

appliedAI: UnternehmerTUM and leading industrial companies, scientists and policymakers introduce Europe's largest appliedAI initiative

Munich, April 11, 2018. UnternehmerTUM, Germany's leading centre for innovation and business creation, today unveiled the 'initiative appliedAI' at a press conference. UnternehmerTUM, together with 26 leading technology and industrial groups such as Google, NVIDIA, Allianz, Linde, Porsche Consulting, SAP and Siemens, as well as several well-known partners from politics and science, has set itself the goal of driving applied artificial intelligence (AI) in Germany. For this purpose it wants to convey a broad understanding of AI, its importance and its potential applications, to build up employee and trainee expertise in companies, to enable easy access to technology, and to drive the rapid implementation of prototypes and exchange of experience. The social and economic impact of artificial intelligence will also be discussed.

"Artificial intelligence is key to our future viability. Digitalization is a decisive innovation driver for the economy, and machine learning is a very important aspect of it. That is why I fully support the initiative appliedAI. Our common goal is to be one step ahead of international competition in the future," says Franz Josef Pschierer, Bavarian State Minister for Economic Affairs, Energy and Technology.

With its 26 partners, selected start-ups and over 100 dedicated students, the initiative is already one of the biggest in Europe in the field of applied artificial intelligence. It offers start-ups, medium-sized and large companies as well as technology partners an open, non-profit and neutral platform on which to bundle their expertise. As a result, it brings together partners, enterprises and households and interested parties under one roof to work on innovative AI solutions for a variety of application areas and to accelerate their deployment.

"Artificial intelligence is already influencing how we'll travel, feed ourselves and work in the future. The developments in recent years in the field of autonomous driving or in robotics alone make it clear that AI has great significance for the future of our economy and our society," says Dr. Andreas Liebl, CEO of UnternehmerTUM Projekt GmbH and head of the initiative appliedAI. "We have joined forces with leading industrial and technology companies in order to clarify the technology by means of knowledge sharing, qualification and prototyping and to accelerate its application."

In the KI laboratory in Garching near Munich, UnternehmerTUM provides all interested parties with state-of-the-art hardware, the knowledge of local experts, consulting on the development of AI technologies, and help with establishing their areas of application. NVIDIA, as one of the leading companies in the field of AI and autonomous driving, is providing its expertise and hardware in the field of GPU processor technology.

"NVIDIA is committed to the appliedAI initiative because it offers a unique network of startups, industry and science in Germany," say Jaap Zuiderveld, Vice President of NVIDIA EMEA. "Artificial intelligence will not become a branch of industry, it will become an integral part of every sector. UnternehmerTUM is the right partner to transform the promise of AI technology into real results."

Further information on the initiative appliedAI is available at:

<http://www.appliedai.de/ai/>

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UnternehmerTUM

Center for Innovation and Business Creation at TU München

UnternehmerTUM offers founders and startups a complete service from the initial idea to IPO. A team of experienced entrepreneurs, scientists, managers and investors supports founders with the development of their products, services and business models. The experts accompany them actively with building up their companies, market entry and financing – also via Venture Capital.

XPRENEURS supports high-tech teams in early stage business model development. The accelerator programme TechFounders coaches technology startups over a period of 20 weeks up to an initial venture round, and paves the way for joint ventures with established companies. For industry partners, UnternehmerTUM is a unique platform for cooperation with new companies, and for expansion of their innovative strength and culture.

Covering 1500 square metres, 'MakerSpace', Europe's largest publicly accessible high-tech workshop, enables companies, startups and creatives to produce prototypes and small batches using state-of-the-art machines such as large 3D printers.

UnternehmerTUM was founded in 2002 by the entrepreneur Susanne Klatten. With more than 50 high-growth technology start-ups each year and its unique offering, it is the leading center for business creation in Germany.

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