



ConFestival 2012

A Lifestyle of Mobility.

Passion.
Inspiration.
Future of Mobile.





MLOVE ConFestival 2012

27.06. - 30.06.2012, Schloss Beesenstedt

The 19th century private castle just south of Berlin proved to be a inspiring hotspot for three nights and two days. Mobile enthusiasts, digital experts and developers merged with artists, architects and society entrepreneurs to form, share and develop humanity in a very relaxed and positive attitude.

the MLOVE Future Cubes. Creativity really hit the roof in this year's 10 cubes, which included themes from mobile (of course!) to sustainability and music.

Provided by some of the most inspired and enthusiastic mobile lovers in the world, the results were ex-

The MLOVE ConFestival 2012 thanks all participants, partners and sponsors:

 **NOKIA**
Connecting People

 **Windows Phone**
Put people first.

 Audi
Audi Vorsprung durch Technik

 Life is for sharing.

 **accenture**

 **billiger.de**

 **vodafone**

 **mapp you**

 **simyo**
Weil einfach einfach einfach ist.

 **bizzabo**

 **TRADEMOB**

 **SONOS**
THE WIRELESS HI-FI SYSTEM

 **hub:raum**

 **AUPEO!**
PERSONAL RADIO

 **digital pioneers**

 **DARK HORSE**

 **dentsu**

 **Osborne Clarke**

 **make.tv**

 **HPI** SCHOOL OF DESIGN THINKING
Hess-Partner-Institut | Universität Kassel

 **SPC FUTURE CUBES**

 **wip** wireless industry partnership

 **EyeEm**

 **tape.tv**



The shortumentary video 'A Lifestyle of Mobility' is bringing together voices from the mobile industry that are sharing an optimistic vision for the Future of Mobile.

<http://vimeo.com/mlove/lifestyle-of-mobility>

” **By far the most stimulating conference I've ever attended. Innovation is born of serendipity – and MLOVE's organizers are all about bringing speakers and attendees from various backgrounds together for that to happen.** – Sabrina Nagel, Venture Village

MLOVE ConFestival is a highly interactive format that creates new sparks in an informal and playful atmosphere. Ideas are not just mentioned or discussed, but develop its own personality and set into life by

ceptionally good and have very much the potential to help future products to become the next big thing.

Three days of enthusiastic sessions, inspiring discussion and thrilling workshops were summed by the 250+ participants of the 2012 MLOVE ConFestival Europe with amazing feedback.

” **The best Event in Mobile.** – WIRED

MLOVE ConFestival

A Lifestyle of Mobility



” **MLOVE shows its potential as an open innovation format where passionate participants become family during three intense days and nights.** – Harald Neidhardt

The Future of Mobile is full of Opportunities and Disruption

Mobile pioneers and thought leaders were sharing their insights at MLOVE ConFestival Europe 2012 about the change that Mobile is bringing to the world. If you stop for a second and not indulge in a new app you just downloaded for fun, you notice something profound is happening around us.

People are glued to their smartphones 24/7 and we need to put up street signs to remind people to look up from their busy connected lives. While disruption is running rampant in all industries touched by mobile devices, citizens demand faster and leaner services from governments as well as brands.

The “Internet of Things” is another term coined to bring understanding to the speed of change that is happening around us. Mobile is a catalyst

for change and with connected sensors and “things” Mobile will become the new computing hub and intelligence source that will become the remote control to our lives. The automobile industry is next to become an “experience hub” with embedded smart mobile technologies and sensors.

Mobile is changing all aspects of our lives, all industries and the society around us. This creates massive change, disruption and opportunities at the same time. Mobile is certainly a catalyst for great change ahead: for society, individuals, tribes and local communities – but also for brands, agencies and incumbent industry leaders.

While we enter into a Lifestyle of Mobility, collectively we have the chance to capitalize on the huge opportunities but at the same time help empower new generations and parts of society that have been less fortunate to this point in time.

Namaste!

Harald Neidhardt,
Founder & Curator, MLOVE

Intro

Passion for Mobile

Coming from places all over the world, one might look at the MLOVE crowd and think of one giant jigsaw puzzle. The spooky, derelict, arty and stylish castle served as a melting

application helps users to discover new business opportunities and meet ups.

