

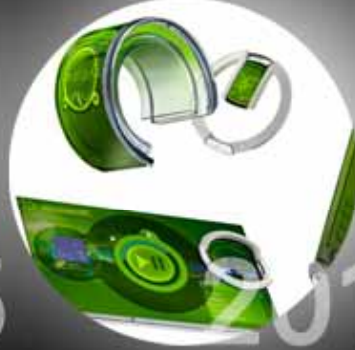
WELCOME TO THE OUTERNET



The internet explodes into the real world ...
starting to leave our PCs...



2005



2010



2015



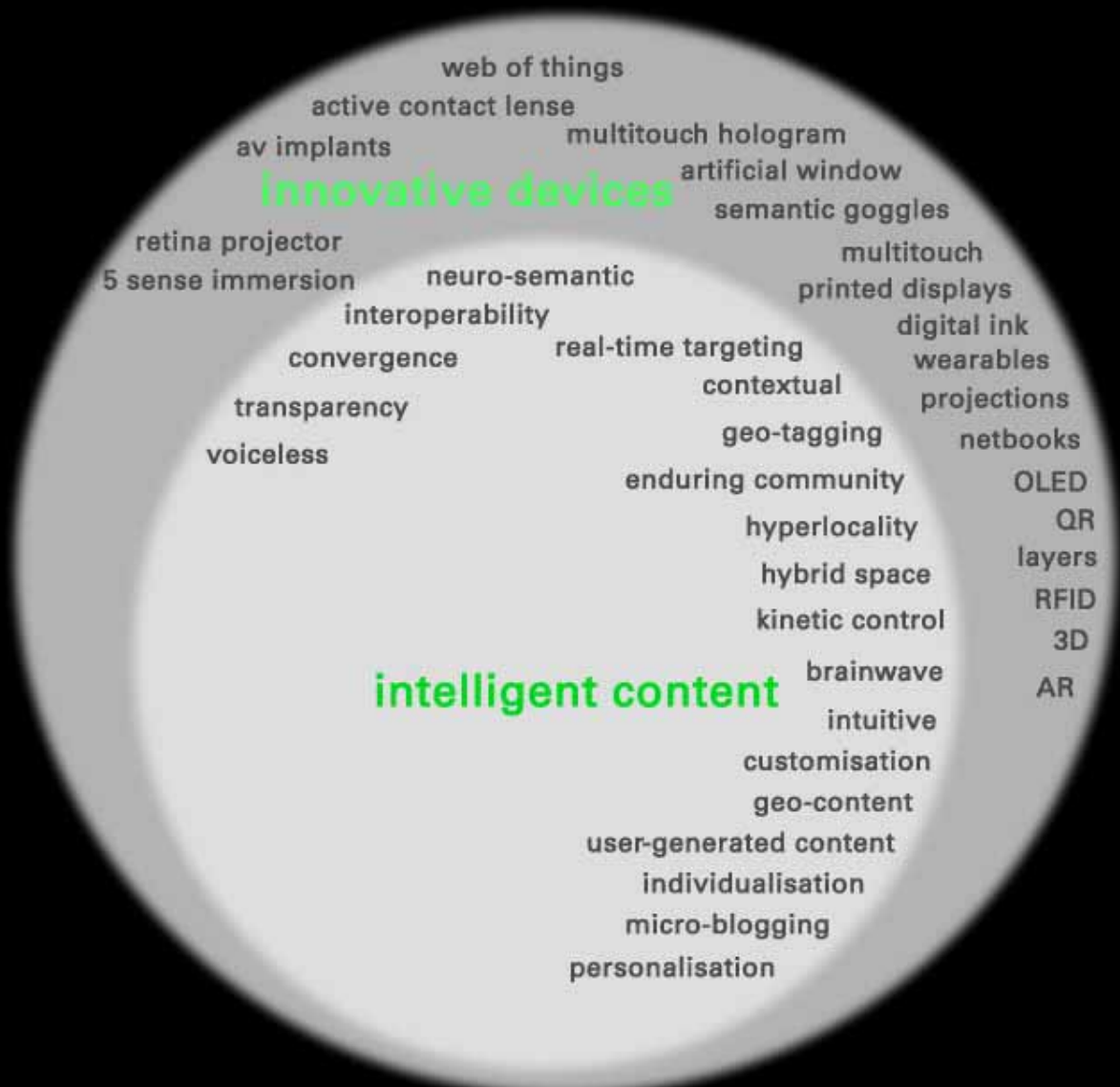
2020

...and becomes increasingly mobile, ubiquitous and intuitive.

