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Regionalmanagement

Clever Minds

Innovative Companies in City West

Kindly supported by Berlin Partner

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Clever Minds

Innovative Companies in City West

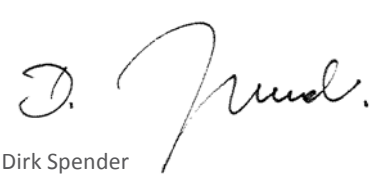
Foreword

City West in Berlin is an extremely important neighborhood for science and economics, for well-established and new businesses and for living and tourism.
The particular diversity of City West is simultaneously a special challenge.
The duty of all of the partners in this neighborhood is to recognize all of the opportunities available, to increase the visibility of every potential opportunity and to strengthen the neighborhood in general.
For that reason, the Senate Committee for Economics, Technology and Women has promoted Regionalmanagement City West as contracted by the Boroughs of Charlottenburg-Wilmersdorf with financial support from the Community Sponsorship Fund for the Improvement of the regional economic infrastructure since 2010.
The primary duties of Regionalmanagement include the creation of transparency and cooperation for the development of the City West neighborhood, the integration of relevant activities and the announcement of projects and their promoters.
Regionalmanagement should contribute to strengthening the interrelationships between science and economics, to increasing the neighborhood's attractiveness for retail sales and tourism and to designing City West as a residential area of the future.
Cooperation between technical universities and research institutes and an easy environment for founding businesses and for an innovative milieu are more important than ever as the formative points for especially creative achievements.
The Kluge Köpfe Exhibition showed what a richly faceted business environment for supporting achievement and innovation has already been created in this neighborhood in an exemplary and particularly impressive manner.
I am quite certain that City West will attract and motivate more clever minds (Kluge Köpfe) through the commitment on the part of promoters and business in the community.

Dr. Jens-Peter Heuer
State Secretary to the Senate Committee for Economics, Technology and Women

Why here in City West?

Innovation is an indicator of an economic capacity to survive in the future. Synergies, which can fertilize innovative development processes, are created through proximity to institutes for research, development and production.
The fact that so many clever people have settled in Charlottenburg and Wilmersdorf is not by accident. The paths leading to Berlin's City West neighborhood are short, regardless of whether they lead to a research institute, university, shopping or a theater. The excellent public transportation connections also play their part.
This magazine, "Kluge Köpfe in City West", will introduce people and companies, both new and established. They often do their research, development and production in seclusion. Highlighting their efforts is the objective of Regionalmanagement CITY WEST. Their stories are often representative of many other entrepreneurs in City West. The quality of the neighborhood speaks for itself. Finding appropriate places for their work has been a challenge at times. Theoretically, space is available, but in reality it often does not correspond to modern requirements for offices and commercial space. Much still remains to be accomplished. The development of new, and re-purposing of existing, places are challenges, which Regionalmanagement has taken up together with many partners.
City West has long been displaying the tendencies of an innovative, internationally oriented economic location. See for yourself. The companies selected as examples will convince you as well.



Dirk Spender
Regionalmanagement CITY WEST

At A Glance

Locations in City West

»Top Customers come to LMT.«

Raymund Hammer, Managing Director of Lichtmesstechnik Berlin GmbH

ILLUMINATION MEASUREMENT LABORATIES FROM THE GLOBAL LEADER

There is a significant need to measure illumination.
Around the world, vehicle illumination is subject to a variety of standards, compliance with which is continuously checked as part of the development and production cycle. At the same time, these standards are continuing to be developed and modified. Cars alone have more than fifty lighted components.
There is where LMT takes the stage. These laboratories for measuring the illumination and color manufactured by this medium-sized company in Berlin's City West are requested around the world. Entire laboratories are developed and constructed for their respective purposes and sites. From one shop, customers (including Mercedes, Audi and Volkswagen) get hardware and software, personnel training and service. The secret of LMT's success lies in the sensors and their mosaic filters, which are millimeter thin and between three and twelve centimeters in diameter. Each of these filters is unique and can only be manufactured with exacting precision, knowledge and experience. It operates like a standardized human eye. A variety of illumination properties can be measured, including intensity, dispersion and color temperature. The pioneering act of LMT's employees lies in having developed this product until it was ready for the market.
The climb to becoming the global leader began in 1974 with a major contract in connection with the construction of flood light systems for soccer stadiums for the 1978 World Cup.
Reliable illumination planning for this type of major event first became possible with the data from LMT's equipment, so that during the game no one would be blinded by the lights and both players and audiences could see equally well. Shortly after its baptism by fire, the Charlottenburg team constructed their first laboratory for a major German vehicle manufacturer. "Then as now, it is the top customers who come to LMT", says Managing Director Raymund Hammer.
He was with the company from the start. His job first consisted of finding highly specialized engineers from industrial sources and from the Technische Universität of Berlin, and coordinating them as a powerful team.
His certifications as both mechanical and economics engineer as well as his experience in working with people helped in this. As a younger man, he earned his money as a musician in a band for several years, whose engagements and contracts were managed by him. Today, Hammer views his primary task as finding clever people and permanently earning their loyalty for the company. The company's proximity to the Technische Universität and its potential specialist helps him with this task.

LMT LICHTMESSTECHNIK BERLIN GMBH
Established: 1974
Forty employees

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~SEDNA GMBH
Established: 2008
Seventy-five employees

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»Children are the Best Testers!«

Guido Matzer, Managing Director of ~sedna GmbH

MULTIMEDIA AT ITS BEST

The largest LED screen in New York's Times Square, a telephone conversation to Australia and the publication of the Bild newspaper have one thing in common: ~sedna in the Charlottenburg district of Berlin makes them all possible. Guido Matzer, Managing Director of ~sedna, remains unaffected by Chancellor Helmut Schmidt's adage, "If you are having visions, go see a doctor". His greatest satisfaction lies in the realization of projects, which other believe are not feasible in terms of time or financing. As a subsidiary of q-bus GmbH, ~sedna develops and markets products and solutions in the field of digital signage and systems for multi-touch, control rooms and room control and automation. The products from ~sedna oriented on the future are based on two fundamental principles: state-of-the-art technology and exceptional design. Success on the US market followed quickly after the company's establishment.