Before heading towards Berlin every MLOVE participant was asked to upload a passion pic-

”

Passion. Inspiration. Future of Mobile. – MLOVE Theme

pot and created new bonds of creativity within minutes.

The passion to change the world through mobile communication was evident right from the beginning. Eran Ben-Shushan officially launched the “Never Miss An Opportunity To Make A Crucial Business Connection”-app Bizzabo at MLOVE ConFestival 2012. The free location based mobile

ture. These images were distributed in the castle’s several dining spaces and after being discovered by their owners new groups of communicators and inspirators were formed. One could even hear laughter and applause, when some of the participants excelled in stand-up presentations about their passion in life.

These two events very much sum up the basics of why and how networking is the core of MLOVE. The two-day “Con-Festival” is part TED, part Burning Man. Brief, inspirational presentations, panels and creative collaboration sessions in an intimate and communicative setting bring together a group of innovators from every imaginable place and background. We are all united by one belief – that is our passion for changing the world through mobile communication.




ConFestival 2012



” **MLOVE is not just what happens on stage but all the cool interactions and conversations during three days of intense connection. It is inspiring and fun, it creates value, knowledge and emotions. It is definitely an innovative format which combines the insights of a conference with the spirit of a summer camp.** – Mara Balestrini




Work Hard.




Play Hard.

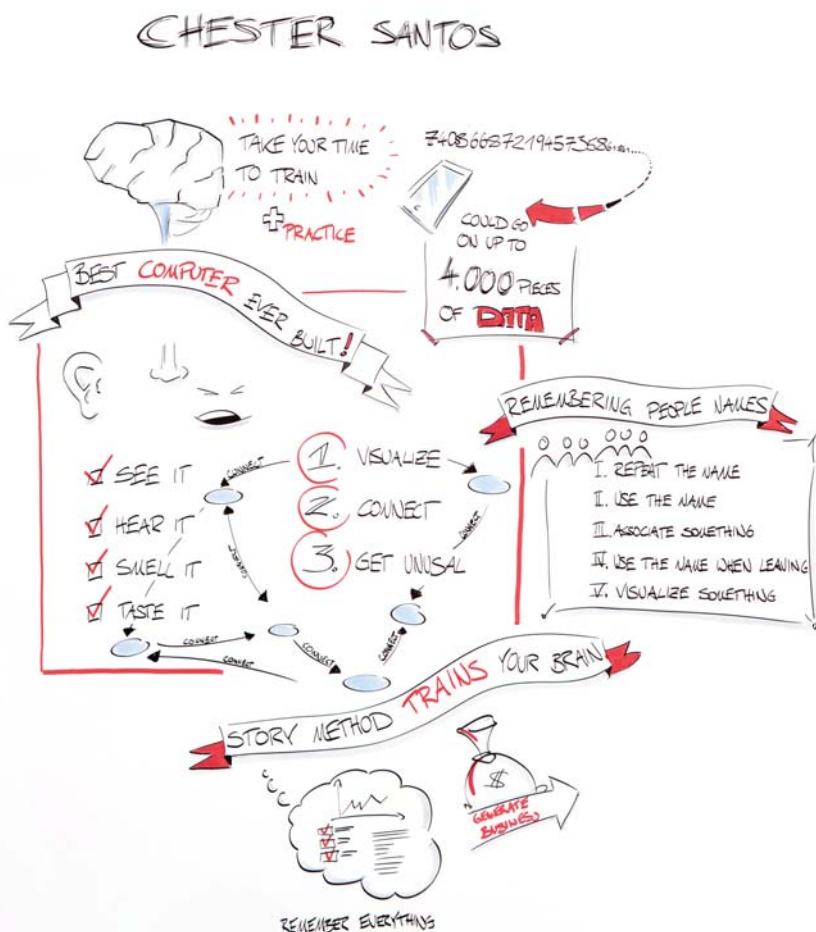


Inspirational Chester Santos



” **The most powerful computer ever created is the human brain.** – Chester Santos

MLOVE ConFestival 2012 kicked off with an awesome performance by US memory champion Chester Santos, who remembered the names of all attendees he had met earlier during the conference. Chester demonstrated via various exercises how we can enhance our brains and benefit from it by making better connections and become more successful in business.



