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402 | Wirtschaftsförderung

Herr Fuchs, -2833

**Grußwort des OBM bei der MediaTech Hub Conference
am 19. November 2019, 10.00 Uhr**

Version in englischer Sprache

(Übersetzung durch Frau Susanne Voigt | Diplom-Dolmetscherin, Konferenzdolmetscherin)

Mr. Effenberg,

Mr. Jürgens

Ms. Wickleder

Dear Speakers,

Dear Sponsors,

Ladies and Gentlemen,

It's my pleasure to welcome you today to the campus of the oldest large-scale film studio of the world and one of the biggest in Europe. More than a hundred years ago, in 1912 to be exact, the history of German film began here - in Potsdam-Babelsberg. This place has influenced the international development of cinema ever since and was took the lead when it came to technical innovations, for example in the field of camera with the invention of the "unchained camera" and in the field of sound with the first sound film. And today it is the place of the first commercial studio utilizing the volumetric human capture technology in continental Europe. The technology used at VOLUCAP is the basis for completely new narrative forms that can revolutionize the entire media production in the near future. This connection between cinematic tradition and ongoing technical innovation will possibly bring the title UNESCO City of Film to Potsdam this month.

As a logical consequence, Potsdam has become the MediaTech Hub within the Digital Hub Initiative of the Federal Ministry for Economic Affairs and Energy, the only hub in Germany focusing on media technologies. Because Potsdam's landscape of media and IT industries, universities and scientific institutions creates a synergy that is unique in Germany. Media technologies are virtually the DNA of this innovation-driven place. Here they have always

been lived, researched and developed. Only a few meters from here are, for example, the University of Potsdam, the Hasso Plattner Institute for Digital Engineering and the Film University Babelsberg KONRAD WOLF. These three institutions, together with other partners, have set up the (MediaTech Hub) Accelerator, which turns interdisciplinary teams into highly innovative startups. And the MediaTech Hub Potsdam tells these stories - within the city, nationwide and internationally - in order to initiate further cooperation, establish new companies and startups and develop new lines of business together with local players (and stakeholders).

Ladies and Gentlemen,

Media technologies are a cross-cutting issue. They are indispensable in any field of life or business these days - whether it is health, logistics, finance, mobility or industry - they are already ubiquitous (alternative: omnipresent). And this is exactly why your conference is so important. It builds bridges, creates networks, connects sectors and lines of work and initiates collaboration between academia, research, start-ups and business and it does all this far beyond the entertainment industry.

During the next two days, you will have the chance to get new inspirations from visionary experts, expand your network, establish new contacts and develop new ideas. Because this is exactly what the science and research city of Potsdam stands for and is the basis for future economic growth and prosperity.

And if you find the time, then visit Potsdam's UNESCO world heritage sites - in a completely analogue way because the palaces and gardens can be very inspiring.

Enjoy your stay and thank you very much.