Display walls and multi-touch tables were convincing in their speed and high reliability. Based on Apple's operating system, content can be provided both simply and comfortably. Earning companies like Disney and the telecommunications giant, AT&T, as customers was quickly followed by numerous other partners in Germany and other countries around the world. The editors of Bild relied on ~sedna. Thanks to the multi-touch table, they can work almost entirely without paper and save time and money through the optimization in the communication and working processes. German Telekom is the most important domestic customer.

~sedna and q-bus not only develop and construct visionary presentations at conferences for the German industry leader, but also the network management system for all foreign connections by means of futuristic appearing control rooms with display walls filling entire walls.

~sedna products are also in demand in other markets. Above all, schools, university and museums use hardware and software from Berlin's City West neighborhood for their continuously changing content and presentations. ~sedna relies on a very special group of people for test runs of their new developments. "Children are the best testers", says Guido Matzer. "If they understand how to operate the device and enjoy it then we've done everything right. Because they relentlessly test everything, they are merciless in finding errors, which helps to optimize our products." Matzer was the driving force behind the establishment of ~sedna. He values the same ideas in himself and his employees: thinking outside the box, enthusiasm, goal-oriented work ethics and a desire to learn continuously. He studied physics and media design.

In addition to his career, music is his greatest passion. For a time, he earned his living from it.

Whenever he can, Mr. Matzer still retreats to play one of his guitars. Then, he also has the leisure of enjoying the Red Herring Award he was recently given, which designates the company as one of the one hundred most innovative companies in Europe.

»Technological Revolutions need Time.«

Dr. Leonid Sverdlov, Managing Director of KAN Tech GmbH

SHARP, SHARPER, KAN TECH

Sharper, more precise and more durable in use, more energy efficient and economic in manufacturing; this is how Dr. Leonid Sverdlov, Managing Director and founder of KAN Tech, characterizes his products.
His surgical scalpels, razor blades, industrial and other knives are produced using an ultrasound forge sharpening technology and meet the highest demands for quality. First, the edges are measured usign laser technology and then, in contrast to conventional sharpening procedures, forged instead of ground. Two opposing smithy hammers shape the metal along the cutting edge with 20,000 blows per second. Doing this has many important advantages, including: significantly improved cutting, creation of a new type of cutting profile, saving energy and costs in production and no dust from grinding. Medicine is one particularly important area of application. Scalpels sharpened with ultrasound forge technology accelerate the healing process by up to fifty percent. KAN Tech makes truly clean cuts. When asked why the technology is only now starting to be used sporadically in the industry given such obvious advantages, engineering sciences graduate simply laughs mischievously. “Technological revolutions need time. For hundreds of years, people have been sharpening knives and other cutting instruments by grinding the blade. These procedures are technically mature and function satisfactorily.” It will take a lot of persuasive work and one long breath until machine makers decide to invest in completely new production facilities. However, the conditions are favorable. The machines from KAN Tech are more economical for manufacturing and in operation than conventional facilities. Initial industrial applications have been successful. The tests made by a major manufacturer are quite promising. KAN Tech has the global patents for this new technology.
“In a few years, we will have created a breakthrough. We are standing at the edge of a great leap.” Through his enjoyment of innovation and his enthusiasm, Dr. Sverdlov has earned a number of partners.
Norbert Geyer, owner of Geyer-Gruppe Industrieholding GmbH, is one of them. Dr. Sverdlov works on the prototype of his machine in space provided by Geyer. The proximity to TU Berlin and to the Fraunhofer Institut for Production Facilities and Construction Technology has been extremely important to Dr. Sverdlov. He needs this creative environment and wants to remain here, once ultrasound-sharpening technology has been proven.

KAN TECH GMBH
Established: 1999
Two employees

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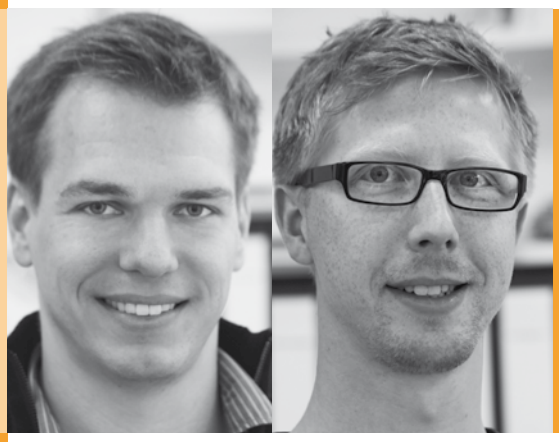


»The game industry‘s turnover by now is higher than what the film industry makes.«

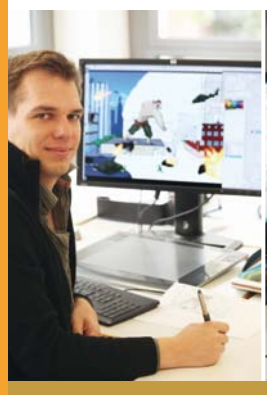
Thomas Bedenk, Partner Brightside Games UG (left)
Johannes Giering, Partner Brightside Games UG

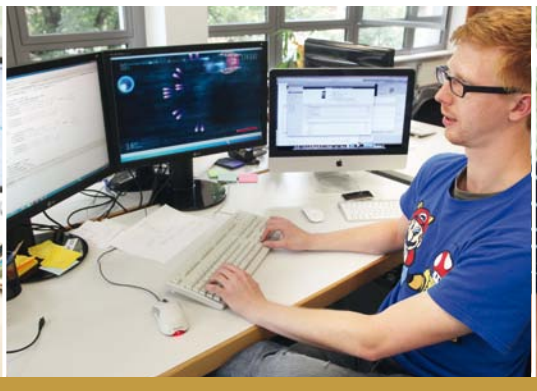
TIME TRAVEL SQUARED, SHEEP FOR YOUNG AND OLD

Thomas Bedenk and Johannes Giering met in 2008 in a seminar at the Technische Universität of Berlin (TU).
The coursework included programming computer games. Together, they developed Zeit², a shoot‘em up game, which allows traveling back in time.
In an intelligent manner, Zeit² combines elements from proven games with a new idea and new strategic capabilities. With Zeit², Bedenk and Giering managed to reach the final rounds of important international gaming competitions. Brightside Games, the company they established in 2009, should get the game ready for market. Support was provided in terms of both ideas and financing by the business startup services of TU, the Exist stipends from the Federal Minstry of Economics and the collaboration with the established company from Munich, Remote Control Productions. At the beginning of 2011, Zeit² was published on the XBox 360 game console, which is an enormous success for a debut game.