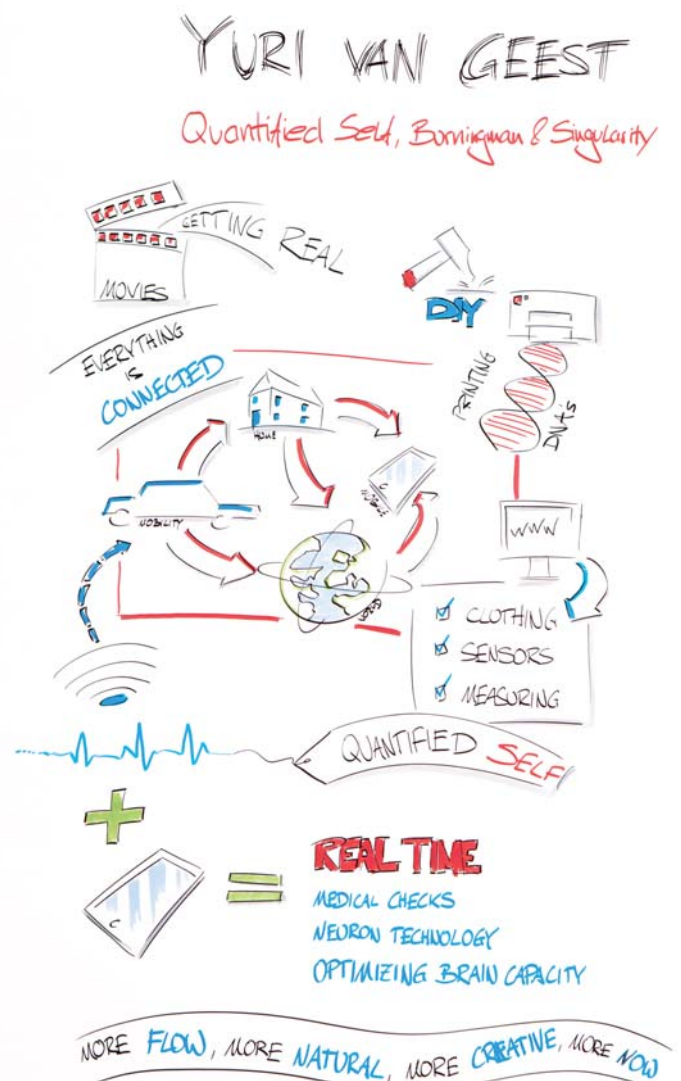
Inspirational Yuri van Geest

Yuri van Geest picked up on Chester's recommendations and showed us the other side of the coin. Experimental technology known from Hollywood movies like Gattaca or Prometheus are already breaking through or about to in the next ten to 20 years. The invisible becomes visible and turns social. The whole quantified self movement might very soon



” **We are living in the most amazing time in Human History.** – Yuri van Geest

lead to a Star Trek tricorder and disrupte the way we deal with our personal health. One thing is for certain: The more we share the more we get in return. That's what MLOVE's about!



Inspirational Jonathan MacDonald

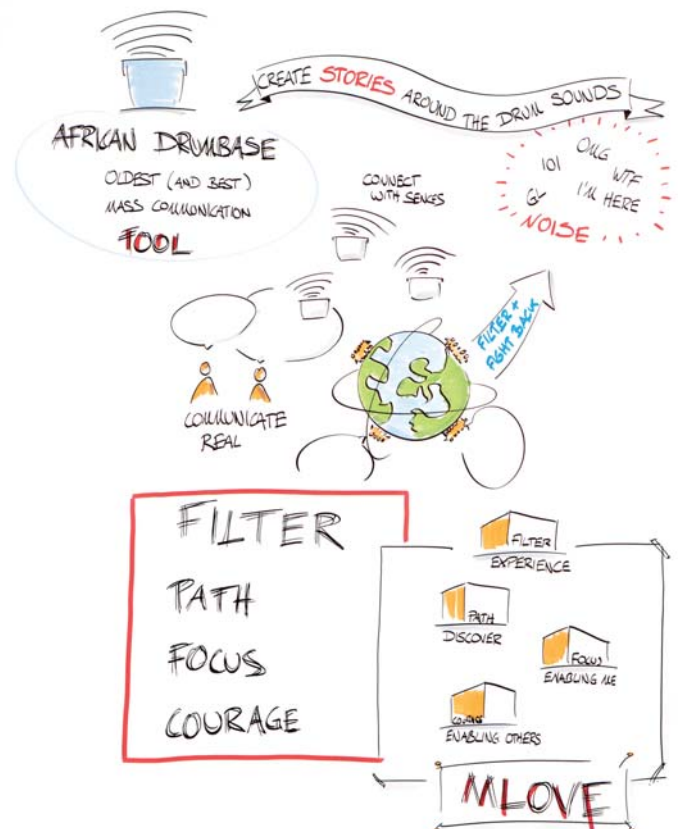


Modern mass communication can be a pain, thinks Jonathan MacDonald. Words are important, but often reduced to meaningless WTF LOL OMG chatter. Despite being one of the world's first mobile communication devices, the African drum was an elaborate device of

