



DATA MARKETS OF TOMORROW



JOIN i-KNOW!

500+
Participants

30+
Nations

60+
Companies

12
Keynotes

2
Days

FOR 16 YEARS THE I-KNOW DATA-DRIVEN FUTURE CONFERENCE HAS BROUGHT TOGETHER THE BEST MINDS OF SCIENCE AND INDUSTRY. WE BRING TOGETHER USERS, TECHNOLOGY EXPERTS AND SOLUTION PROVIDERS TO DISCUSS THE TOPICS OF BIG DATA AND DATA-DRIVEN BUSINESS.

Digitalisation and networking are changing the value creation model in many industrial sectors. In production, Industry 4.0 creates flexibility and efficiency. In media, digital transformation shifts the focus from content to services. Data-driven methods replace traditional processes everywhere. We offer you two days of the latest information from renowned science and industry experts. Enjoy the exchange of experience with more than 500 participants in a relaxed atmosphere! Be part of our innovation community!

“ Everyone is talking about Big Data, but can anyone give any successful practical examples? At i-KNOW, we bring together science and industry and present successful application examples from diverse branches, from Smart Production to Digital Transformation. For two days, we turn Graz into a Big Data hotspot.”

Stefanie Lindstaedt
CEO Know-Center GmbH



i-KNOW DATA-DRIVEN FUTURE CONFERENCE

Finding the shortest way from fascinating research results to a successful product is particularly important in data- and innovation-driven industrial sectors. This is why the industrial conference Data-Driven Future and the science conference i-KNOW have taken place together for years. Discuss the latest research results directly with renowned expert scientists! **Such a bridge between industry and science can only be offered at Data-Driven Future.**

PRELIMINARY PROGRAM

DAY 1

MORNING FOCUS

DATA MARKET PLATFORMS

Vital Infrastructure for the Data-Driven Business Models of Tomorrow

Many industries currently undergoing the Digital Transformation are discovering the incredible versatility and scalability of data-driven business models. Data Platforms provide the technological and organizational ecosystems required to market your data successfully and to solve problems using data marketed by others. The resulting platform economy has become open to all types of industry, not just the innovative technology companies who initialized the trend. In this track, experts will outline the further development of data platforms and companies will present how they harnessed the transformational power of platforms in their businesses. Let us discuss how your company can profit from platforms, too!

AFTERNOON FOCUS

SMART PRODUCTION

How the Digitalization of Production Processes creates Value for Industry

The vision of Smart Production and Industry 4.0 foresees the utilization, democratization and interlinking of data that is already available, or can easily be collected, to optimize processes, increase quality, comply with safety and environmental regulations and reduce costs. Innovative big data analytics methods, including advanced prediction algorithms, are spreading rapidly through many industries. In this track, industry leaders will share their perspective on future developments and companies will present findings from real world smart production projects. Let us discuss how to best generate value from the digitalization of production processes!

DAY 2

MORNING FOCUS

DATA DRIVEN MARKETING

Analytics, engagement and campaigning based on data-driven technologies

Marketing experts around the world are discovering new, data-driven methods enabled by the vast amount of openly available information on user behaviour, preferences, products and markets. A new generation of data-driven tools and methods provides insights into customer and target groups, market opportunities, social media presence and brand perception. The intersection of social computing and information retrieval will continue to generate innovation in data-driven marketing. In this track, marketing, media and technology experts will share their experiences. Let us discuss how your marketing project can profit from data-driven methods!

AFTERNOON FOCUS

SMART HEALTH

Break down the Life Science data silos

Advances in big data technologies have led to completely new medical and health products as well as services. We see early effects for example in data-driven biomedical research, which promises the identification of new biomarkers. All this is possible by breaking up the data silos in all relevant domains. Ultimately, health and social data of individuals will help to improve diagnostics and pave the way for personalized medicine and prescription. In this track, data scientists and other relevant interdisciplinary stakeholders will investigate the data challenges of different Life Science areas hand in hand with domain experts. Let us discuss the data challenges and opportunities for your smart health plans!

CONFERENCE TICKET: € 790,- net

All-inclusive ticket for both event days:

- All keynotes, talks, sessions
- Exhibition & networking area
- Drinks, snacks, lunch
- Ticket for the Gala Dinner & Party
- Presentation materials (if available)



<http://www.i-know.at/>

Keynote Speaker 2017 (tbc)



BILL BUXTON
PRINCIPAL RESEARCHER
MICROSOFT RESEARCH



STEPHEN FEINER
COMPUTER SCIENCE PROFESSOR
COLUMBIA UNIVERSITY



PHILIP GINTHÖR
CEO
SONY MUSIC GSA



CARLOS JIMENEZ HÄRTEL
CTO
GENERAL ELECTRICS EUROPE



BRUCE HORN
CTO
SAFFRON TECHNOLOGY GROUP



OLA HENFRIDSSON
RESEARCH PROFESSOR
WARWICK BUSINESS SCHOOL



ALEXANDROS KARATZOGLU
SENIOR RESEARCH SCIENTIST
TELEFONICA



CHRISTOPH KUCKLICK
CHEFREDAKTEUR
GEO DEUTSCHLAND



WANDA ORLIKOWSKI
INFORMATION RESEARCHER
MIT SCHOOL OF MANAGEMENT



EVELINE STEINBERGER-KERN
FOUNDER & CEO
THE BLUE MINDS COMPANY

More keynoters to be announced soon.