The conditions for successful development of the business are good. The computer gaming market is growing continuously. “The game industry‘s turnover by now is higher than what the film industry makes.”, Thomas Bedenk explained. He and Giering are betting on long-term growth. They want to remain independent and develop technically demanding games with niveau. Sheep Shack, a game that can be played on any device with a touchscreen and entertain young and old alike, will appear on the market next. From the earliest product development stages on the games are tested to meet the right balance between difficulty and manageability. Bedenk possesses the background knowledge needed for this. After earning his diploma in media design, he took a course in human factors at the TU of Berlin, which was an interdisciplinary study of engineering, design and psychology. As an information technologist and programmer, Giering takes care of the technical perfection.

Brightside Games resides in the Charlottenburg Innovations Centrum (CHIC). As a CHIC renter, the company enjoys a broad spectrum of support services for spin-off companies from the TU and UdK. Startup companies, like Brightside Games, receive economic support in the form of consultation, moderate rent prices and central services in the former Gerling Building on the Charlottenburg campus.
In April 2010, CHIC was able to transfer the 1,500 square meters and has been completely reserved in the meantime by thirteen companies. The renovation of the second part of the building, consisting of 4,500 square meters, should be completed by 2013.
The proximity to the TU and its students is important for the game makers and the further development of their networks. However, they also value the short ways for other reasons. As of this year, they are leading the Game Programming seminar at the TU.





BRIGHTSIDE GAMES UG
Established: 2009
Eight employees

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INVITROSOFT SOFTWARE SOLUTIONS OHG
Established: 1997
Six employees

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»Our Software for Plant Production in the Laboratory does not have Any Competition Worldwide.«

Bettina Schlegel, Partner, Invitrosoft Software Solutions
Andreas Schlegel, Partner for Research and Development, Invitrosoft Software Solutions

A FAMILY COMPANY WITH A GREEN THUMB

"Intelligent and efficient plant production is beginning today in the laboratory. Otherwise the increasing need for groceries and ornamental plants will not be able to be met", say Bettina and Andreas Schlegel in explaining the starting point for their business idea. Mass production under laboratory conditions requires continuous assessment and document of the plants, the fertilizers and protective measures used and the processing steps taken by the employees. Without interupting procedures like transplantation, packing or shipment, all relevant data is collected with the help of bar codes and the appropriate scanning devices. "Our software for plant production in the laboratory does not have any competition worldwide", stated Bettina Schlegel, Managing Director, as she explained the company's success. After the establishment of the company in 1997, it took less than two years to develop functional software for a strawberry plant breeder, which has been continuously modified and refined in the subsequent years.

Today, the software has been successfully deployed in numerous large companies. In the meantime, 300 million plants have been produced annually with the help of the continuously improving Invitrosoft Systems. Invitrosoft's knowledge and skills are especially highly requested in Brazil, where a branch office was opened in 2010, and in China, who is currently intensifying and industrializing their agricultural efforts.

In the mean time, the Schlegels are not only in demand as software engineers, but also as consultants to large companies, that are establishing plant productions and creating structures for them. Currently, they often fly to China, where they are consulting on the installation of 125 huge greenhouses in Ningxia Province. The project is being supported financially by the provincial government. With some luck, it will serve as the entry point into the growing Chinese market. When asked about their reasons for relocating the company from Baden-Württemberg to Berlin last year, the Schlegels rave about the high quality of life in the capital city, its international character, the people searching for like-minded people in Germany and the opportunity to employ employees from around the world. With the help of Berlin Partner, they found the bright, comfortable rooftop office in the commercial park on Helmholtzstraße in Charlottenburg and are quite happy with it. Employees can relax at the nearby Spreebogen or in the Tiergarten during their lunch breaks. There is a tasty and inexpensive restaurant directly in the park. Not least of all the Schlegels are particularly taken with the hinterland of Berlin, which invites people to cycle and swim.

»The Internet of Things will be a Megatrend over the Next Few Years. A Huge World will bloom.«

Henri Kretschmer, Managing Director of Virtenio GmbH

WHEN OBJECTS TALK TO US: INTELLIGENT NETWORKS OF THE FUTURE

Bananas are sensitive fruits. During their transportation from South America to Germany, they need cool temperatures and an ideal environment. Otherwise, they will be mushy when they arrive. Virtenio is offering one solution for this problem using wireless miniature computers, which analyze the temperature and the air in the existing environment. The shipping agency is continuously notified by satellite. They can take corrective action in case of doubt. This is only one example for general area of use for the basic technology from Virtenio.

These small, powerful and energy-efficient computers are no larger than a matchbox. They communicate and network with each other using radio signals. Custom programmed software make their application easier.

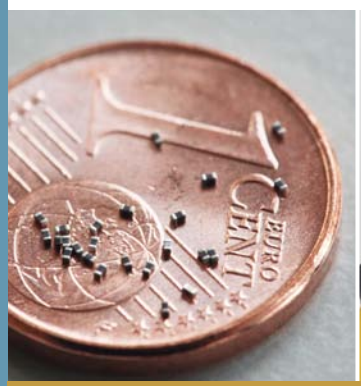
In the future, not only machine will be able to exchange information in this manner, but all the things of everyday life. "The Internet of things will be a megatrend over the next decades. A huge world will bloom. This means that everything will communicate with everything else. Refridgerators that write shopping lists, cars that find parking spaces on their own or intelligent flower pots that tell us, when we should water them are conceivable", says Henri Kretschmer, founder.

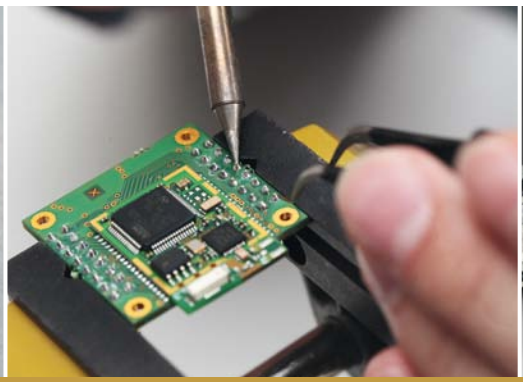
Since 2005, this engineer for technical information technology has been studying this new-to-Germany issue of wireless information distribution and transfer, which he has discovered for himself as a scientific employee of the Technische Universität of Berlin (TU).

