

shoutr – an app for the wireless distribution of digital content

Award winner at the CeBIT Innovation Award 2014

The app shoutr facilitates the wireless exchanging of pictures and music on smartphones and other mobile terminals located in close proximity to each other. The app's principle is that a direct connection between the devices comes into being on the basis of Wi-Fi technology without any detours via clouds, servers or other Internet services. The app is easy to operate and has great practical relevance. The security of the data transmitted is guaranteed by WPA2 encryption.

shoutr can be used to create location-based "ShoutClouds" with any Android smartphone; these clouds are special WiFi networks through which digital content can be offered. Users in the vicinity are informed about the installed app and can start the data transfer with a single click. shoutr's fast, encrypted WiFi transmission technology, its connection to social networks and the unlimited range and size of the data that can be exchanged all add up to an attractive product for private users and a new form of proximity marketing for business customers. With shoutr as a marketing solution, print media such as flyers, for example, can be replaced by new forms of communication.

shoutr was developed by three graduate computer scientists: Sebastian Winkler, Christian Beier and Benjamin Werner. For more information, please go to www.shoutr.net

The German Federal Ministry of Education and Research (BMBF) and Deutsche Messe AG (DMAG) are going to bestow the CeBIT Innovation Award for the second time in 2014. The competition's aggregate prize money is 100,000 euros. The initiators are looking for outstanding innovations that provide the greatest possible degree of user-friendliness and intuitive interaction with IT systems.

The prize winners' exhibits will be put on display at the CeBIT 2014 exhibition at the German Federal Ministry of Education and Research's stand (Hall 9, Stand D40). The ranking order of the three prize winners will also be announced at the CeBIT. For more information, please go to www.cebitaward.de

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