Speaker 2016

ELENA ALFARO CEO | BBVA DATA & ANALYTICS **MICHAEL BÜLTMANN** CEO | HERE **JOE LANZISERO** SENIOR VICE PRESIDENT | WALT DISNEY IMAGINEERING **STEFANIE LINDSTAEDT** CEO | KNOW-CENTER **VOLKER MARKL** DIRECTOR | BERLIN BIG DATA CENTER **NURIA OLIVER** SCIENTIFIC DIRECTOR | TELEFONICA RESEARCH **ANDREAS RIBBROCK** PRINCIPAL DATA SCIENTIST | ZEROG - LUFTHANSA **RUSS WILSON** DIRECTOR & HEAD OF DESIGN | GOOGLE **THOMAS ZAPF** CIO | STYRIA MEDIA GROUP **WOLFGANG ZITZ** VICE PRESIDENT MANUFACTURING | MAGNA

Partners and Network

You can benefit from the combined know-how from science and industry. More than 60 companies, from innovative start-ups to globally-operating major corporations, offer multifaceted insights from various branches into the topics of Data-Driven Business and Smart Production. **We will bring you into contact with speakers, executives, start-ups and potential customers of tomorrow.**

EINIGE PARTNER AUS UNSEREM NETZWERK: ANDRITZ • APA • APPERS • ASFINAG • AT&S • AUSTIN POCK & PARTNERS • AUSTRIATECH • AUTOMATIONX • AVL LIST • BFP • BIKECITYGUIDE • BOTH INTERACT • BRAVESTONE • BROCKHAUS • BYTEPOETS • CB-MED • C3S • CAS • CONCEPT DATA SYSTEMS • CONVERSORY • DAS KINDERWUNSCH INSTITUT SCHENK • DENKBAR&SO • ENERGIE STEIERMARK • ENSO DETEGO • EXPUTECH • EXTHEX • FERK • FREIRAUM • HUMAN TECHNOLOGY STYRIA CLUSTER • HYPERWAVE • IFOLOR • INFINEON • INFONOVA • ISN INNOVATION SERVICE NETWORK • JOANNEUM RESEARCH • KF-UNI • KNAPP • KNOWLEDGEFOX • KONICA MINOLTA • LEC • LEXISNEXIS • M&R AUTOMATION • MAGNA • MED-UNI • MEISTERLABS • MENDELEY • NE NATIONALENCYKLOPEDIEN AB • NEKOM CUSTOMER CARE • NETFILES • NXP SEMICONDUCTORS • ÖBB • ONEPOINT PROJECTS • ORACLE • PHARMIG • PORSCHE AUSTRIA • RCPE • ROBERT BOSCH • SAPPI • SCIENCE PARK GRAZ • SEIDEL CONSULT • SIEMENS • SKF • SMAXTEC ANIMAL CARE • STYRIA • STYRIA MARKETING SERVICES • TRAUMA CARE CONSULT • TRIPREBEL • TU GRAZ • TU WIEN • UNI-WIEN • UNYCOM • WU-WIEN FÖRDERGEBER UND VERANSTALTER:



BE PART OF THE DATA-DRIVEN FUTURE

Take this chance and present your company at i-KNOW 2016. The possibilities range from simply exhibiting your logo to setting up an exhibition booth and topic sponsoring. Our session formats place your content directly in the context of prestigious speakers from science and industry. The exhibition area is integrated into the conference, ensuring exciting conversations with interested users and decision makers. Our discussion format will guide interested participants straight to your booth. **Exploit 48 hours of concentrated know-how and innovative spirit to position your company in the thematic fields of Big Data, Digital Transformation and Industry 4.0.**

Our Sponsoring Packages

	Sponsor's Package Small	Exhibitor's Package Standard	Exhibitor's Package Premium
Included Conference tickets	1	2	3
List of participants, including email addresses	✓	✓	✓
Logo placement on the Conference website and in all digital media	✓	✓	✓
Booth with a desk, roll-up, electricity, Wi-Fi, approximately 2m ² . Additional equipment possible at extra charge.		✓	✓
Guided thematic discussion at the booth (15 minutes)			✓
Practical experience talk 15 minutes (no product presentation)			✓
Prices (net, in Euros)	€ 1.800	€ 5.000	€ 7.000

Your contact

For information about your company presentation please contact:



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