At that time, he was working with networks for automating buildings. Specifically, this includes devices that determine and control heat consumption, without anyone having to actually enter the residences. "An extremely large market", indicates Kretschmer.

By chance, Kretschmer provided guidance to two diploma candidates, who were researching the field of sensor nodes and the software appropriate to them. Together with Torsten Hüter and Stefan Ziegler, Kretschmer developed the innovative miniature computer and, with it, laid the foundation for the establishment of the company. "The startup services of the TU Berlin and the Exist stipend from the Federal Ministry of Science were very important in helping to make our company independent", reports Thomas Henn, who supplements the engineering team as a salesperson. Virtenio is located in Charlottenburg's Innovation Centrum, CHIC. "We were looking for offices close to the TU, because working in a creative and innovative environment was important for us.

In addition, it is centrally located and a lot happens in CHIC, new things are being created." and is the right place for Virtenio to re-design the future.





VIRTENIO GMBH
Established: 2010
Five employees

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IMCUBE LABS GMBH c/o Technische Universität Berlin
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Ten employees

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»We have a Mission, because Content is often not yet available for New Technologies. We want to fill This Gap.«

Dr. Matthias Kunter, Partner, imcube labs GmbH (left),
Dr. Sebastian Knorr, Partner, imcube labs GmbH

EXPANDING THE THIRD DIMENSION

Cars that race at us, actors who reach out and touch us and action scenes that happen around us have all become reality thanks to three-dimensional films.
Over the last couple of years, the industry has been undergoing an enormous boom caused by digitalization. 3D theaters are springing up like mushrooms from the ground and almost every major film is being offered in 3D format. The basic idea is simple: with the help of a second image, a plastic three-dimensional feeling of spaciousness is created. The natural sense of sight is the prototype for this, whereby the brain composites the images from the left and right eyes into a three-dimensional image.
There are two options for creating a 3D film. Either it will be filmed using 3D cameras or it must be converted into a three-dimensional image from two-dimensional images.
Imcube is working with conversion approach. Until recently, the conversion process was largely a manual process.
At 24 frames per second, a second image must be created frame-by-frame.
To accomplish this, every object in the frame must be assigned depth information, so that they can be assigned spatial coordinates.
Even with several hundred employees, this process can often take a year. The innovative software from imcube is now taking over this work in large part and thereby executing this process faster and less expensively. Dr. Sebastian Knorr, CMO, says, “We have a mission, because content is often not yet available for new technologies. Currently, there are not that many 3D films, initially two percent according to a study by Pricewaterhouse-Coopers.
We want to fill this gap by increasing the percentage of 3D films on the market.”
There is a licensing partner in India already and cooperative efforts with conversion plants in China.
For Knorr, quality is an important factor, because there are plenty of poor conversions, with consequence for the audience. “One could imagine it, as if watching from a ship. The inner ear tells you that the ship is moving up and down, but your eyes say everything is normal.
Our brains have problems processing this and we become nauseous”, Dr. Knorr explains.
In 2009, the electrical engineering graduate founded imcube with his partner as a spin-off from Technische Universität of Berlin (TU). They feel comfortable on Einsteinufer Street. “At the moment, being here is very important to us, because we are working together with student trainees a lot and the exchange of information with other scientist and the Heinrich-Hertz Institut enriches our work.”

»What We are doing may sound like James Bond, but It has become Reality.«

Qui-Ping Zeng, Managing Director of IDENCOM Germany GmbH

THE FINGERS AS GATEWAY TO THE WORLD

"What we are doing may sound like James Bond, but it has become reality", says Qui-Ping Zeng, Managing Director, roguishly about his business idea. It is about fingerprint recognition systems, thus using fingers as replacements for keys, cards and passwords, in principle. The devices from IDENCOM can be installed in all types of doors, lockers and vaults, which can then be opened by scanning fingerprints. The time of searching for hours for the key or forgetting the password for the alarm system have become a thing of the past. One access system costs roughly 400 euros, meaning that James Bond is no longer the only one who can afford this innovative technology.

Zeng already had this idea for his company, when he was a student of information technology at the Berlin Fraunhofer Institut. "At that time, we developed fingerprint recognition systems for criminals for the police. Those were truly huge computers. Then I got the idea of making the whole thing smaller, miniaturizing it and making its usage simpler."

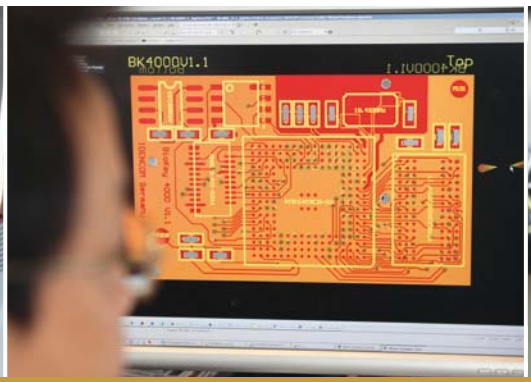
The Chinese man found his first employment position in Switzerland, where he continued working on the issue. After one year, he established IDENCOM. "I just had the prototype in my head and wanted to do something with it. Naturally, one needs courage, but the capital market was relatively open for innovative ideas and it was simply the right time. Put simply, it was very exciting time." He summarized his idea on a couple of pages of paper and faxed them to companies throughout the world. Successfully. He received several offers and discovered his first customer, including the camera company, Polaroid, and the household technology company, Honeywell, who are still loyal to Zeng even today.

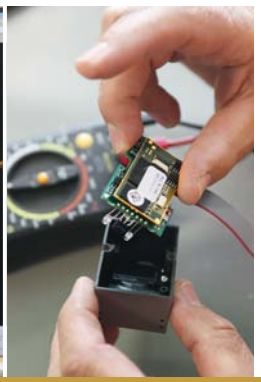
In 2002, Zeng moved himself and his company to Berlin.

"I was in beautiful Switzerland on Lake Zurich, but it was very difficult to find good engineers. Berlin, Charlottenburg in particular, is ideal by comparison. The proximity to the Fraunhofer Institut and the Technische Universität are responsible for this. Good people can be found here and nothing is missing." In the meantime, the sympathetic company founder has spent half of his life in Germany, which he regards as his second home.

