

Blocking period: 20.3.2017, 12.00 midday

PRESS RELEASE

Innovations in the spotlight: Germany's federal research minister Wanka to present the CeBIT Innovation Award for the fifth time

HANOVER, 20 March 2017 – For the fifth time, the German Federal Ministry of Education and Research (BMBF) and the fair organisers Deutsche Messe AG have bestowed the CeBIT Innovation Award that is backed by prize money totalling 100,000 euros. This distinction was awarded to particularly outstanding innovations in the field of innovative and application-oriented IT developments.

The main prize, which comes with a financial reward of 50,000 euros, went to Simone Strey and Pierre Munzel from Hanover for their development "Plantix". The developer team at PEAT GmbH is working on the automation of plant damage detection with the help of a smartphone app, and consequently on the long-term optimisation of growth and yields in the agricultural sector. The team at PEAT received their award at an early stage as part of the CeBIT Welcome Night from the hands of federal research minister Prof. Johanna Wanka.

The second prize, which comes with 30,000 euros, was won in 2017 by the two Hamburg-based founders Christoph Pregizer and Lukas Posniak together with the software developer Niclas Schopf from Viewlicity GmbH. With their development "PuttView", the Hanseatic sports enthusiasts presented a golfing application that makes it possible to compare the ideal line of the ball with the actual course of the played ball when putting – and to receive immediate feedback about the execution of the shot.

The third prize – and consequently 20,000 euros – goes to the developer team headed by Fabian Bendun, Sven Obser and Philipp von Styp-Rekowsky. Based on so-called "Boxify technology," the application "SYOD" (Secure Your Own Device) developed by Backes-SRT GmbH from Saarbrücken opens up the possibility, especially for employees in small and medium-sized business enterprises, to use business and private data in the same way as apps that are used only for particular purposes – and to do so securely on their own terminals.

Special award for digital teaching and learning

The special prize for digital teaching and learning, which is being awarded for the first time on the

fifth anniversary of the CeBIT Innovation Award, goes to the developers of senseBox from Munster University. Equipped with senseBox, citizens become researchers on their own account. The technological building block fitted out with sensors and mini-computers not only arouses interest in MINT subjects, programming, trade fairs and the analysis of environmental data, but also supports – with recourse to geodata-based measured data – the investigation of one’s own immediate residential surroundings. As an acknowledgement of the product’s pedagogical merits, the Federal German research ministry is going to support the use of senseBox sets at ten further schools across Germany.

Wanka: "Innovations become tangible"

At the awards ceremony in Hanover, Federal research minister Prof. Johanna Wanka underlined the creativity of the up-and-coming researchers in this country: “The prizewinners at the CeBIT Innovation Award presented projects and applications from all kinds of everyday contexts which are nonetheless united by one factor: that our day-to-day activities are now accompanied and made easier by innovative IT applications as if this was the most natural thing in the world. On its fifth anniversary, the Award is again making these innovations tangible.”

The chair of the jury, Gesche Joost, a professor at the College of Architecture, Media and Design in Berlin and an Internet ambassador for the German Federal government, gave additional emphasis to the thematic breadth of the prize-winning contributions in the run-up to this year’s awards ceremony: “Every year, the CeBIT Innovation Award’s two competitive rounds offer my jury colleagues, and myself as chair, an impressive overview of the capabilities that reside within these young IT specialists. The Award has now become a firmly established format for making this innovative power internationally visible as well.”

Innovations that inspire – the next competitive round is in the starting blocks

Deutsche Messe AG has been a co-initiator of the CeBIT Innovation Award since 2013, the year of its first presentation. As one of the world’s leading trade fairs for issues relating to the digitalisation of business, administration and society as a whole, CeBIT has been building bridges for young IT specialists on the way to market maturity for half a decade by awarding prizes for their ideas.

“What began five years ago as an innovative prize for up-and-coming IT specialists has in the meantime developed into a showcase for application-oriented innovations from universities, labs and start-ups. CeBIT will be ready for that commitment in the future as well”, declares Oliver Frese, managing director of Deutsche Messe. The CeBIT Innovation Award offers its participants an impressive stage for marketing their own ideas – a stage that is prepared for the coming year

as well, as the solicitation of entries for the CeBIT Innovation Award 2018 is going to commence as early as 20 March 2017. Closing date for applications is 15 June 2017.

Further details: www.cebitaward.de

About the jury of the CeBIT Innovation Award

In 2018, all submissions will again be assessed by a high-calibre jury:

- Jury chair: Prof. Gesche Joost, College of Architecture, Media and Design, Berlin
- Prof. Elisabeth André, Augsburg University
- Prof. Sabine Boll-Westermann, Carl von Ossietzky University Oldenburg
- Oliver Frese, Deutsche Messe AG
- Prof. Wolf-Dieter Lukas, German Federal Ministry of Education and Research
- Nikolaus Röttger, Editor-in-Chief, German edition of "WIRED" magazine
- Prof. Wolfgang Wahlster, German Research Center for Artificial Intelligence Saarbrücken

Press contact:

CeBIT Innovation Award prizes office
c/o familie redlich AG
Agentur für Marken und Kommunikation
Tel.: 030 818777-163
E-mail: kontakt@cebitaward.de

Gabriele Dörries
Deutsche Messe AG
Tel: 0511 89-31014
E-mail: gabriele.doerries@messe.de