rich storytelling. Our modern society needs more context in its daily dealings and behavior, too. As a result, traditional beliefs and values can be overthrown, but this might foster humanity and collaboration even more. Jonathan urged us to filter, find a path, focus on what we want to achieve and being courageous in what we do.

JONATHAN MACDONALD
NAMASTE

”
If we use mobile devices right, we can change our future. – Jonathan MacDonald



Mobility & Sustainability

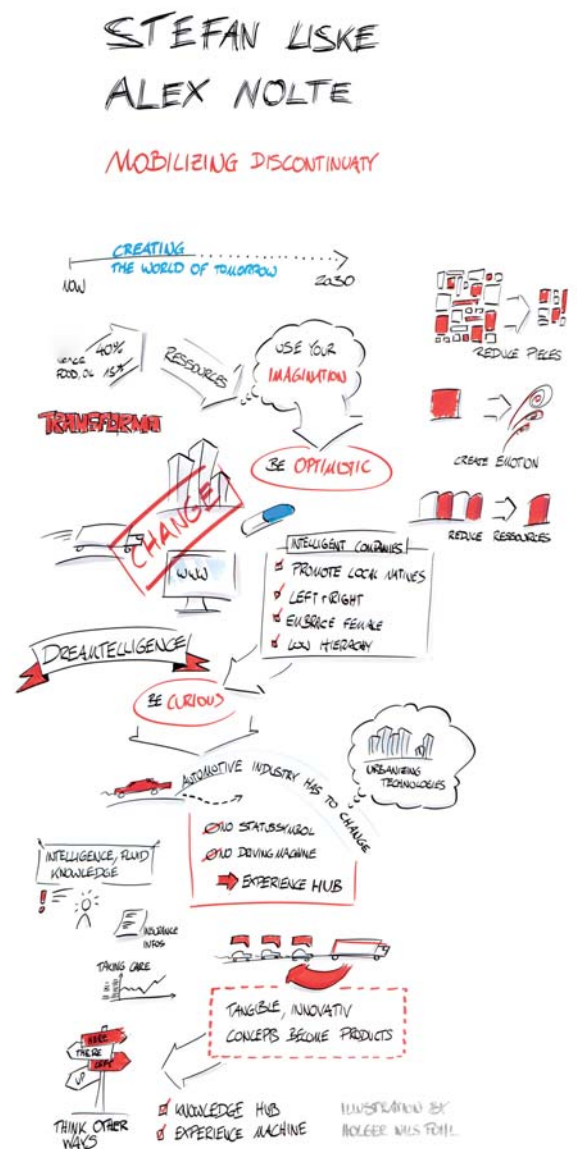
Stefan Liske, Alex Nolte

One could never think that engineers are cool, but PCH Innovations co-founders Stefan Liske and Alex Nolte truly are. Not only are they teaming up with Hollywood celebs to build a self-sustainable off-grid hospital in Africa, the two are also helping to transform the 20th century car in a device fit for our future. In ten years, cars will be embedded in smart city

surroundings and turn into human experience hubs which help to monitor our heart rate or overall mood. Add collectively driven consumption and

higher levels of empathy the next decade could become a new age of enlightenment. If not, the collapse of our current society dooms.

” **Cars will be transformed into experience hubs.** – Stefan Liske



New TV

Björn Woltermann

Björn Woltermann is VP of Product and Innovations with Deutsche Telekom and shared insights into trials they performed with new TV technologies streaming live content.

