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**#dmexco #2016 #conference #video #experience**

## **Curtain up for experiences and videos: Two new conference stages at dmexco 2016**

The Experience Hall and the Motion Hall are the two new stages that will capture visitors' attention at dmexco 2016. In the Experience Hall, the focus will be on consumers, their new world full of connectivity, and the most promising latest trends. Here visitors can view the future of the customer experience in the context of new technologies — ranging from the Internet of Things (IoT) to Virtual Reality and Artificial Intelligence. The Motion Hall at dmexco will be the first-ever international forum for video and the moving image. In specially created dmexco SCREEN.ings, the theme of original digital video will be presented for the first time in its entire breadth and in the presence of the most important players from all the relevant markets. You can find more information about the new theme worlds at

[http://dmexco.com/motion\\_hall](http://dmexco.com/motion_hall) and

[http://dmexco.com/experience\\_hall](http://dmexco.com/experience_hall).

Two new stages for two of the hottest trends in global digital business: The Experience Hall and the Motion Hall with their SCREEN.ings will offer visitors at dmexco 2016 two additional specially designed theme worlds that are completely devoted to the current developments, innovations, and marketing opportunities of a new kind of customer experience, as well as the theme of video.



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Wir sind das Netz

## **The new world of experience at dmexco: the Experience Hall**

From the Internet of Things (IoT) to wearables, artificial intelligence, and virtual and augmented reality — in this age of ever-expanding connectivity, consumers are looking above all for new experiences. In the new dmexco Experience Hall, the pioneers of global digital business will offer valuable insights into the changing customer experience. The presenters will include David Shing (AOL), Chad Stoller and Travis Johnson (IPG Media Lab), the cognitive supercomputer Watson (IBM), Kimo Quaintance (George C. Marshall Center), Matthew Luhn (Pixar), and Dieter May (BMW). In exciting sessions and impressive live demos before an audience of 700, they will present their ideas — for example, how consumers can be reached in virtual reality worlds, what role chatbots will play in future relationships with customers, what's really important about 360-degree storytelling in virtual reality, and why artificial intelligence may soon be part of every successful customer experience. All of the information about the dmexco Experience Hall is available at [http://dmexco.com/experience\\_hall](http://dmexco.com/experience_hall).

## **Let's celebrate video: the brand-new Motion Hall at dmexco**

Through the SCREEN.ings that were specially developed by dmexco for the new Motion Hall, dmexco has created the world's first international forum for video and the moving image. Here the theme of original digital video will be presented for the first time in all its variety from a holistic perspective and with all the important players from all markets. The exclusive format of the dmexco SCREEN.ings has attracted great interest from leading brands. AOL, Bloomberg Media, Facebook, Maker Studios, NBCUniversal, RTL II, RTL Group, Studio 71, Twitter, Vox Media, VICE, ZDF Werbefernsehen, and other brands will be addressing the decision-makers from the global advertising sector. In exclusive presentations, these companies will offer a compact overview of their current trends and themes, their new content, and new platforms that

are significant for the marketing, media, and communications industry. What's special about this is the fact that the Motion Hall can accommodate up to 700 people and is equipped with cutting-edge technology and a 23-meter-wide display wall. All of the relevant information is available at [http://dmexco.com/motion\\_hall](http://dmexco.com/motion_hall).

**Christian Muche and Frank Schneider from the dmexco team:** "This year we are offering two innovations that exist in this form only at dmexco: the Motion Hall and the Experience Hall. The dmexco Experience Hall will open up a unique world of experience to the global digital economy. It will be presented by the most innovative minds and will offer a wealth of inspiration, as well as current technology trends and communication opportunities that in some cases are visionary but in others can already be used in daily business operations. The Motion Hall at dmexco, with its exclusive dmexco SCREEN.ings, will be the new international center of digital video communication, which has long been expanding beyond the limits of traditional TV formats and encompasses screens of every kind. This holistic overview and the opportunity to share ideas at a central meeting point are not offered by either the NewFronts in the USA or the MIPDigital Fronts. It's clear that dmexco is the Hollywood of contemporary video marketing!"



Two new stages for #dmexco 2016:

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### **About #dmexco**

dmexco is the global business and innovation platform of the digital economy. It connects the real economy with visionary trends and defines the commercial potential of tomorrow. Within a few years, dmexco has developed into the pioneer of the digital transformation. Today it is the engine of growth that is driving the global digiconomy forward by means of direct business deals, valuable new contacts, the evaluation of business ideas, new standards for the digital economy, maximum value creation, and concrete added value. dmexco — the leading global exposition and conference of the digiconomy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from OVK — Circle of Online Marketers, the BVDW is also the conceptual and professional partner of the exposition and conference. dmexco is organized by Koelnmesse.

You can find all the information about dmexco 2016 (September 14 and 15 in Cologne), as well as photographs, videos, and audio material from dmexco 2015, at [www.dmexco.de](http://www.dmexco.de), [www.facebook.com/dmexco](http://www.facebook.com/dmexco), <http://twitter.com/dmexco>, and [www.youtube.com/dmexcovidéo](http://www.youtube.com/dmexcovidéo).