on state-of-the-art deep learning technology. The software generates artificial objects such as faces and license plates in order to protect personally identifiable information in line with data privacy regulations like GDPR. The artificial objects appear fully naturally and – in contrast to traditional anonymization techniques like pixelating – maintain the data's full analytics and machine learning capabilities. This is crucial for use cases that require large amounts of publicly-recorded camera data such as autonomous vehicles, intelligent retail stores or smart city applications. For the innovative technology that solves the 'privacy vs. analytics dilemma' for over 1.1bn public cameras, Brighter AI was named 'Europe's Hottest AI Startup' by Nvidia.

Cinemathon develops innovation tools, organizes conferences and workshops, provides business development, project management and community building for the film industry and creative industries at large.

CINE  
MATHON



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CrossEngage is a SaaS solution that combines a Customer Data Platform (CDP) with cross-channel campaign management. The platform creates detailed customer profiles, which marketers use to create sophisticated segments and manage automated real-time campaigns across channels. CrossEngage is the first and only CDP provider in Germany. Dr. Florian Heinemann, partner at Project A and Germany's online marketing thought leader, was among the renowned investors who saw the potential in CrossEngage's technology early on: Large platforms are increasingly monopolizing direct customer access, and personalized engagement that increases customer retention is an effective route to margin regeneration.

Customers include Deutsche Bahn Vertrieb, HelloFresh, Sunrise, Mycs, Manufactum, Limango, Depot, and others. Investors include Vorwerk Ventures, Project A, Earlybird Venture Capital, VC Fonds Kreativwirtschaft managed by IBB Beteiligungsgesellschaft, Capnamic Ventures, Ventech, 42 Capital, and Cavalry Ventures, as well as numerous business angels who are prominent in the field. CrossEngage was founded in 2015 and the Berlin-located office currently employs 55 people.




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Deloitte provides audit, risk advisory, tax, financial advisory and consulting services to public and private clients spanning multiple industries; legal advisory services in Germany are provided by Deloitte Legal. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and high-quality service to clients, delivering the insights they need to address their most complex business challenges. Deloitte's approximately 286,000 professionals are committed to making an impact that matters.

Evonik is one of the world's leading specialty chemicals companies. It may not manufacture tires, mattresses, medications, or animal feeds, but Evonik is part of all of those products. Evonik produces mainly additives which make tires fuel-efficient, mattresses more elastic, medications more effective, and animal feeds healthier etc.

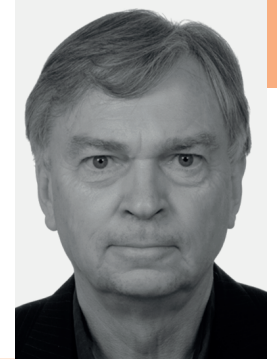
Evonik is organized in a decentralized corporate structure: three chemical manufacturing segments, which operate close to their markets and customers and have a high degree of entrepreneurial independence. They are supported by a Services segment. In fiscal 2018, the enterprise generated sales of around € 15 billion and an operating profit (adjusted EBITDA) of about € 2.6 billion. Over 36,000 employees worldwide are part of Evonik.

#EvonikDigital is the digital daughter. Founded in 2017 in the heart of the Ruhr area, the team of experts at Evonik Digital GmbH works quickly, flexibly and with a great deal of freedom on the implementation of unusual ideas. Evonik's digitalization strategy is built on five pillars and takes a holistic approach. The interplay of all these aspects is crucial for preparing the company to face the challenges and opportunities of the future successfully. Experts from different branches came together to develop new digital concepts and solutions, which later will be introduced into the Evonik group e.g. e-commerce.

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The Fraunhofer-Gesellschaft undertakes applied research of direct utility to private and public enterprise and of wide benefit to society. Its services are solicited by customers and contractual partners in industry, the service sector and public administration. The society maintains around 70 research Institutes, at over 40 different locations throughout Germany.

The Fraunhofer Heinrich-Hertz-Institute located in Berlin is a leading research institute in the fields of mobile broadband communications, photonic networks, machine learning and electronic imaging. The Video Division with almost 100 researchers has a long experience in signal, image, and video processing. It comprises two departments that collaborate closely in fields related to immersive media, encoding & streaming and artificial intelligence. The applications range from multimedia services to industrial and medical applications. It covers all fields from algorithm development to chip and systems design. Fraunhofer HHI is also renowned for its leading role in standardization within ISO/IEC MPEG, ITU-T VCEG, DVB, 3GPP and IETF. In addition, it was member of several European research projects and hosts the Berlin Big Data Center (<https://big-data-berlin.dima.tu-berlin.de/home/>) and the Smart Data Forum (<https://www.hhi.fraunhofer.de/das-fraunhofer-hhi/kooperationsplattformen/ciniq-centersmart-data-forum.html>).