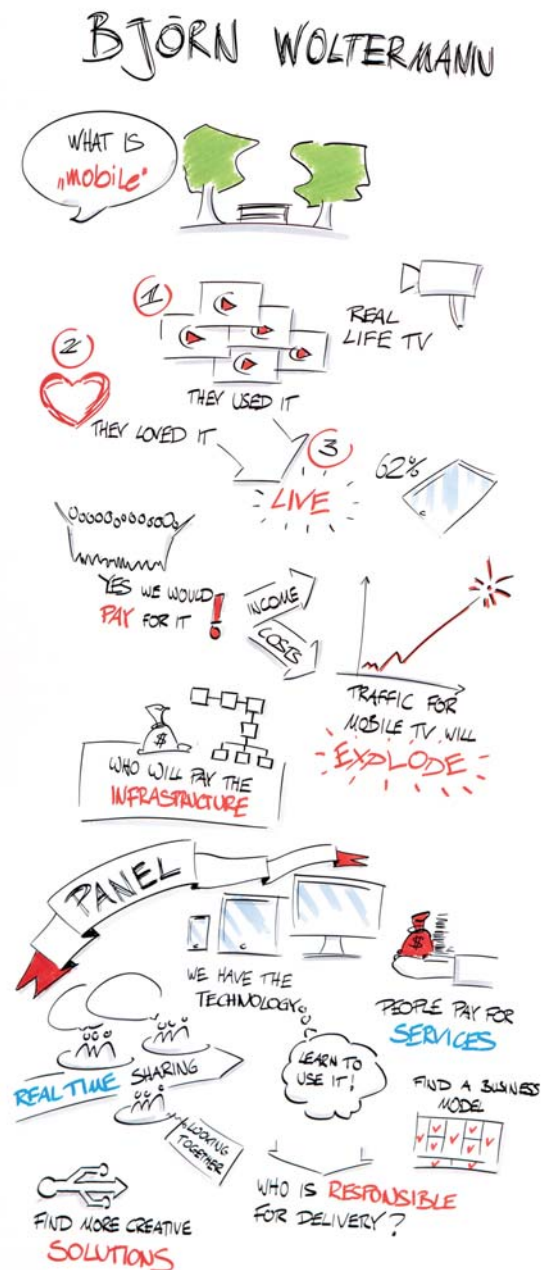
hour of HD mobile TV can consume up to one gigabyte. LTE is a exciting new technology, but needs to be refinanced by the several connectivity providers.

According to Björn, for the first time in history cable networks can directly get in touch with their viewers.



Mobile TV is great, but gets very tricky when it comes to our individual data plans. One

” **Technology is ready, business models are not.** – Björn Woltermann



New TV

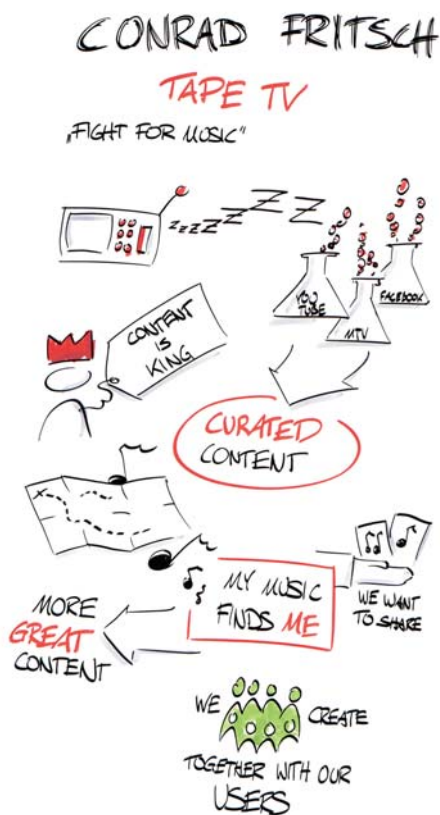
Conrad Fritzsch, Maks Giordano

Conrad Fritzsch, CEO of tape.tv describes himself as a typical couch potato and music lover. It's his goal, to combine the best parts of TV plus the intelligence of the web so that his couch becomes a club.

