

THE GERMAN CAPITAL REGION  
excellence in ict • media • creative industries



## Transregional Innovation strategy Berlin-Brandenburg - *ICT Cluster, Baltic-Nordic.net, 5G Berlin Initiative* -

Cornel Pampu  
Berlin Senate Dpt. for Economy, Media, Creative Industries



EUROPÄISCHE UNION

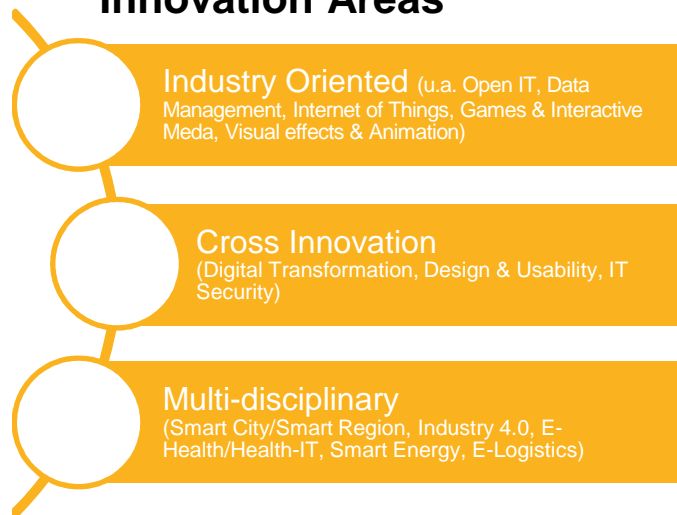
Europäischer Fonds für  
regionale Entwicklung

Gefördert aus Mitteln der Länder Berlin und Brandenburg und der Investitionsbank Berlin,  
kofinanziert von der Europäischen Union – Europäischer Fonds für Regionale Entwicklung.