With certainty, the success of IDENCOM is also responsible for this. His fingerprint recognition systems have received multiple awards, not just because of their security and functionality, but also because of the successfully aesthetic designs.

Currently, Mr. Zeng is negotiating the use of his devices with the automobile industry and with a manufacturer, who would like to offer a secure suitcase for use at the next Olympic Games. The Era of the Key seems to be ending.





IDENCOM GERMANY GMBH
Established: 1999
Twenty employees

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EANTC AG
Established: 1991
Twenty employees

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»We have always been on the Leading Edge when It comes to introducing New Technologies.«

Gabriele Schrenk, Managing Director of EANTC AG

THE INSPECTION AGENCY FOR THE COMPUTER NETWORK

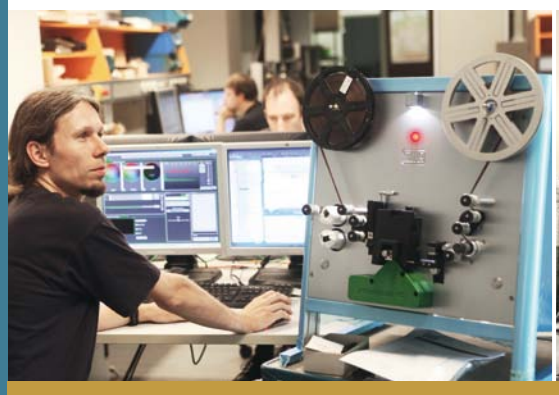
Watching TV over the Internet, banking online and telephoning with the computer, all of this has become part of our everyday lives.
However, almost no one thinks about the technology that stands behind these capabilities. Giant cable networks are connected to each other, or disconnected, through connection devices such as routers and switches. This complicated technology must continue to operate even when thousands or millions of users are connected with the network at the same time. This is where EANTC does their work. The German market leader tests networks for major customers like Vodafone, Alcatel and Telekom, so that they will operate smoothly even under peak loads.
They are a type of inspection agency for the network.
“We always consider the network as a whole. When a customer wants to watch television over the Internet, for example, snowy playback or dropped picture are unwanted. The customer also wants to be able to change channels quickly. With our tests, we check the network technology and software and ensure the quality that the operator needs in order to be successful”, says company head Gabriele Schrenk. Even as a student, the then prospective information technologist worked at EANTC, a company that was established in 1991 at the Technische Universität.
Network technologies were already the focus of her interest. Her enthusiasm for technology was already apparent as a child. “In school, I knew that the Natural Sciences were more important to me and that I wanted to work with them.” Since 1999, Gabriele Schrenk has been the Managing Director of EANTC. She enjoys this work above all because the new technologies do not allow a routine to be established.
“We have always been on the leading edge when it comes to introducing new technologies. That is one of the major challenges.” Around the world, there are only a few professional service providers, who are capable of operating at the levels occupied by EANTC.
For that reason, the company’s customers can be found everywhere in the world. The company feels quite at home in Charlottenburg. Located for many years at the TU, EANTC moved their offices to Salzufer Street only a few months ago.
“The new offices are centrally located, have good connections, especially with the airport, which is very important for our customers”, says Gabriele Schrenk. In the future, the company that has successfully survived two global economic crises wants to continue to grow and ensure that we can use technologies in the network free from worry.

»Always developing Something innovative for the Century-plus Old Film Industry is Our Job.«

Frank Ortwein, Managing Director of MWA Nova GmbH

THE FASCINATION OF CELLULOID

For more than a century, films have been stored on celluloid. In order to process them digitally, the film reels will have to be scanned.
The film scanners at MWA Nova do this work. “The film negatives are placed in the scanner and the film can then be cut on the computer. The red, green and blue colors can be modified or the night can be made into day, scratches can be filtered out, images enlarged and much more”, says Frank Ortwein, Managing Director. The devices that are manufactured by hand in the company’s own workshop are available for all popular sizes from eight- to thrityfive-millimeter film.
The fascination with the theater continues uninterrupted. Of course, the time when the huge reels of film ran through projectors has become the past. Digitalization is making progress in the film production area. Only major Hollywood directors, like Steven Spielberg, and ambitious art film makers still use thirty-five-millimeter celluloid for filming. Digital theater cameras are replacing the reels of film.
Mr. Ortwein has responded to the new orientation of the industry and is now focusing on archives. Many kilometers of film have been stored there, which will have to be digitalized for posterity. Using Mr. Ortwein’s devices does the job faster than real time. The company even has a patent for the process.
Mr. Ortwein’s machines even add sound to the films. “We have the only film sound recorder in the world, which can record Dolby Digital Sound on film”, says Mr. Ortwein. With Dolby Digital Sound, the audience gets the feeling of being surrounded by sound. Around the world, MWA Nova is considered a specialized machine manufacturer for the film and television industry, which focuses on development, manufacturing, marketing and service for film scanners and film recorders.
MWA Nova has a long history. In 1926, the company had already been established as MWA Albrecht. It produced magnetic players and cameras in large part. In 2002, the company had to declare bankruptcy.
As technician majoring in electronics, Mr. Ortwein has been self-employed in the industry. He knew the managing director of MWA Albrecht through his work. In 2002, Mr. Ortwein purchased the company as part of the involvency process and moved from Wiesbaden to Berlin. “I settled in Charlottenburg because of the proximity to the university. There are many more innovative companies here (often hidden in rear courtyards) than one would think. Plus, it is beautifully green and centrally located.” Mr. Ortwein has new ideas for the future. These ideas tend towards the direction of digital, and perhaps even 3D, cameras, since “always developing something new for the century-plus old film industry is our job”, as Frank Ortwein summarizes it.



MWA NOVA GMBH
Established: 2004
Thirty employees

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BELLA CIAO | Einzelunternehmen
Established: 2009
Three employees

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www.bellaciao.de

»On these Bicycles, People glide upright and in Athletic Form through the City.«

Matthias Maier, Managing Director of BELLA CIAO

THE POETRY OF PERFECTION: BICYCLES BY BELLA CIAO

At the beginning of the new century, Matthias Maier discovered a bicycle in a small bike shop in Milan, which time seemed to have forgotten. “This bike was something quite special”, Mr. Maier remembers. “The geometry of the frame fascinated me with its special facility and the elegance of the contour in connection with the wonderful tradition of crafts-manship. On these bicycles, people glided upright and in athletic form through the city”, raves Mr. Maier.

