



## BOTSCHAFT VON UNGARN

### Der Innovationsstandort Ungarn und seine Startups Einladung zum Innovationsforum

**Freitag, 6. Dezember 2013**

**im Haus der Botschaft von Ungarn, Unter den Linden 76, 10117 Berlin**

Die Botschaft von Ungarn lädt Sie herzlich ein, die Spitze der ungarischen Startup-Szene kennen zu lernen. Ungarn hat ein bemerkenswertes Innovationspotential entwickelt. Neben den unten kurz porträtierten innovativen ungarischen Unternehmen stellen wir Ihnen die Innovationsstrategie der deutschen und der ungarischen Regierung sowie der Länder Berlin und Brandenburg vor. Gleichzeitig informieren wir Sie über Ausschreibungen und Serviceleistungen des ungarischen Regierungsamtes für Innovation und über Kooperationsmöglichkeiten, die ein Großunternehmen wie die Deutsche Telekom deutschen und ungarischen Startups anbieten kann.

#### Programm

- 8:30 *Einlass und Registrierung*
- 9:00 **Dr. József Czukor**, Botschafter von Ungarn:  
*Grußwort*
- 9:10 **MinDir Dr. Sven Halldorn**, Abteilungsleiter Technologiepolitik, Bundesministerium für Wirtschaft und Technologie:  
*Innovationsstrategie der Bundesregierung*
- 9:30 **Staatssekretär Prof. Dr. Zoltán Cséfalvay**, Wirtschaftsministerium von Ungarn:  
*Innovationsstrategie der ungarischen Regierung*
- 9:50 **Dr. Csaba Tamás Deák**, Stellvertretender Präsident des Regierungsamtes für Innovation von Ungarn (NIH): *Ausschreibungen und Dienstleistungen des NIH für Startups*
- 10:10 **Prof. Dr. László Vajta**, Dekan, Technische und Wirtschaftswissenschaftliche Universität Budapest:  
*Innovationsstrategie der Technischen und Wirtschaftswissenschaftlichen Universität Budapest*
- 10:30 *Kaffeepause*
- 11:00 **Hans-Georg Kauert**, Abteilungsleiter Wirtschaft der Senatsverwaltung für Wirtschaft, Technologie und Forschung:  
*Gemeinsame Innovationsstrategie der Länder Berlin und Brandenburg*
- 11:15 **Michal Dunaj**, Director Strategic Portfolio and EU Operations, T-Labs Berlin:  
*Cooperate to Innovate: Best-Practice Examples from Magyar Telekom and Deutsche Telekom*
- 11:30 **Präsentationen der Startups**
- 13:00 *Stehempfang*
- 14:00 **Bilaterale Firmengespräche**



## BOTSCHAFT VON UNGARN

### Ich bin dabei! Anmeldung zum Innovationsforum mit ungarischen Startups in Berlin

6. Dezember 2013 ab 8:30 Uhr | Botschaft von Ungarn, Unter den Linden 76, 10117 Berlin

Um Ihre Anmeldung bitten wir bis zum **15. November 2013**

Name, Vorname: \_\_\_\_\_

Firma: \_\_\_\_\_

Firmenanschrift: \_\_\_\_\_

eMail: \_\_\_\_\_

Telefon: \_\_\_\_\_

Ich komme als

**Investor**     **Unternehmer**     **Verband**     \_\_\_\_\_

Mich interessieren besonders folgende Firmen (bitte ankreuzen):

- |  |   |
|--|---|
| <input type="checkbox"/> <b>Bizsok Loudspeaker Manufactory</b> | <input type="checkbox"/> <b>Leonar3do</b>           |
| <input type="checkbox"/> <b>BrandVee</b>                       | <input type="checkbox"/> <b>Multipass Solutions</b> |
| <input type="checkbox"/> <b>Brickflow</b>                      | <input type="checkbox"/> <b>Novinex</b>             |
| <input type="checkbox"/> <b>Drungli</b>                        | <input type="checkbox"/> <b>RemagineTech</b>        |
| <input type="checkbox"/> <b>GyroSet</b>                        | <input type="checkbox"/> <b>Sopreso</b>             |
| <input type="checkbox"/> <b>iLandguide</b>                     | <input type="checkbox"/> <b>Stringbike</b>          |
| <input type="checkbox"/> <b>Lamirez</b>                        |   |

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*Ort, Datum, Unterschrift*

# ANMELDUNG

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Botschaft von Ungarn  
Wirtschaftsabteilung  
Unter den Linden 76  
10117 Berlin



## BOTSCHAFT VON UNGARN

### Firmenprofile und Kooperationswünsche

**Bizsok Loudspeaker Manufactory** specialized in custom designed, developed and built loudspeakers and sound systems. Our speakers fit perfectly into a given interior, while meeting our clients' needs in the best possible manner and with the utmost attentiveness guaranteeing excellent sound quality. <http://bizsok.com>

Required German partners: interior designers; resellers in home decor, design furniture, audio/video/home-cinema, key decision makers, hotels.

**BrandVee** uses social media to help marketers by identifying key personality traits of engaged leads and customers. Sales representative will thus know if the lead is either extraverted or introverted even before making the first call or writing the first email, increasing ROI of both the sales and marketing processes. <https://brandvee.com>

Required German partners: lead generation service providers, CRM provider companies and social media focused angel investors.