# Berlin at a Glance



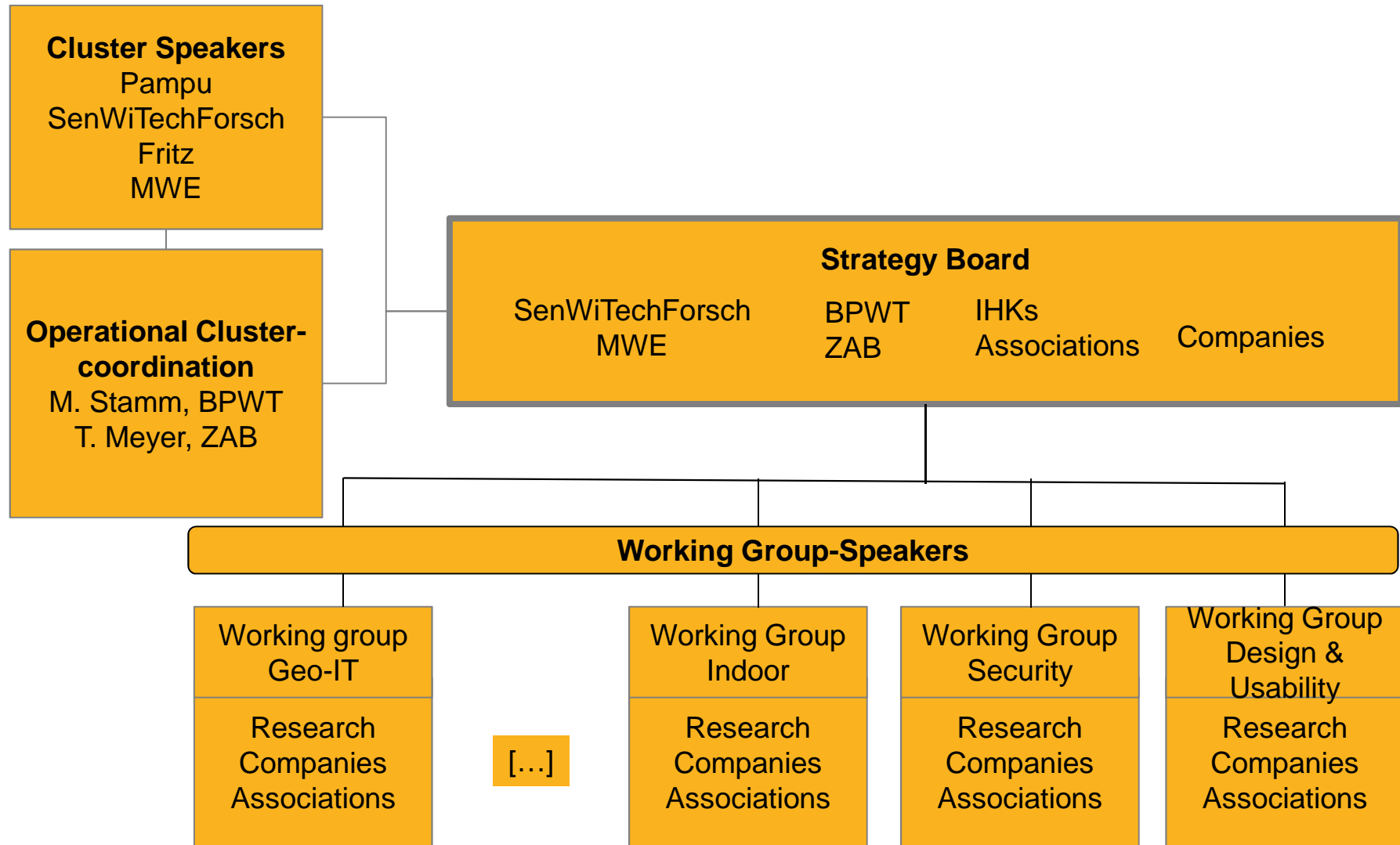
## Innovation Areas



- Capital Region the „*place to be*“ for digital economy
- Startup-Metropolis Region
- Movie and Film industry center Nr. 1 in Germany
- Creative Industry as basis for growth
- Driver for Innovation & Technology
- Excellent science and research scene
- Cluster as driver for economic growth and employment

⇒ ***Berlin as Living Lab of digital transformation***

# Cluster IKT, Media and Creative Industry



# Focus activities in 2016 and 2017



## IF Data Management: Geo-IT

- „GeoMonday“
- „Wherecamp“
- Innovation Forum Big Data

## IF Digital Transformation/Cross-Cluster-IF

- Digitalization of industry; CIIT, meet the industry, UVB digital lab, SME 4.0 agency “Communication”
- Expert studies / technology and programs scouting
- Communication measures
- Development and support of the roadmap implementation for 5G technologies and IoT in Berlin

## IF IT-Security

- Supporting the development and implementation of the roadmap with a focus on security for IoT
- Blockchain technology

## IF Design & Usability

- Concept development and implementation of a conference format for Design & Usability (TEConvention)
- World Usability Day

## IF Media Digitalization and VFX & Animation

- Development of the topic VR/AR
- “Innovative Regional Growth Core“
- Applied Interactive Technologies

# BerlinBalticNordic.net



**Business and networking platform for interactive media companies, with a focus on games, startups and digital media**

**Organized by media:net berlinbrandenburg e.V. – interdisciplinary association of the media, digital and creative industries**

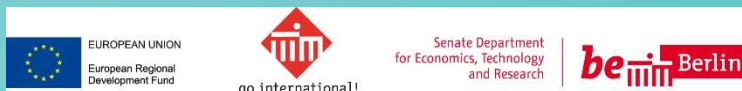
**Funded by European Union (EFRE) and Senate Department for Economics, Technology and Research**

**Project runs from 1/16 until 12/18**

**Mix of activities in the Berlin-Baltic-Nordic region, such as Estonia, Finland, Sweden, Poland, Berlin**

**Matchmaking, Cooperations, Access to Finance, Recruitment, Enter to new markets, Research**

**Formats: 25h ... (Business Seminars, Pitchings**



# 5G Testfield Berlin Initiative: Objectives

- Intelligent infrastructure for ubiquitous networking of people, things and processes.
- First field applications of services and technologies with participation of Berlin citizens
- Applications and service platform for start-ups, SMEs & interdisciplinary.

