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| Press Release |

Deutsche Messe AG:

**Germany’s first HACKVENTION to be held at Hannover Exhibition Center**

* 2–4 December 2016 in conference area of Hall 2
* Combination of hackathon and convention
* Hackathon: approx. 100 developers and up to 20 corporate sponsors
* Exhibition: 16 companies with professional Virtual Reality solutions
* Conference: interview with Atari founder Nolan Bushnell
* CAE-Forum network to discuss VR/AR in industry
* VR meetup organizers provide review of 2016 / preview of 2017
* Partners: TVN GROUP Film & TV Production, hannoverimpuls GmbH and Startup Göttingen e.V.

*By transforming practically all aspects of our everyday lives, digitalization is radically redefining user expectations of companies and their products and services. As part of its close and active watching brief on this digital and cultural paradigm shift, Deutsche Messe is partnering with TVN GROUP, hannoverimpuls and Startup Göttingen to stage Germany’s first-ever Virtual Reality HACKVENTION. Held from 2 to 4 December 2016 at the Hannover Exhibition Center, the event will be a living embodiment of the latest disruptive and innovative technologies.*

**Hannover.** Google recently launched its Daydream View headset; in October Facebook founder Mark Zuckerberg presented the Oculus headset and his vision for Facebook in the VR age; and HTC and Valve are currently working on a room-scale holodeck called Vive. In other words, Virtual Reality has come a long way from its niche technology origins and is now a multi-billion-dollar market. Deutsche Messe and partners TVN GROUP Film & TV Production, hannoverimpuls, and Startup Göttingen e. V. are providing a close-up on this exciting and fast-evolving area at Germany’s first-ever HACKVENTION. Held from 2 to 4 December this year at the Hannover Exhibition Center, the event is a meetup between around 100 developers and up to 20 sponsors from business and industry.

Outside of gaming, Virtual Reality has enormous and as yet largely untapped potential for professional and functional applications. It has the power to disrupt entire sectors, deliver major improvements to service and process quality and make on-the-job and classroom-based education and training a vastly richer and more engaging experience. And that, precisely, is where the HACKVENTION comes in.

The Virtual Reality HACKVENTION is a community event where professional users from business and industry can meet up with VR hardware and software manufacturers and developers as well as experts and enthusiasts from the VR scene to discuss all forms of immersive visual technology, such as Virtual Reality, Augmented Reality and 360° photography and video. For three full days it will transform the conference area of Hall 2 into a mega meetup for the Virtual Reality sector. Needless to say, the event will have a strong focus on business, comprising an exhibition, a conference and, of course, a hackathon. The hackathon part – in keeping with its origins as a fusion of “hack” and “marathon” – will run for 48 hours and will see multiple teams feverishly developing new software solutions to solve set challenges. Held at the Hannover Exhibition center, the HACKVENTION is one of the biggest VR events of its kind in Germany.

For Deutsche Messe – and its CeBIT team in particular – the HACKVENTION is an important platform for consolidating ties with the VR community and drawing VR users more closely into the CeBIT fold.

“The HACKVENTION is our pilot event on Virtual Reality. VR technology is now about much more than just gaming. It is constantly finding new applications in a whole range of industries,” commented Oliver Frese, the Deutsche Messe Managing Board member responsible for the company’s ICT and digital business shows. “And so we and our partners are delighted to be staging an event dedicated to this technology. Comprising both a hackathon and a convention, it will maximize the turnout of key players and make a valuable contribution to the VR scene. Going forward, we intend to develop the HACKVENTION format on an ongoing basis in partnership with the VR community. The first fruits of this will in fact feature at the upcoming CeBIT 2017,” he said.

The TVN GROUP is a leader in several areas of Virtual Reality, particularly 360° video production, and is therefore excited to be part of the HACKVENTION. CEO Frank Hähnel: “The narrative style and the technology involved in producing 360° video open up new opportunities for businesses and institutions. The HACKVENTION is the kind of event where we can do more than just talk about this – we can actually demonstrate it in action. In partnership with other companies, we will be formulating specific ideas and developing them into real solutions, much to the benefit of all involved.”

hannoverimpuls GmbH CEO Dr. Adolf M. Kopp explains his company’s involvement in the HACKVENTION: “The city of Hannover has major potential as a VR cluster. It already has a vibrant VR scene, as evidenced by our “HANNOVR” virtual reality meetups so far this year, which have attracted over 150 participants. We want to actively promote and facilitate the development of this highly promising sector right here in Hannover.”

Startup Göttingen e. V. is likewise pleased be part of the HACKVENTION. Its spokesman Brian Hempen explains: “Every groundbreaking, disruptive technological innovation needs a platform in order to flourish, be developed and refined. We are joining with our partners to create precisely such a platform for VR. Our objective is to develop the HACKVENTION into a permanent fixture for the German and international Virtual Reality community and to provide opportunities for early-stage dialogue between VR developers and potential users in industry and business. The HACKVENTION will enable all stakeholders to share information and knowledge and thus jointly realize the potential of VR technology. It is aimed at all people who understand or would like to learn about the potential of VR and who want to meet up with like-minded individuals to compare notes, identify problems and develop solutions.”