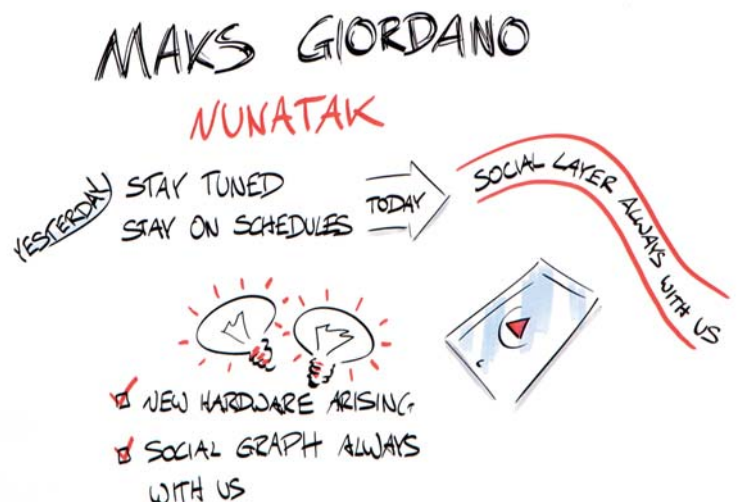


Tape.tv can be easily personalized by social network likes and other connections, so that music keeps making our moments and emotions bigger and bigger.

” **Content is king, package is gold: Users pay for services, not for content.** – Conrad Fritzsch



Maks Giordano is convinced, that our mobile devices are either too big or too small. But in the past things were even worse: As schoolkids we had to stay up late, in order to participate in all the excited chatter in the schoolyard the next morning. Mobile helps to create a social layer, which gives both freedom and feedback.



Young Talents

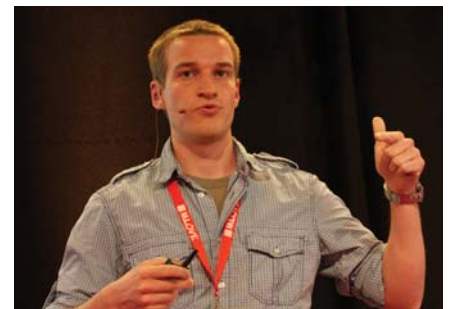
Max Schierer, Tobias Sturm



Maximilian Scherer introduced Echofon, which helps hearing impaired people to

communicate. The project consists of two apps: The first is a mobile transcription app which cloud-recognizes the language spoken on phone and translates it into text. The second helps people with hearing problems to train the right pronunciation and gives immediate feedback.

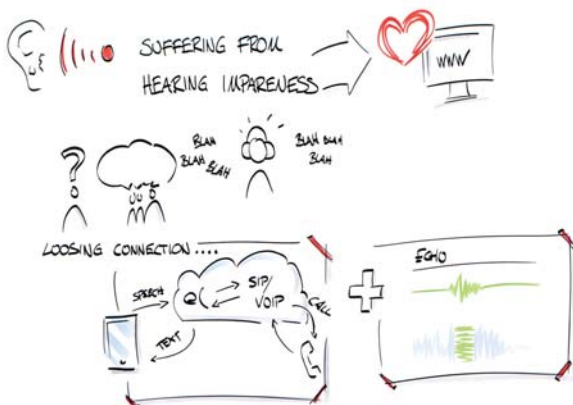
Second up was Tobias Sturm with his prototype Windows phone app Lauffeuer. The app helps to sustain communication in an area hit by crisis.



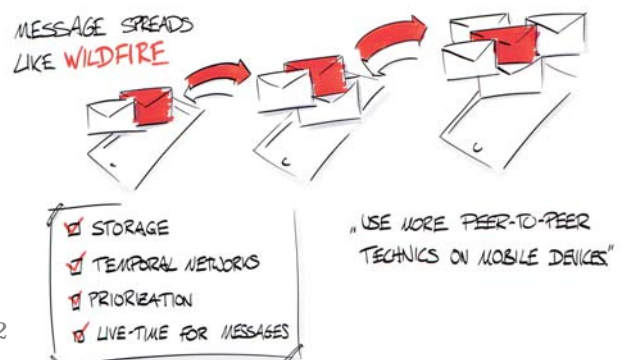
Each app user of the app collects stored messages of other users and helps news about lost relatives to spread like a wildfire. Communication under extreme circumstances is a major challenge in a region hit by a natural disaster and in third-world countries. Peer-2Peer technology can actually help to overcome social and economic limitations.

” **Young students showed the amazed audience at MLOVE how creativity is sparked by mobile devices.** – Dr. Robert Daubner, Academic Advisor, MLOVE FutureMove Competition

MAXIMILIAN SCHERER
ECHO FON



TOBIAS STURM
LAUFFEUER



© MLOVE ConFestival 2012

Startup Competition

... and the Winner is: 10Stamps

The exciting MLOVE start-up competition was up next. **Andrew J Scott** moderated the MLOVE startup competition with the help of an international Jury.