TECHNOLOGY. The internet will become more mobile, augmented and eventually completely immersive.

MARKETING. Marketing will turn from persuasion-marketing, to transparency marketing and will one day be more of a perfect information source, than just an advertising tool.

DAILY LIFE. Information nowadays is controlled by the active self-management of the user. As devices and content become more intelligent, input and output will become increasingly intuitive.



Contextual Mood Marketing?
 Ubiquitous Networks?
 6th Sense Immersion?

Communication has been reinventing itself, ever since we can think. The term "OuterNet" pictures the next digital revolution.

Leaving its well known home - the computer - the web is increasingly paving its way out onto the streets and into the user's daily life.

Devices are continuously becoming more mobile and immersive. Meanwhile content is organised increasingly intelligently - just imagine mobile phones as geo-specific travel agents through socially tagged recommendations.

The internet, optimised for computer usage, may soon be history. The future lies within the OuterNet - a basically new experience to the average web user.

Get to know new business models and marketing ideas for the next generation web! Be prepared and join us on the journey into the future!



„The Outernet liberates the user from the monitor, mouse and keyboard. It enables interactive access to the digital and virtual world directly in our physical everyday life. It adds another level of meaning to the familiar sensuality of our daily life. The mode is changing from “I am online” looking on my monitor and “I am offline” as being in the real world. This unlocks new user groups; for instance those that like or want to avoid computers and where some scenery applications were not appropriate. “

LAURITZ LIPP, [inter]active environments, BTK-FH, Berlin



„Finally real life meets digital life. We are excited!“

FLORIAN GMEINWIESER,
Director, Plan.Net

„The Outernet - a mixed reality with virtual added benefits!“

CHRISTIAN
MUEHLENBECK,
Management
Supervisor, Proximity



“The Outernet brings the magic back into a rational world. It’ll make us all wizards doing incredible things: reading thoughts, elevating things, organizing tribes, interpreting omens, lightening fires in dark grottos. It’s the next enlightenment.”

CHRISTOPHER QUENTE, Creative Director,
Bluhalo



“The outernet is superimposing our environment with virtual layers, creating new dimensions of reality.”

MAX CELKO, Autor and Journalist, GDI



„With the new mobile technology the internet emerges as the outernet, hatching from computers like butterflies from their cocoon. In the outside world the outernet will accompany us constantly and easily, starting to simplify every corner of our everyday life..“

PHILIPP WOLDE, Director,
Realitymaker



9:30

WELCOME

10:00-10:45

KEYNOTES

THE BEST OF OUTERNET

11:00-11:45

THINK TANK

SPEED INNOVATION

11:45-12:30

FUTURE PROJECTION

COLLECTIVE INTELLIGENCE

12:30-13:00

ELEVATOR TALK

EXECUTIVE SUMMARY



NILS MÜLLER

founder and ceo trendone.

Nils Müller is famous for his stirring future journeys and for his inspiring journeys to worldwide Innovation-Hotspots & Trends. He started his career at the IBM Innovation Centre. During his Master programme in Berlin, New York and Milan 2002, he founded PRODICTION, a company that is specialised in micro-trends and weak signals and developed the trend research brand TrendONE. TrendONE is market leader in identifying key trends in fast moving branches of business.

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SVEN TOLLMIEN

head of digital unit trendone.

Sven Tollmien is in charge of the TrendONE business unit "Digital Media" in Hamburg. During the last three years, Sven has been shaping and developing the topics Online and Mobile Media through numerous company workshops and trend journeys in Germany and Europe. Consulting customers regarding digital topics as well as holding future workshops are only some of Sven's tasks. Currently, Sven is working on the topic "Future Digital Media". His fields of expertise include: Media 4.0, Next Generation Internet, 4th Generation Mobile and the 5th Screen. His experience regarding digital media is making him a highly qualified speaker.

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BVDW

10TH JULY

10h - 13h

Deutsche Post Tower
Charles-de-Gaulle Str. 20
53113 Bonn / Germany

80€ BVDW participation fee

Registration:

Konstanze Kossack

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