



## THE DIGITAL MARKETING 2017 INNOVATION WORLD CUP WINNERS

**Cologne, 13 September 2017** – The most creative and disruptive solutions for Digital Marketing were brought on stage at the world trade fair dmexco in Cologne today. 16 finalists, chosen by the international expert jury, competed against each other in becoming the “Digital Marketing 2017 Innovator of the Year”. One could almost feel the heat of the competition when listening to these entrepreneurs pitching their revolutionary ideas.

The following 16 Digital Marketing Heroes selected by the jury, were competing for the trophies: (in alphabetical order): Advertima (Switzerland), AudEERING GmbH (Germany), Beaconsmind & OSRAM (Switzerland), Cognitive Operational Systems Inc. (USA), Conichiwa (Germany), GES (Switzerland), IDA Indoor Advertising GmbH (Germany), Idezo GmbH (Switzerland), INS Insider Navigation Systems GmbH (Austria), Key Infuser (France), Kontakt.io (Poland), Mimesis Technology (Poland), PlayPass (Belgium), Sendrato BV (Netherlands), SEP Solutions/Onni Care (Finland), TOTEAT (Chile).

Who were ultimately the top five digital marketing innovators that went home with a trophy? And what are their mind-blowing solutions? See below:

### ***1<sup>st</sup> place: “Innovator of The Year”***

**audEERING emotional and social AI technology by audEERING GmbH ([www.audeering.com](http://www.audeering.com))**

audEERING is a contributor of intelligent audio analysis and speech emotion recognition technology and one of the most relevant providers of next-generation artificial intelligence based on affective computing. audEERING’s Audio Intelligence technology analyzes audio

signals to automatically detect emotions, personal information, environmental sounds and many more aspects to enable emotional artificial intelligence.

**2<sup>nd</sup> place: Omnichannel solution by conichiwa ([www.conichiwa.com](http://www.conichiwa.com))**

conichiwa creates individual and user-centric solutions to connect online with offline interactions. Their goal is to develop solutions that meet the real needs and challenges of each user by providing a channel to communicate set preferences. With this innovation, the customer interaction will take a new turn to sending only relevant and personalised content to the right person, at the right time, at the right location and via the right medium.

**3<sup>rd</sup> place: Sendrato by Sendrato BV ([www.sendrato.com](http://www.sendrato.com))**

Sendrato's technologies supply their clients with insights in movements, social information and interests of people visiting large-scale events. The technology is proven to process real time location, access and payment data of 250,000 visitors and enable the clients to make it interesting for the individual visitors by providing navigation and social features as well as entertainment. They have deployed smart wristbands and/or personal event assistants at Tomorrowland, Oktoberfest Brisbane in Australia and large-scale conferences (e.g. Avanade).

**4<sup>th</sup> place: Poken by GES ([www.poken.com](http://www.poken.com))**

Poken is a cloud-based event management platform, that creates richer engagement. A seamless ecosystem of tools and technology for event professionals, Poken enables event marketers to create interactive and exciting events, while providing a one stop system for managing each stage in the planning and delivery process. Equipped with a digital platform, mobile apps and NFC+ products, Poken brings together the digital and physical event spaces to drive engagement, centralize management and gain better insight through real data.

**5<sup>th</sup> place: KiOne by Key Infuser ([www.keyinfuser.com](http://www.keyinfuser.com))**

Key Infuser offers stores and brands a powerful marketing tool for delivering live demonstrations, providing interactivity and generating customer's interest. KiOne is a unique robot dedicated to Digital Transformation that navigates through smartphone's applications and interacts with IoT connected devices, creating intimacy and desire for the digital experience. The interactions are stored in Cloud, enabling the stores and brands to develop their user adoption of digital experiences.

Frank Schneider and Christian Muche, initiators of dmexco, state *"We have started this exciting initiative with the Innovation World Cup Series and are really thrilled about the bandwidth of solutions who are showing the future pathway of how IoT is changing the digital marketing landscape. We celebrate the innovation and entrepreneurship of those helping shape the future*

*of the Internet of Things and are proud to contribute a small part to the success of our 16 Digital Marketing Heroes and their breakthrough solutions.”*

The 5 champions and their winning solutions can be contacted at dmexco’s Innovation World Cup stand (Hall 9, World of Experience). The winning teams are now part of the Digital Marketing Innovation World Cup’s Hall of Fame (see [www.innovationworldcup.com/dm/](http://www.innovationworldcup.com/dm/)).

#### **Behind the scenes: Digital Marketing Innovation World Cup 2017**

Dmexco and Innovation World Cup, determined to showcase the next phase of digital marketing, are the two organizers behind Digital Marketing Innovation World Cup. This global innovation competition welcomes revolutionary digital marketing solutions using Internet of Things, Wearable Technology and Cloud solutions in the following categories: *POS & Retail, Games & Events, Digital Signage & Outdoor Media, Smart Home & Tourism and Mobility & Transportation*. Contestants from across the world demonstrated their solutions and the international jury of experts selected the most innovative one, according to criteria such as degree of innovation, technical feasibility of an idea, future market potential and business model.

The Digital Marketing Innovation World Cup is part of the Innovation World Cup Series, largest open innovation platform worldwide that aims to make innovation visible. This year the series culminates to the world’s leading IOT / Wearable Technologies competition. Submission is open until November 18, 2017 in seven different categories: *Home, City, Lifestyle, Industrial, Transportation, Healthcare and Retail* and six special prizes. If you believe that your innovative solution is taking IoT to the next level, make sure to submit it at <http://www.innovationworldcup.com/iot-wt/>

#### **Innovation World Cup Contact**

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