At that time, he developed international management strategies for a company in Milan.

When this bachelor of business and photographer returned to Berlin several years later, he had a vision in his luggage along with a collection of classic bikes: handmade steel wheels, Italian elegence combined with a German understanding of technology.

Mr. Maier knew that he wanted to take a road less traveled in realizing his compa-ny. He built his company using a type of satellite structure, because only a few family operations were sufficiently specia-lized to manufacture the individual com-ponents. The unusually trim and elegant steel frames were manufactured in Italy; the rim polished to a high gloss in Germa-ny. The technology came from Germany and Japan. It was assembled in Saxony-Anhalt. “Today, I spend eighty percent of my time in coordinating well-defined individualists from various countries” which Mr. Maier quite enjoys. The mutual development of the products with an American cult blogger is another road less traveled for the company and places it in contact with the heartbeat of the times.

Like the Italian partisan song, BELLA CIAO is the name of Mr. Maier’s brand.

In fact, bicycles played an important role in the Italian Resistance during the Second World War. Cars and motorcycles had been confiscated by the Fascists and the Resistance essentially organized their efforts using pedal-driven two-wheelers. Thereby, the bicycle became a symbol of freedom in Italy. “We consciously decided to use this poetic relationship in develo-ping the brand. The thought of freedom that our brand embodies is also a symbol of our corporate culture. Exceptional skills combined to target a clear aim.“

Because he had been born in West Berlin, Matthias Maier chose Charlottenburg-Wilmersdorf for his operations.

“The atmosphere and the quality of life please me. This is not a monoculture, but rather a united world environment.”

Two years after establishing his business, annual sales already amount to roughly 1,000 bikes.

Fifty percent of them are exported.

In the perplexing bicycle market, BELLA CIAO has established itself in a very brief time.

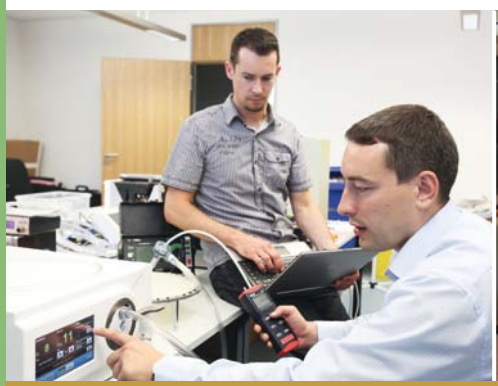
»Our Device Technology stands for the Highest Quality in Minimally Invasive Surgery.«

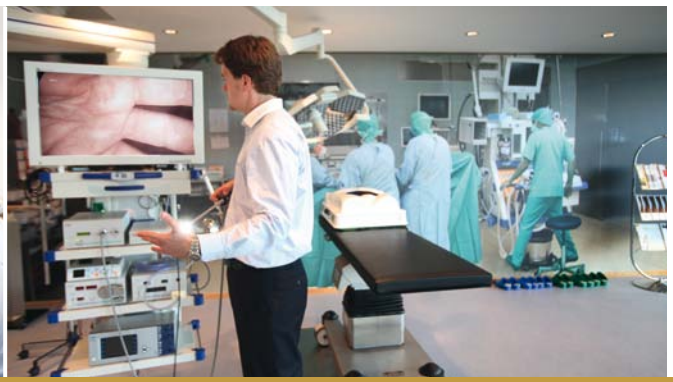
Peter P. Wiest, Founder and CEO of W.O.M. AG

THOROUGHLY CONSIDERED IN EVERY DETAIL: MEDICAL TECHNOLOGY MADE IN CITY WEST

For a long time, the motto was “great surgeons make great cuts”. It took several decades before the idea that people should be treated as uninvasively as possible began to assert itself. At the insistence of Professor Hans-Joachim Lindemann (gynecologist) from Hamburg, Peter P. Wiest (prospective engineer) dared to present a solution for the human womb in 1972.
The challenge consisted of transforming this sensitive organ into a stable hollow with the help of carbon dioxide in order to be able to insert lights, cameras and surgical instruments.
Peter P. Wiest not only found solutions for the numerous problems that arose, he also succeeded in getting the technology ready for the market. This was the origin of the success of this company, which is still managed by its founder.

With the victory of minimally invasive surgery in the second half of the Eighties, treatments became possible without making large cuts into the patients. W.O.M. developed as one of the first devices, which allowed treatment of the abdominal area as well as of the joints. The company was barely able to keep up with the demand. “Our device technology stands for the highest quality in minimally invasive surgery”, says Founder Peter P. Wiest and not without pride. The high-technology devices are being developed in Berlin, built in the company’s own production facility in Ludwigstadt, but re-branded by major medical device manufacturers under their names. The USA is the most important sales market with Europe in second place.
Relocating the W.O.M. company headquarters from Lankwith to Berlin’s City West in 1997 was not just the result of the increasing need for technical specialists. There are a number of hospitals and university clinics in the capital metropolis, which collaborate closely to develop ideas into new products directly in the operating theater. However, the technological edge is not the only factor responsible for the success of W.O.M. The company has also taken over the various, highly complex permit procedures in various countries for their customers. They guarantee the quality of “Made in Germany” down to the small screw with the clever inspection and documentation procedures.





W.O.M. WORLD OF MEDICINE AG
Established: 1974
Ninety employees at the Berlin headquarters, Two hundred fifty worldwide

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10587 Berlin Germany

info.berlin@womcorp.com
www.world-of-medicine.com

MOBILE MELTING GMBH
Established: 2009
Six employees

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www.storytude.com

»Innoviation is the Combination of Technology and Content.«

Lydia Horn, Managing Director of mobile melting GmbH

LEARNING ABOUT CITIES BY LISTENING TO THEIR STORIES

Ghost stories from Prenzlauer Berg, city tours through the Mitte borough of Berlin or a detective story from Frankfurt; with the Storytude app, people have these experiences while they are visiting such cities.

It is all quite simple. Just download the desired tour to a smart phone. The historical characters will then guide people to the sites.