→ Close the Gap between Research and Market Introduction

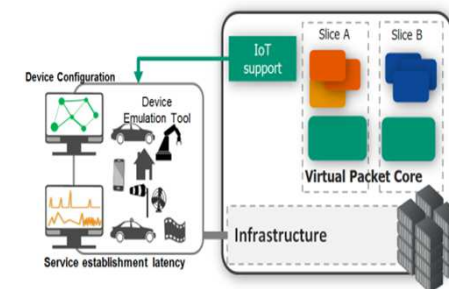
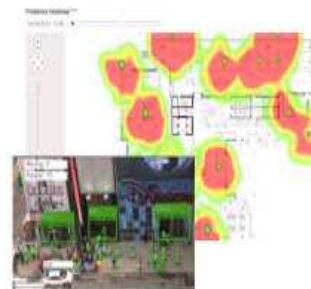
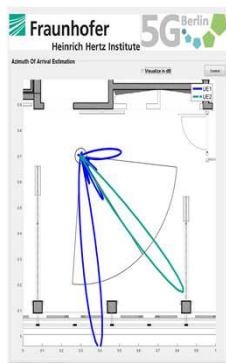
Technology Readiness Level: 1 / 2 / 3 / 4 / 5 / 6 / 7 / 8 / 9

component validated in relevant environment → system complete and qualified

# 5G Testfield Berlin Initiative 2016: Technology Evaluation



- **5G Demo at ISTAF:** live-stream of 360° camera ultrahigh bitrate / low latency via radio (**completed**)
- **Massive-MIMO** trial in open space with HHI (**ongoing**)
- **Flow Visualisation** based on Sensors connected via WLAN to Cisco CDP (**ongoing**)
- **5G Ready Trial Platform:** Network Function Virtualization (NFV) and Software Defined Networking (SDN) with FOKUS Open5GCore (**ongoing**)



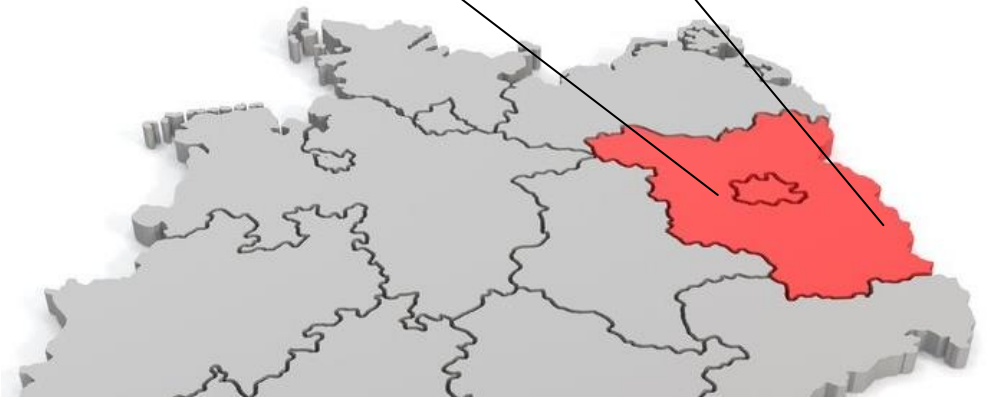


*Business Support on Your Doorstep*



## 1 joint EEN consortium for Berlin & Brandenburg:

- 23 specialised consultants
- Coverage of all 5 joint B-B clusters (incl. ICT / Media / Creative Industries)





## INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

## ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

## INNOVATION SUPPORT

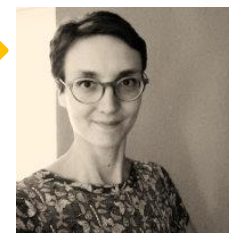
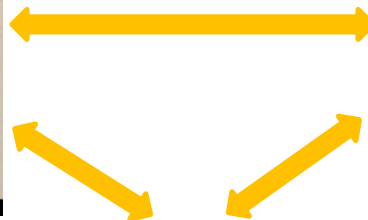
Access to finance and funding

Innovation Management Services

Technology transfer

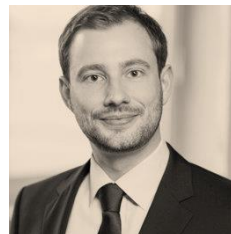
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*ICT / Media (Brandenburg)*



Upcoming EEN-BB Joint Event:

INTERNATIONAL MATCHMAKING  
EVENT

@

Changing the Picture Technology  
Conference

17<sup>th</sup>/18<sup>th</sup> November 2016,  
Babelsberg Studios Potsdam



Outlook 2017:

- CeBit (Hannover)
- InterGEO (Berlin)
- CTP 2017 (Potsdam)
- ...to be continued!



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# THANK YOU!

