

## **TECHFEST MUNICH – More than a Hackathon**

September 8-10, 2017

**Garching/Munich, 3rd August 2017**

**“We were overwhelmed by the creativity and quality of innovations. The TECHFEST really laid the foundation for rethinking how we use technology.”**

**Michael Kossenjans, AstraZeneca**

**At the TECHFEST MUNICH 2016, more than 300 makers, hackers and innovators from all over the world developed over 50 ideas for new products and services within just 72 hours. From September 8-10, UnternehmerTUM is organizing the TECHFEST MUNICH for the second time – with old and new partners, new topics and new technologies.**

- 72 hours of hacking, prototyping, workshops and parties
- New partners: Tetra Pak, Telekom Fashion Fusion, Bavarian Film Center
- New themes: Smart Home, Smart Packaging, Extended Reality 4 Good
- New technologies: Hololenses, bio-sensors and deep learning hardware
- New products and services for the world we want to live in

### **Smart Home, Smart Packaging, Extended Reality 4 Good**

New technological developments such as bio-sensors and artificial intelligence are changing our lives. At the TECHFEST, the participants experiment with these technologies, and develop ideas for our future. With the help of IoT as well as virtual and augmented reality, they work out digital solutions for smart buildings. In cooperation with Tetra Pak, and with mixed reality and artificial intelligence, they develop services for manufacturing

processes for the packaging and processing of food. Together with the Bavarian Film Center, filmmakers, directors, creators and technology cracks use the very latest media technologies to produce content like video clips for good causes.

### **Rapid Prototyping at MakerSpace**

Workshops support the participants in developing ideas, team building and rapid prototyping. In the High-Tech Workshop MakerSpace, teams develop initial prototypes using 3D printers, laser cutters and CNC milling machines.

### **New: Experience hackers live – Guest tickets for Saturday and Sunday**

This year there's a new development: the TECHFEST will be opening its doors to the public on Saturday and Sunday. On Saturday, expert discussions will be held on topics such as IoT prototyping or AI applications, and start-ups and companies will demonstrate their innovations. In the final TECHSLAM on the Sunday, the TECHFEST teams will pitch their ideas for new products and services. For this year's winners there will be unforgettable experiences – details will be announced soon. Light shows, DJs and bands will ensure the perfect festival atmosphere.

**The sponsors and supporters of Techfest MUNICH:** Air Liquide, Bavarian Film Center/ Hackathon XR for Good, Bosch, Flixbus, Infineon, Innogy, Knorr, the City of Munich, NVIDIA, OSRAM, Reply, Telekom Fashion Fusion, Tetra Pak, TÜV Süd, Vector Foundation, Zeidler Research Foundation

The TECHFEST MUNICH is held in cooperation with the TU Munich and MakerSpace, and takes place at the Entrepreneurship Center in Garching/Munich.

**For further information, and for applications, go to [www.techfestmunch.com](http://www.techfestmunch.com).**

## **Press Contact**

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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.

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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