The cell phone's GPS system and a digital map of the city help with orientation.

At the appropriate sites, the phone will vibrate and the next chapter will start. This always keeps the users in the middle of the story.

"My two co-founders had the idea", says Lydia Horn, Managing Director. "I didn't quite understand the whole thing until they programmed a prototype. It was a story about the Rotes Rathaus [Red City Hall] and I thought it was totally cool. If something like this can please a technophob like me then it's a great idea." With the idea, the three applied for and got an EXIST stipend for business startups. Successfully.

Mobile melting was established in 2009 to offer various technical solutions for on-site entertainment and information. Ms. Horn quit her marketing job at an airline company. "I had to consider it because I hadn't been with the company too long and everything was moving quickly. However, I had always been interested in the new things, because I really like that."

With their Storytude.com as their primary product, mobile melting has been offering city tours and guided listening tours for the growing market of smart phones since May.

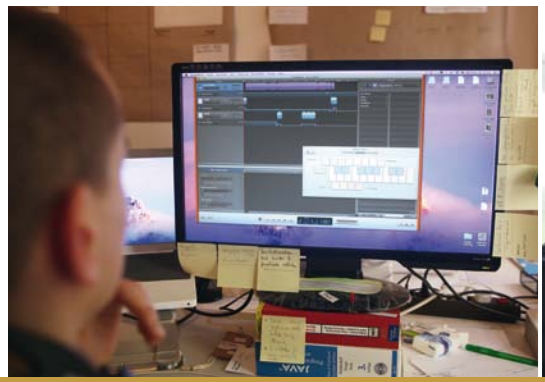
Speaking statistically, roughly one quarter of all cell phone owners use smart phone, which supplement the features of the cell phone with addtional computer programs: so-called applications (or apps), and this tendency is increasing.

Classic travel guides and audio guides are becoming superfluous. "Innoviation is the combination of technology and content", explains Ms. Horn. "In this, our biggest advantage is that people always have their cell phones with them and can download the apps at any time.

We simply need to make people more aware of our existence. That is the major challenge that we need to work on."

Mobile melting has already convinced the jury for the Degewo Founder's Award, which paid for a year's rental of office spaces on Uhlandstraße Street.

"We were quite happy about that, especially because of the central location and because good partners and customers can be invited to this impressive address", says Lydia Horn. In the future, mobile melting really wants to offer more tours. Developing into the gaming and interactive markets might also be a consideration. Thereby, people could determine the story sequence as they tour the various locations.



»If you look at the best-sellers lists in Germany, you will notice that the predominant share of the publishers listed use software from Klopotek«

Gregor Wolf, CTO of Klopotek AG | left,
Uli Klopotek von Glowczewski, CEO of Klopotek AG, right

INTELLIGENT SOFTWARE: SOLUTIONS FOR PUBLISHERS

The success of this company established in 1992 is based on its concentration on large- and medium-sized publishers as well as on the development of standard software for all publishing processes. Starting with the initial project idea, to the payment and legal agreements and the delivery of books, magazines, both printed and digital, the integrated programs from this Charlottenburg software foundry tracks the development of a product. It makes smooth, efficient processes possible.

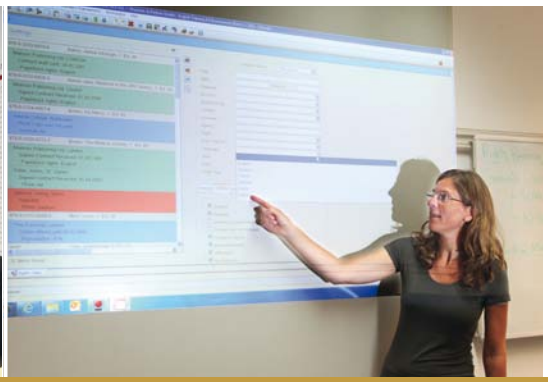
Publishers use the modules from the comprehensive offerings from Klopotek AG that are relevant for them, such as the production planning module for catalog and advertising methods or for delivery to wholesalers. The modules are continuously being developed and can be modified. They take both the various legal regulations in various countries as well as the digitization of publishers, which is currently underway, into consideration. "We predicted that the publisher would be overrun by the demand for digitial products and adjusted our software for this consideration", says Mr. Wolf. "Over the last few years, E-books came into their own and many IT systems weren't prepared for it. Digital products have been long established in the scientific and technical information industries, and the German fiction industry was quite hesitant." Like most of the founders, Uli Klopotek von Glowczewski studied at the Institut for Software Technik [Institute of Software Technology] at the Technische Universität of Berlin.

They used the scientific knowledge, skills, and experience in the publishing industry to assume a dominant position on the German market in just a few years. Since the turn of the century, Klopotek AG has set up shop internationally, first in Benelux and Scandanavia and later in the United Kingdom and the United States. Since 2011, there is a subsidiary in France and a joint venture with a partner in Poland. The next strategic steps will involve entering the Latin American and Spanish markets. International growth will also mean growth at the Berlin offices.

The research and development department located there will be expanded along with the international growth. Neither the business owners nor the employees want to leave central location and the attractive environment of City West. Making the software useable across boundaries is the next challenge.

Even today, internationally active companies can work with the Klopotek software in several languages and currencies, but Klopotek expects more. The software should enable international customers with global installations to create uniform processes and data across country and corporate boundaries.

Solutions for the implementation phase also include training for the publishers' employees, in order to ensure a smooth transition from the previous software to the new applications.