Fassoo is a software-as-a-service automated multi-language video tagging platform, which enables the automated generation of metadata for video content based on computer vision and machine-learning technologies. The platform allows video content owners to upload video files to the platform to be automatically tagged and indexed. Key components of the automated tagging process are intelligent keyframe extraction, person recognition, semantic concept detection, logo and object recognition, optical character recognition and the detection of interpersonal interactions.




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The German Research Center for Artificial Intelligence (DFKI) was founded in 1988 as a non-profit public-private partnership and is the leading research institute in the field of innovative commercial software technology in Germany.

At the Berlin location, DFKI amongst others coordinates the project Forum Digital Technologies which was recently launched by the Federal Ministry for Economic Affairs and Energy (BMWi). The project serves as a networking platform and exhibition space for selected research projects and innovations in the field of digital technologies in Germany. These excellent research projects relating to artificial intelligence, big data, blockchain and internet of things are supported to increase their visibility both nationally and internationally.

Julia Gundlach is responsible for the international collaborations within Forum Digital Technologies. The Forum regularly welcomes international delegations in Berlin to present them the German digital technology landscape. Furthermore, at least once a year an international roadshow is organized to present innovative German technology projects to an international audience.



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## Post & Tell GmbH

AI and social media: How to effectively advertise and communicate on social media with the help of AI? How do you increase your reach on social media and emotionally tie your target audience to your idea, product or service?

Post & Tell has the answer. We are currently developing an AI that incorporates an innovative storytelling method for social media. The method was developed specifically for the characteristics of social media such as Instagram or Facebook. With this method and the AI based on it, customers on the social media platforms are addressed in their basic needs and wishes. This allows a high degree of emotional identification with the advertised product, and thus stimulates interaction: likes, shares and comments.

The AI is being developed for social media managers, marketing teams and digital agencies. It is able to propose social media texts, story worlds and editorial plans for the daily social media work.

The founding team consists of Maike Coelle, storytelling expert and developer of award-winning computer games and transmedia projects; Prof. Dr. Malte Behrmann, media lawyer and professor of business communications at the bbw Hochschule in Berlin, and Frank Rehberger, AI expert and software developer. They each have around 20 years of professional experience in media and IT, as well as profound knowledge in the European media funding system.

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Rise of AI organizes the most influential AI conference in Europe. Our mission is to create a strong and thriving European ecosystem. Within that we offer AI related education, investment and advisory for governments and industry players.



**RISE OF AI**  
CONFERENCE



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sciendis GmbH is specialized in the digitalization of the care sector. In particular, it understands its competence in supporting the relevant decision-makers in the German care landscape to meet their challenges and opportunities in dealing with artificial intelligence (AI). In addition to the very practical orientation of its projects, sciendis takes special attention to the participation of the involved actors as far as possible. In addition to the design and development of applications suitable for senior citizens in combination with artificial intelligence, the portfolio essentially consists of integrating these applications into the target group of elderly people with all the actors involved in care in line with their needs. This type of application includes a routing system based on AI, which calculates the optimal routes to individually increase the mobility range, taking into account personal disabilities in competence. An installation of this routing system was combined with an adaptive lighting system, which illuminates the affected routes individually and personalized. In addition to the very practical orientation towards the German care landscape, sciendis can draw on an extensive network of players within the care and software industry.

Prof. Gilbert Beronneau teaches and researches film at the design akademie berlin, SRH Hochschule für Kommunikation und Design. His research includes on the one hand the topic of foreignness in a psychoanalytical-philosophical context. Psychoanalytical film theory is an important point of reference for artistic research with the camera. Here he is also involved in international study projects to build bridges to the (academic) field of foreign cultures and to illuminate the subject of strangeness in an interdisciplinary way with instruments of artistic and scientific research. In another area, he conducts research with partners from industry in the field of augmented reality and artificial intelligence and their potentials in the context of moving image content.

As Dean, Gilbert Beronneau is responsible for coordinating the Department of Design. As course director, he is responsible for the bachelor courses Communication Design and Film + Motion Design.