Arash Houshmand explained how “**10 stamps**” connect small-business owners to the ability of mobile networks. 10stamps won the vote of the jury members with a first prize of a NOKIA Lumia smartphone and a ticket to MLOVE ConFestival Japan. Users scan digital stamps at POS and receive rewards. Pushcarts are the past, now comes the Digital world right to the POS.



Claus Blicher from Copenhagen demonstrated how “**Adzuki**” solves the problems of the publishing industry. Users can scan adverts in newspapers and will be directly taken to the campaign homepage without even using a QR code. Publishers benefit from getting a share in revenue generated from leads and clicks.

Ellen Dudley from New York introduced the exciting project “**People Hunt**”. There are million ways to connect, but it is still hard to meet the right person at a conferences. By answering simple questions, the users ignite a 90 second scavenger hunt and can meet in an instant.

Have you ever taken a picture with sound? **Ralph Talmont** and “**pixengo**” are working on breaking the sound barrier of photos. Videos might

threaten the success of the app, but pictures with sound are less storage-consuming on mobiles and other devices.

Karsten Bubinger of “**twofloats**” also deals with pictures. His love-hate-rate LBS app puts pictures to the place where they were taken and sets them into a social context. Users thereby can find nearby opinion that matter for them or even start an archive about soon-to-be-gone street art.



Music

Michael Breidenbrücker



” **Mobile is were the Web was in the 90’s.** – Michael Breidenbrücker

Mobile has become a new platform for musicians and new music formats keep evolving. RJDJ’s Michael Breidenbrücker introduced his very own 21st century Walkman app “Music Zone” to the MLOVE audience. The app can learn from instant clicks on the music played and reflect user’s moods within seconds.

MICHAEL BREIDENBRÜCKER
@RJDJ



Music

Patrick Bosteels, Phantom



Mobiles are great to discover new stuff. Patrick Bosteels is very keen on finding new music and demonstrated live the still very new NFC technology to the audience. Going from offline to online has never been so easily seamlessly.

” **Not f*ucking close.** – Patrick Bosteels



Hanna Toivonen started collaborating six month ago and have experienced tremendous success since then. Their Kinect-inspired videos gather more than 20.000 YouTube-Likes in less than 24 hours.

The Finnish based band “Phantom” brought some SXSW atmosphere into the MLOVE castle. Producer Tommi Koskinen and singer



Mobile

Sylvie Barak

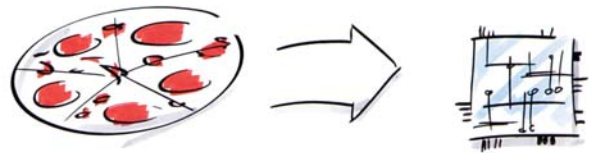


” **20 years ago NASA computers were as powerful as cellphones of today.** – Sylvie Barak

Have you ever thought of computer chip production as a pizza? Well, Sylvie Barak (Editor at EE Times) does and here comes her recipe: Chips are crust, add some OS as sauce and top it with apps. The big question is: How thin can the crust get? Moore's Law soon might come to an end due to financial and physical limitations.

SYLVIE BARAK

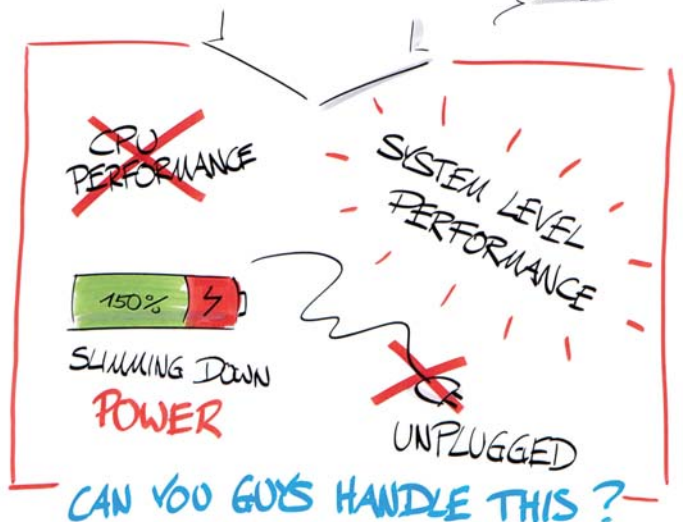
THE FUTURE OF.....



