

Digital Hub Initiative

de:hub
digital ecosystems

Supported by:



Federal Ministry
for Economic Affairs
and Energy

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Invest | **WFBB**

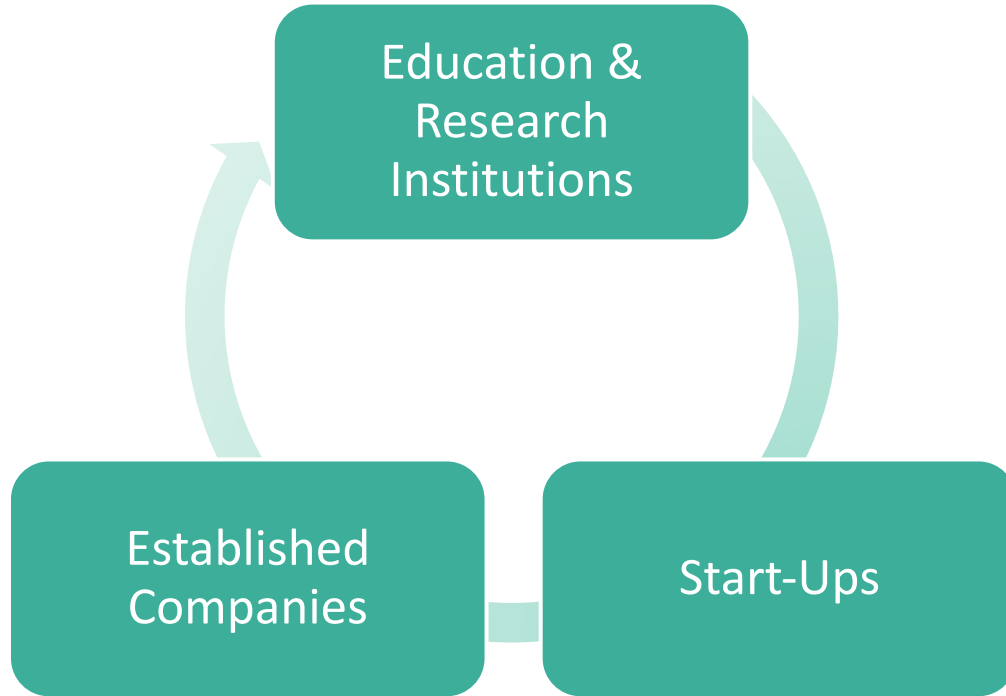


Federal Government
Commissioner for the
New Federal States



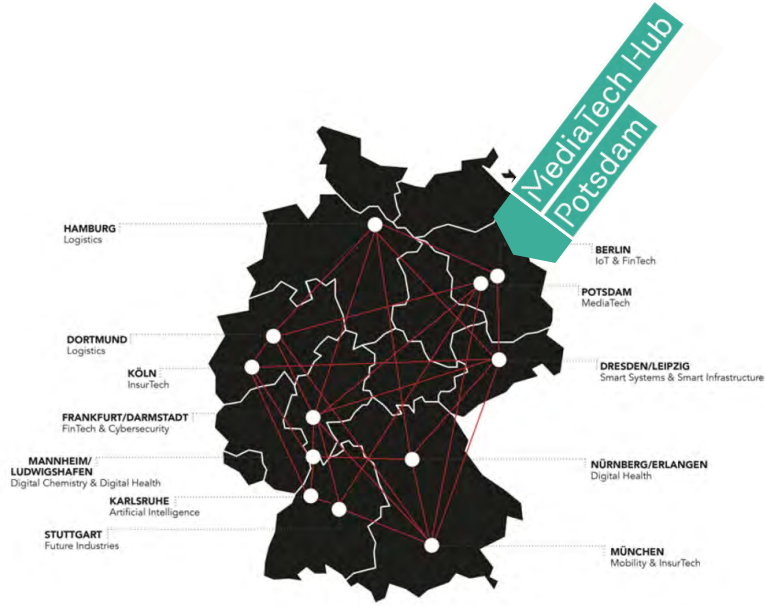
Virtual Reality Berlin-Brandenburg e.V.

New Forms of Cooperation



12 Digital Hubs in Germany





MediaTech Hub Potsdam

12 Digital Hubs in Germany



MediaTech Hub

Potsdam

THE de.hub for future media technologies

de:hub
digital ecosystems



THE PLACE FOR MEDIA IN MOTION

■ Kerngebiet Medienstadt
 ■ Fläche mit Entwicklungspotenzial

- | | | | | |
|--|--|---------------------------------|------------------------------------|-----------------------------------|
| 1 UFA Film & TV Produktion | 5 tx.Center Babelsberg | 9 Marlene-Dietrich-Halle | 13 Filmgymnasium Babelsberg | 17 GIP Gewerbeharpark |
| 2 Medieninnovationszentrum Babelsberg (MiZ) | 6 Fernsehzentrum Babelsberg Medienhaus Babelsberg | 10 Tonkreuz | 14 Metropolis Halle | 18 Universität Potsdam |
| 3 Rundfunk Berlin-Brandenburg | 7 Hochschule für Film und Fernsehen | 11 Filmpark Babelsberg | 15 Filmstudio – Neue Film 1 | 19 Hasso Plattner Institut |



Who are we?

Operational Management: media:net berlinbrandenburg e.V.

Initiators: City of Potsdam
Ministry of economic affairs and energy of the state of
Brandenburg
Virtual Reality Berlin-Brandenburg association

- Partners: 30 companies, Universities, Networks and Research
Institutes of Germanys Capital Region
 - Examples: HPI, School of Design Thinking, Universität Potsdam, Filmuniversität Babelsberg, Geokom, Studio Babelsberg, UFA, Interlake, Cluster Medien, IKT und Kreativwirtschaft, WFBB, transfermedia, Filmpark, Fraunhofer, morro images, Wonderlamp, Silicon Sansscouci, RBB, Rotor Film, Potsdamer Technologie- und Gründerzentren

Who are we?



Video 1 goes here

We stand for

- Networking of Media businesses across different industries
- Future Media Technologies, such as 360°/VR/AR/MR, holographic and volumetric capture and visualizing, 3D CGI etc.
- Interdisciplinary approach – Design Thinking – Network Thinking
- Combining over 100 years of storytelling experience with innovation and progress.

What do we have to offer?

- A base in the heart of Europe:
 - To sell
 - To grow
 - To partner
- Right next to one of the best Start-Up scenes in the world
- Support and focus by the local government on VR and AR business development
- A mix of different industries engaged in VR/AR

What are we looking for ?

- Our Start-Ups are looking for investment to realize their innovative ideas
- Our established companies are looking for technology partners or sales channels into China
- Our Research Institutions and Universities are looking for exchange and collaboration

See you at VRNOW CON
Nov 15/16

Video 2 goes here

Thank you!



Virtual Reality Berlin-Brandenburg e.V.

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