**Brickflow** is an app to aggregate and curate your favorite media from Instagram, Twitter, YouTube and more. Build memorable stories and collections in a playful way. Hashtag is becoming big, Instagram video has just been announced and Brickflow is a step ahead of the market. <http://www.brickflow.com>

Required German partners: telecommunication, creative agencies, investors.

**Drungli** is an adventure generator for spontaneous people bringing you the cheapest flights available at any given moment, no matter how much flexibility you give. They are presented in a friendly and beautiful interface, which makes your flight search fun and easy as a summer breeze. See more at: <http://www.drungli.com>

Required German partners: tourism services, hotels, Apartment Houses, destination marketing organization, angel investors, late seed stage venture capital firms.

**Gyroset** is a headset helping those who cannot use their hands for maneuvering a wheelchair. By measuring the heads spatial position it allows the user to drive an electric wheelchair using intuitive head gestures. We developed an Android based platform for electric wheelchairs – our head joystick. The system also incorporates a speech synthesizer, GPS based map for disabled people, remote wheelchair management, and an environment controller. <http://nowtech.hu>.

Required German partners: German wheelchair manufacturers, distribution partners and/or investors, hospitals and charities interested in using this solution.

**iLandguide** is a free local guide App for seaside vacation spots and also a digital media solution for the local Tourist Industry. Once downloaded, it works without Internet. Local businesses, such as shops, restaurants and hotels, add and manage their own content. We have built in detailed maps, points of interests with pictures and descriptions, useful info, and our advertisers' coupon offers, events and promotions. <http://ilandguide.com>

Required German partners: (free) tourism magazines, tourism offices and representations or airlines proposing the expansion on the digital mobile market or interested in the development of new tourism mobile application, as well as investors, worldwide FMCG brands.



## BOTSCHAFT VON UNGARN

**Lamirez** is a yield management system for full service restaurants. Restaurants offer different discounts for their unused capacity. Consumers can reserve a table with or without discounts via our mobile app, our website, the restaurants website or Facebook application. Restaurants only post discounts for those time periods when they have free tables in order to fill up the restaurant and to maximize profits. The restaurants only have to set the rules of discounts once, and they never have to come back to our site unless they want to change it.

<http://www.lamirez.com>

Required German partners: business development partners, Business Angels, Venture Capital Fund, Private Equity Fund, Incubator and Accelerator.

**Leonar3do:** Leonar3Do's technology transforms the 2D flat dimension of desktop computers and other devices into a real 3D work environment and promises real interaction with your computer and with any 3D objects. It provides the easiest way to create, demonstrate and visualize virtual 3D objects in real space. <http://leonar3do.com>

Required German partners: business development partners, Business Angels, Venture Capital Fund, Private Equity Fund, Incubator and Accelerator.

**Multipass Solutions: MPS InfoTrove** is a very powerful auto-discovery tool to map, identify, validate and index all your existing corporate content and information, highlighting misplaced, inappropriate documents, duplicates, damaged, outdated or redundant data as well as access controls inconsistencies and security risks. **MPS IntelliVector** are intelligent and flexible documents and forms processing with universal, powerful, yet, at the same time flexible solution for processing and managing existing and incoming digital and paper documents, forms and checks including sensitive customer information. [www.multipasol.com](http://www.multipasol.com)

Required German partners: Large public or private organizations with big amounts of unstructured electronic content and large public or private organizations processing hundreds of thousands of paper forms per month.

**Novinex** Innovation and Research Exploitation Agency Ltd. was founded to act as a bridge between researchers, innovators and investors and to help Hungarian innovations to be successful on the international market. We help research groups and investors to find each other, speak a common language and profit from the cooperation. [www.novinex.hu](http://www.novinex.hu)

Required German partners: Investment partners, audio-visual companies, speaker manufacturers and carton producers, DIY and furniture chains.

**Remagine Technologies'** analytical service allows commercial building owners and industrial consumers to improve building management safety, reduce electricity costs and optimize production processes. By using the unique event recognition algorithm every diagnostic device analyzes power usage patterns and sounds an alarm if the equipment status or condition changes could indicate excessive wear, imminent malfunction or poor energy inefficiency. <http://www.remaginetech.com>

Required German partners: energy auditing and consulting firms, insurance companies and system integrators. Potential end-user target groups: industrial manufacturing companies (printing and wood industry, metalworking, pharmaceutical companies).

**Sopreso** is an audience response system condensed into a mobile web-app. Our product provides a connection between the presenter and the audience, and between the individuals of the audience. It makes the interactions of the presentation process measurable. <http://www.sopreso.com>

Required German partners: Event technology distributors, education tech distributors, people who reach out to many presenters

**Stringbike** created a drive system which never fails. The alternative rope driven bicycles with many benefits and a unique design won prizes and appeared in trade fairs and exhibitions to great acclaim. Stringbike's unique **handbike** has been developed for those who are wheelchair-bound and prefer to use their arm muscles with or without the assistance of an electro-drive. The drive system uses a polyethylene rope that remains clean and efficient without the need for any lubricant. It runs quietly and smoothly on all terrains. <http://www.stringbike.com>

Required German partners: (Handbike) bicycle manufacturers, re-sellers, dealers, distributors