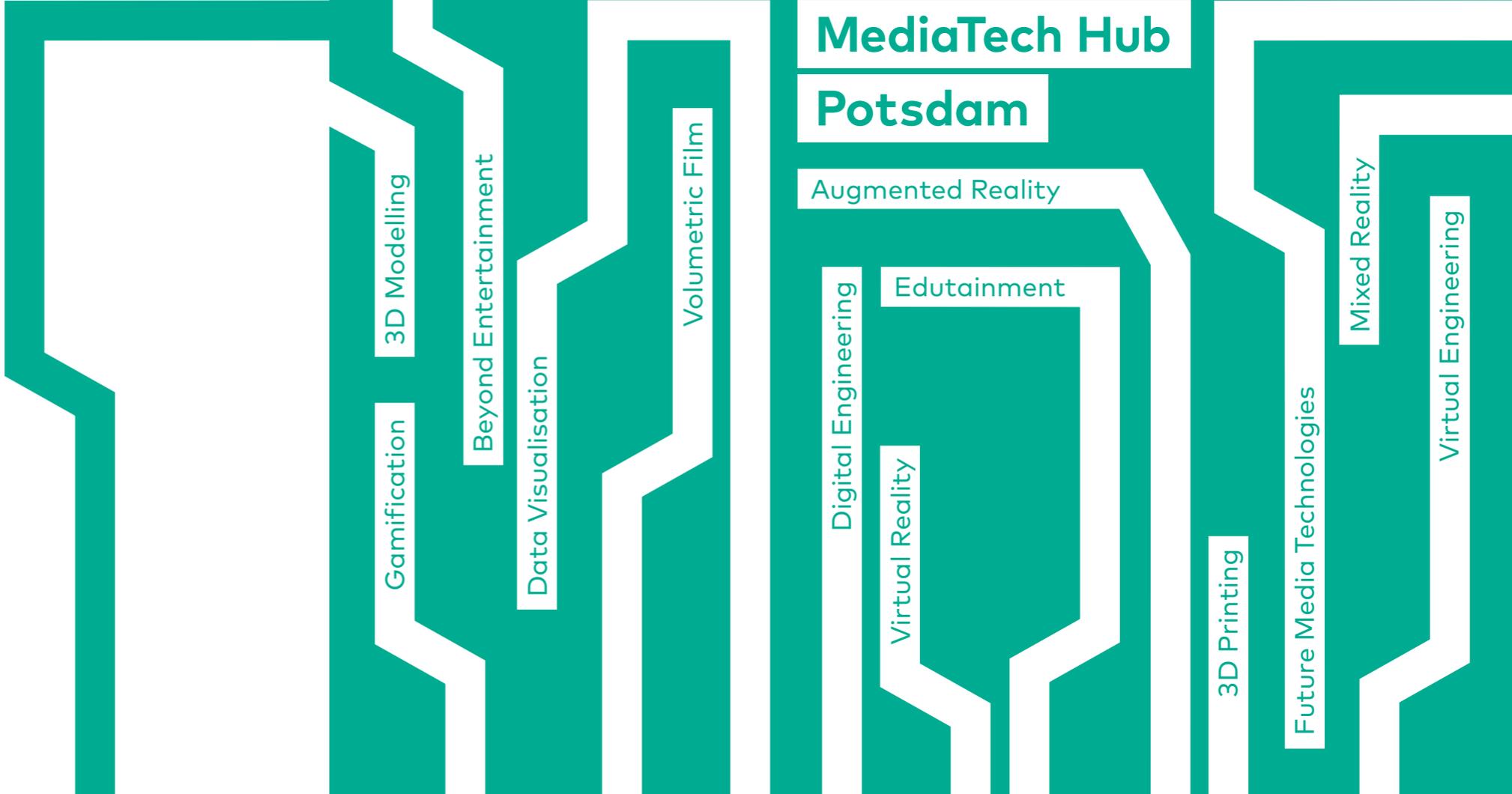


The **Digital Hub Initiative** of the Federal Ministry for Economic Affairs and Energy fosters Germany's transformation into a leading global digital hub. To achieve this goal, the initiative promotes the formation of a network of twelve digital hubs with specific focus areas. Under the umbrella brand "de:hub", the close cooperation between start-ups, established corporations, research facilities and experts creates a unique, innovative network. In order to attract founders and investors from abroad, the twelve hubs work to develop and implement concrete programmes that tackle the challenges of the digital age.

de:hub

MediaTech Hub Potsdam is an initiative of



We are a dream factory. A pioneering spirit is our driving force. We use data and hightech to express the variety of our ideas and by doing so, we are creating something new. We connect content and technology for the digital world of tomorrow.

MediaTech Hub Potsdam is both, a physical place and a network of companies, startups, investors, institutions, universities and research centres. Together we aim to develop innovations and applications for the entertainment and the smart industries of the future.



"The close connection of research, teaching and industry is one of our utmost concerns at Film University, which we promote successfully e.g. with our new on-the-job Master's program "Digital Media Law and Management" in collaboration with regional media companies or with this year's "Innovation Forum Virtual Reality" funded by the German Ministry of Research."

Prof. Dr. Susanne Stürmer,
President Film University
Babelsberg KONRAD WOLF



"MediaTech Hub Potsdam is a combination of more than 100 companies, who enable solutions for media beyond entertainment. New technologies combined with traditional storytelling lead to worldwide projects in e-learning, mixed reality and the film industry. There's no place, where so much interdisciplinary competence is combined in one place."

Sven Slazenger,
CEO Interlake Media



"For over 100 years, Babelsberg has brimmed with ideas and innovation. The Digital Hub initiative brings creatives, media designers and producers of audio-visual content to a wide range of business offers, resulting in new synergies and the expansion of existing partnerships in Potsdam."

Dr. Carl L. Wobcken,
CEO Studio Babelsberg AG



"Virtual rooms are as interesting for film producers as they are for the factory of the future, in which CAVE work is combined with virtual engineering in a 3D world. Here in Brandenburg, Rolls-Royce is working very successfully on representing engines on the computer screen with the highest possible degree of complexity."

Prof. Dr. Marius Swoboda,
Head of Physical, Computational and Design Sciences,
Rolls-Royce Deutschland
Ltd & Co KG

Facts & Figures

MediaTech Hub Potsdam is a knowledge pool of participants from the industry fields media technology, film, virtual reality, digital engineering, data visualisation, edutainment and connected industries – an open community by and for those who want to engage themselves and stay connected. Apart from informing about events for knowledge transfer and exchange, a content platform also provides and distributes news of the participants and their respective industry fields. MediaTech Hub Potsdam has been chosen by the Federal Ministry for Economic Affairs and Energy as one of twelve Digital Hubs in Germany in April 2017.

Welcome – please feel free to join us!

contact@mediatechhub-potsdam.de
www.mediatechhub-potsdam.de