KLOPOTEK AG
Established: 1992
One hundred six employees in Berlin,
One hundred seventy-two worldwide

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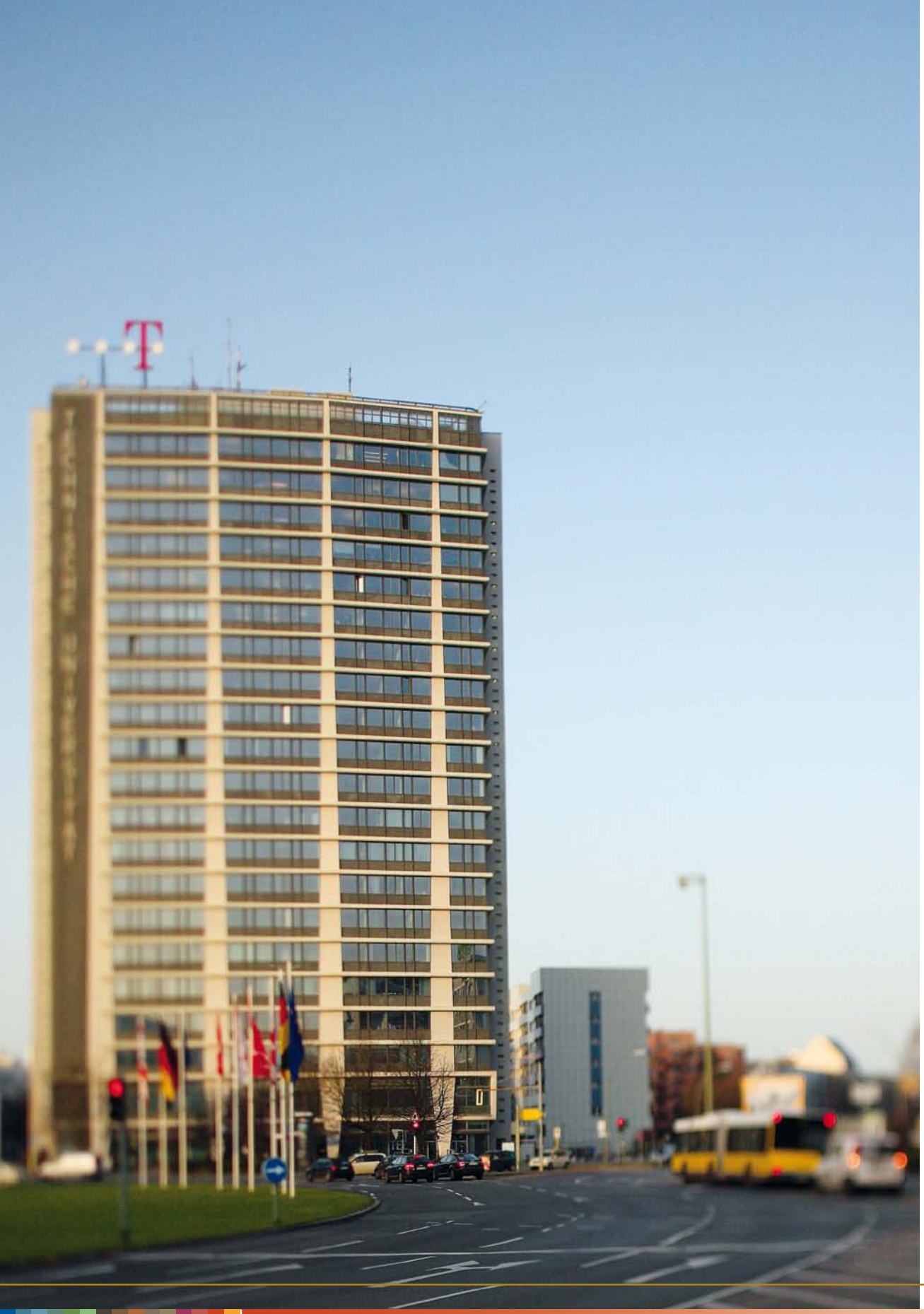

TELEKOM INNOVATION LABORATORIES
Established: 2004
Roughly three hundred and sixty employees

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10587 Berlin Germany

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www.laboratories.telekom.com

»The idea is to bring together the best elements of industry, science, and the global start-up scene with the goal of speeding up the process of turning new ideas into market-ready products«

Dr. Heinrich Arnold, Department Manager of Telekom Innovation Laboratories

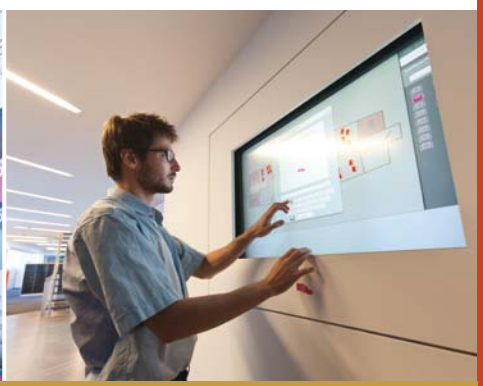
DESIGNING THE WORLD OF TOMORROW TODAY

Telekom Innovation Laboratories (T-Labs) is the central research and innovation unit of Deutsche Telekom. T-Labs works closely with Deutsche Telekom's operating units by developing and rolling out innovative products, services and infrastructures for Telekom's growth areas. It also focuses on establishing new businesses on the market as a direct offspring of innovative work. In 2012 alone, T-Labs produced four new business units, and another six are in the pipeline.

Since its formation in 2005, Telekom Innovation Laboratories has established itself as the first port of call for innovation topics. Some 360 experts and researchers from more than 25 countries, as well as young entrepreneurs, work side by side in various disciplines at the T-Labs sites in Berlin, Darmstadt, Bonn, Beer Sheva and Tel Aviv (Israel), and Mountain View (USA). The open innovation model is the guiding principle for their work. Telekom has instituted professorships as part of its partnership with TU Berlin and the Berlin University of the Arts. The cooperation with universities in Berlin, as well as several other universities, institutes, industry partners, start-ups, and entrepreneurs around the world, ensures close links between the research community and the private sector in an open innovation approach. „The idea is to bring together the best elements of industry, science, and the global start-up scene with the goal of speeding up the process of turning new ideas into market-ready products," said Dr. Heinrich Arnold, Senior Vice President and Head of T-Labs, about the basic concept. In 2012, T-Labs supported the Group with 20 innovative, market-oriented upstream products including TV apps for Entertain and the Cloud Business Marketplace, and also presented two world-firsts. The first was in the infrastructure area, with a world record fiber-optic transmission speed of 512 GB/second, and the second was the first implementation worldwide of type 1 security software for smartphones.

T-Labs deliberately chose to work from the Charlottenburg district of Berlin, explained Dr. Arnold, physicist, engineer and doctor of technology management: „Berlin's universities and extremely active start-up scene make it an ideal creative environment for propagating new ideas and talent. The idea of having a symbiotic relationship between research and product development, between academic institutions and telecommunications providers, is best turned into reality on the campus of TU Berlin."

T-Labs therefore works from Berlin to develop visions of tomorrow for the whole world.



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