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Having a background in Data Science, Data Management as well as Innovation Management, Claudia Pohlink seamlessly connects business and Data Science aspects of Analytics and Artificial Intelligence (AI). Since T-Labs has established AI as a core innovation area in 2017, the research facility of Deutsche Telekom is one of the most active players in AI in Berlin. Claudia's team focuses mainly on the use of AI methods, such as machine learning (ML), in network-relevant use cases focusing on emerging next generation communication networks like 5G and automation of network planning. Her team is also exploring quantum AI, intuitive UI for different applications as well as robustness of AI towards adversarial attacks.

Projects from Claudia's previous position in the Deutsche Telekom's Chief Data Office include "Data Cockpit" (data transparency and data control for end customers) and a Portal for Intelligence & Analytics (internal community for data and AI use cases). Moreover, she plays an active role in Berlin's AI/ML and start-up communities and regularly shares her knowledge as guest speaker and reviewer at Berlin's universities (bbw Hochschule, Beuth Hochschule für Technik, Steinbeis Hochschule).

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Ramak Molavi is founder of The Law Technologist, an independent initiative for beneficial and humane centered Tech/AI development.

She is also Policy Advisor at iRights.Lab, a Berlin based Think Tank that develops strategies and practical solutions to shape the transformation of the digital world. She is part of the expert group of the Algo.Rules Project that developed design criteria for controllable AI.

Ramak is member of the AI Alliance of the EU Commission since the beginning, one year ago and represented the Alliance in the first AI Alliance Assembly in Brussels this summer.

She is speaker and lecturer (Digital Rights, AI, Distributed Ledger Technologies, Privacy, Platform & Innovation Regulation.) Ramak was awarded "Woman of Legal Tech 2018".

CREATIVE SUBSTANCE. The waf. berlin is an independent and for over 40 years owner-managed communications vagency. For the sophisticated and the complicated, brands and campaigns, corporate design and corporate communications, B2C and B2B, analogue and digital, old school & new cool.

We design and create websites, annual reports, sustainability reports, customer and coworker magazines, brands and brand communication, employer branding, online marketing, high quality social media content and much more.

For our clients — many hidden champions and global leaders — we implement a wide range of digitisation topics in many communication formats and for various measures and channels. We know the requirements of transformation processes and understand how to win people for future opportunities and chances.

We are 15 passionate people and the agency is government certified within the "go digital" initiative supporting SMBs in their transformation efforts. We strive for creative communication with substance — because we believe only the combination leads to relevance. We are looking forward to new connections in our network and exciting challenges.



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**PART OF CLUSTER**  
**ICT, MEDIA AND**  
**CREATIVE INDUSTRIES**  
 BERLIN BRANDENBURG

Economic Development  
 Agency | **Brandenburg**

Berlin/Brandenburg is the German Capital region in Germany as a business location. Brandenburg has the peculiarity of enclosing Germany's capital Berlin in terms of area. The Economic Development Agency (WFBF) offers a full range of relocation services and supports in finding appropriate sites, skilled workforces as well as technology and research partners.

Within the Economic Development Agency, Clusters boast topics with special expertise within nine economic clusters. The Cluster ICT/Media and Creative Industry is one of five commonly with Berlin constructed Clusters with specialized consultants for topics like 5G, Blockchain, IT-Security, Games and Artificial Intelligence.

At the WFBF Yvonne Gruchmann is one consultant for technical ICT matters and focuses on topics on AI, IT-Security, and geoinformation.

To enable companies to realize their full potential, Cluster ICT offers a special service for AI topics and related "cross-cutting themes"-industries: clean optimized technologies, sustainable mobility, production and automation technology. Whether you're active in solar technology, e-mobility, games or intelligent control processes, you'll always find an appropriate consultant at the WFBF.

Moreover, as skilled workforce is a key issue for Brandenburg's economic development, we offer a tailored employee qualification package in collaboration with our partners.

Don't hesitate to contact us, if you have a concrete investment plan or R&D project for the expansion of your company.

## Notes

PARIS

## WALTZ BINAIRE



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Waltz Binaire designs synthetic realities and deeply engaging moments in immersive audio-visual experiences, digital narratives and interactive media performances. By applying generative design and artificial intelligence to our process, we translate data to meaningful artworks and convert algorithms into creative partners. We connect with people through moving images, mobile platforms, and unusual stages around the world.

**WHY** The poetic collision of human desire and cutting-edge technology illustrate our present age with digital harmony and voltaic friction. Exploring the aesthetics of this encounter, is the journey of Waltz Binaire. We envision, design and implement new artistic perspectives towards human identity and innovative technology. To enrich the perception of digital phenomena and to communicate new ideas, is why we moonwalk on motherboards.