The HACKVENTION is a forum for meetings between business and the VR community – the convention part of the event even has a panel discussion themed “Meet the Meetups.” By way of background, “meetups” are physical gatherings of online community members. Hence in this panel discussion, founders of German and international meetups will provide a roundup of 2016 meetup events and an overview of the 2017 meetup calendar for the VR community. As well as this, key figures from business and industry will share their perspectives on commercial VR applications. The highlight of the convention will be a live interview via Google Hangouts with Atari founder Nolan Bushnell. It will be an exciting preview of the kind of VR action attendees can expect to see live on stage at the 2017 CeBIT Global Conferences.

**The HACKVENTION hackathon**

The hackathon part of the HACKVENTION is aimed at independent developers, concept and graphic designers, business developers, storytellers, innovative lateral thinkers and business users and would-be users of VR from all backgrounds and all levels of experience. The purpose of the hackathon is to enable companies to network with and feed development ideas to the Virtual Reality community with a view to jointly shepherding trailblazing prototypes through to maturity.

Up to 20 corporate sponsors will thus have the opportunity to submit use-case ideas. Each idea submitted will then be translated into a VR solution by one of the developer teams in the course of the three-day hackathon. Each team will consist of five developers from multiple disciplines plus a maximum of two sponsor representatives. There will be a maximum of 100 developers taking part in the hackathon.

Each five-person developer team will focus exclusively on one set task. Apart from big-names like Deutsche Bahn and BILD, the sponsor list includes Deutsche Messe itself, which will be submitting two use cases. One of the company’s aims in doing this is to leverage VR applications to enable both exhibitors and visitors to derive maximum benefit from their time at its trade shows. The idea is to help both groups to optimize their pre-show preparations and in-show activities, not to mention their post-show follow-up. The envisaged VR applications include such things as creating virtual extensions to physical display booths and documenting the action at the exhibition center in the form of 360° videos.

**HACKATHON exhibition**

The supporting exhibition is an opportunity for up to 16 companies to showcase their VR solutions to the participating VR community. The exhibitor lineup includes names like Sennheiser and XMG. medialesson and Catis will also be there, each with a HoloLens solution. In another exhibition highlight, Alexandra Deiters from Time Travelers Club will be showcasing the first-ever mass-market cordless all-in-one VR headset. She will also be making the technology available to the hackathon developer teams to use during the HACKVENTION.

The exhibition section of the HACKVENTION will be open to visitors from 2 to 4 December. The number of admission tickets is limited. Access to the hackathon itself, on the other hand, is restricted to registered developers owing to the need for calm and concentration. Further information on tickets is available at [www.hackvention.com](http://www.hackvention.com).

**Note for media representatives**

Admission to the exhibition area of the HACKVENTION is free of charge to media representatives who have registered in advance by email to contact@hackvention.com. To gain admission to the exhibition on the event days, media representatives must report to the visitors’ desk in the entrance area of Hall 2 and show their media passes.

**hannoverimpuls GmbH**

hannoverimpuls GmbH is a joint economic development initiative between Hannover City and the Hannover Region. Its mission is to promote and support local start-ups founded on promising business ideas, to strengthen growth in key sectors over the long term, and to support local businesses with their internationalization efforts. As part of this mission, the agency provides advice, assistance and networking support for startup, inbound-relocation and innovation projects, develops and fosters business relations within Germany and internationally, and initiates cooperation projects with regional players from the business and research communities. hannoverimpuls GmbH achieves these objectives using a mix of measures, including business competitions, public development assistance programs, startup workshops, equity investments and a range of advisory services.

**Startup Göttingen e. V.**

Startup Göttingen is a network organization by and for startups, budding entrepreneurs and independent professionals in Germany’s Göttingen region. Its mission is to foster innovative startups, technological developments and the creation of networks in the Göttingen region and thereby to help develop a vibrant and sustainable culture of entrepreneurship and innovation. “Digital trends and new developments in technology are fertile ground for new startup ideas. And startups, like the innovative technologies on which they are based, need the support of a solid platform. Providing such a platform is the purpose of Startup Göttingen,” explain startup Göttingen founders Philip Mertes und Sergei Bojew.

**Deutsche Messe AG**

From its headquarters in Hannover, Germany, Deutsche Messe AG plans and stages leading capital goods trade fairs around the globe. The company ranks among the five biggest trade show organizers in Germany, with revenue of 329.3 million euros and a net profit of 9.4 million euros in 2015. The company’s event portfolio includes such world-leading events as CeBIT (digital business), HANNOVER MESSE (industrial technology), LABVOLUTION with BIOTECHNICA (lab technology and biotechnology), CeMAT (intralogistics and supply chain management), didacta (education), DOMOTEX (carpets and floor coverings), INTERSCHUTZ (fire prevention, disaster relief, rescue, safety and security), and LIGNA (woodworking, wood processing and forestry). With approx. 1,200 employees and a network of 62 sales partners, Deutsche Messe is present in more than 100 countries worldwide.

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