**WHO** Waltz Binaire is a creative studio, open for independent and commissioned projects. Founded by computer scientist and choreographer Christian Mio Loclair, our expertise ranges from art to technology and is specialized at their intersections. We collaborate with agencies, cultural institutes, media artists, technologists and choreographers to explore human motion in digital design.






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Berlin's digital economy and start-up scene are strong. What make them stronger and let companies grow are new employees, easy onboarding processes, representation of interests, and sustainable networking. This is where berlin.digital comes in: berlin.digital is the newest initiative of media:net berlinbrandenburg e.V., with the aim to strengthen Berlin and its digital entrepreneurial scene as one of the top locations worldwide. With the impulses of the initiative in the form of different event formats, offers and networking opportunities, emerging companies get support in the recruitment and onboarding of new employees. Under the headline 'aggregating the digital.berlin' berlin.digital is at the core of industry, emerging talent, politics and the local digital entrepreneur scene. Exchange and support are meant to create strong partnerships to enable digital pioneers to surpass themselves and to have Berlin shine in the international competition.




**COMPANY** THE MARKETING CATALYSTS  
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THE MARKETING CATALYSTS boost the development of innovative and creative players working at the intersection of Digital Technologies and Film, Immersive Media, Design, Music & Sound, with a focus on the specific challenges of entering new markets. Drawing on our expertise in these sectors, we have also curated and conducted Trade Missions to New York and LA to deepen transatlantic ties specific to digital media technologies.

In addition, we work as programmer/presenter/speaker for diverse media & tech conferences such as IFA+Summit, Silbersalz Media & Science Conference, Reeperbahn Festival, VRnow, Cannes NEXT, EFM Horizon, MediaTech Hub Conference, CPH:DOX Cinema:Science to name a few.

Our new venture THE CREATIVES' CATALYSTS support experts at the intersection of cutting-edge science and technology, from AI, blockchain to IoT & neuroscience, across film, sound and visual art. We help them bring new perspectives to the stage and their vision to a global audience for an inspiring and thought-provoking conference experience.

## Important Addresses

### SUNDAY

#### HOTEL GRAND PIGALLE

29 Rue Victor Massé  
75009 Paris

### MONDAY

#### HUB FRANCE IA

c/o CRI, 8/10 rue Charles V  
75004 Paris

#### LUNCH

FELICITA  
Station F  
5 Parvis Alan Turing  
75013 Paris

#### DINNER

LE TRAIN BLEU  
Place Louis-Armand  
75012 Paris

### TUESDAY

#### FRANCE TV

7 Espl. Henri de France  
75015 Paris

#### PLATFORM 58

58 Rue de la Victoire  
75009 Paris

#### LUNCH

LA GARGAMELLE  
43 Rue la Fayette  
75009 Paris

#### ARTEFACT

19 Rue Richer  
75009 Paris

#### SNIPS

18 Rue Saint-Marc  
75002 Paris

#### DATAKALAB

114 Boulevard Malesherbes  
75017 Paris

### WEDNESDAY

#### FRANCE IS AI

Station F  
5 Parvis Alan Turing  
75013 Paris

### THURSDAY

#### LEHUB BPI FRANCE

8 Boulevard Haussmann  
75009 Paris

#### editor

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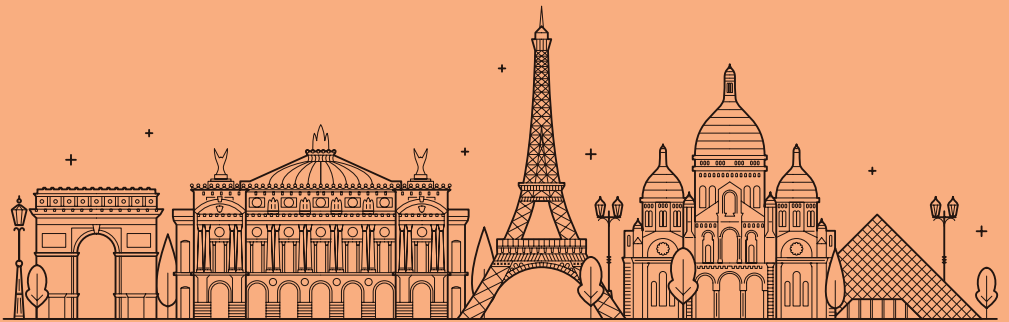
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