ENOUGH POWER TO FLY TO THE MOON!

HOW SMALL AND THIN CAN WE GET THE CHIPS

- TEXAS INSTRUMENTS
- NVIDIA
- INTEL



Art, Culture & Photography Projekt

The swiss art collective projekt Projekt is well-known at MLOVE and becomes more and more an artist in residence. Martin Inderbitzin introduced his brain-controlled video show, which can detect the electrical flow of firing



neurons. This physical-psychological extension is able to increase interaction, perception and action. Projekt showed for the first time a interactive art show projected on the 60m castle walls with a brain controlled interface that could override the projection on the MLOVE castle.

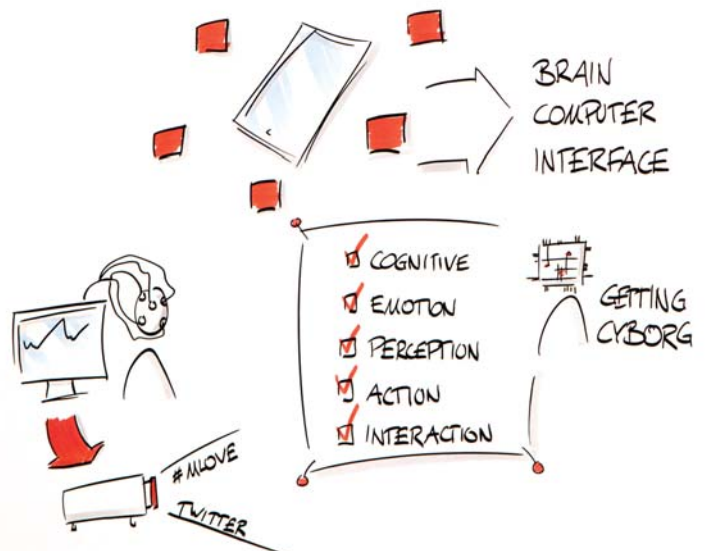
”

Mobile changes the way we interact on an emotional scale, because of the technology we have with us all the time - and it opens up a new field on how we design new experiences.” – Martin Inderbitzin



MARTIN INDERBITZIN
PROJEKTIL

OVERCOME SENSORY DEPRIVATION



Art, Culture & Photography

Ivo Wessel, Benjamin Rabe

” **It’s time for passion for mobile art apps!** – Ivo Wessel



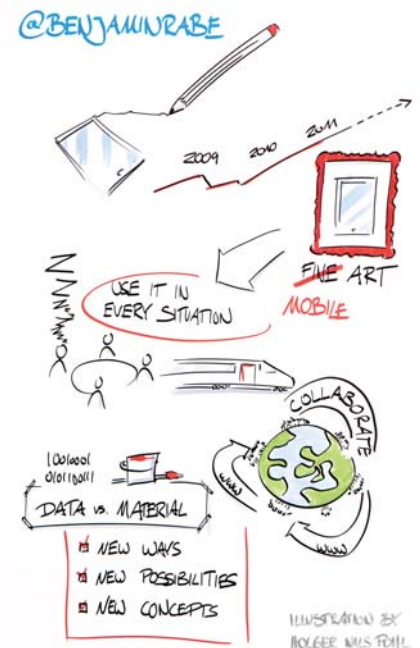
Art can be combined with apps, which are just new material for artists, argues art collector Ivo Wessel. Even before the rise of mobile, art has first become portable, then accessible, distributable and collectable. But before the dream combination of mobile art apps can kick off, iTunes should introduce an art category.



Within three years. Real time collaboration via apps like Sketchshare has really hit the scene.

BENJAMIN RABE

THE MOBILE ART MOVEMENT



The MLOVE crowd had already admired Benjamin Rabe’s finger printing skills during the visualization of the castle the previous night, and

” **Apps enable you to play as an artist.** – Benjamin Rabe

the next morning the artist described how his art has turned from zero into a museum exhi-



Art, Culture & Photography

Nicolas Roope, Ramzi Rizk

” **Do not create an innovative department!** – Nicolas Roope

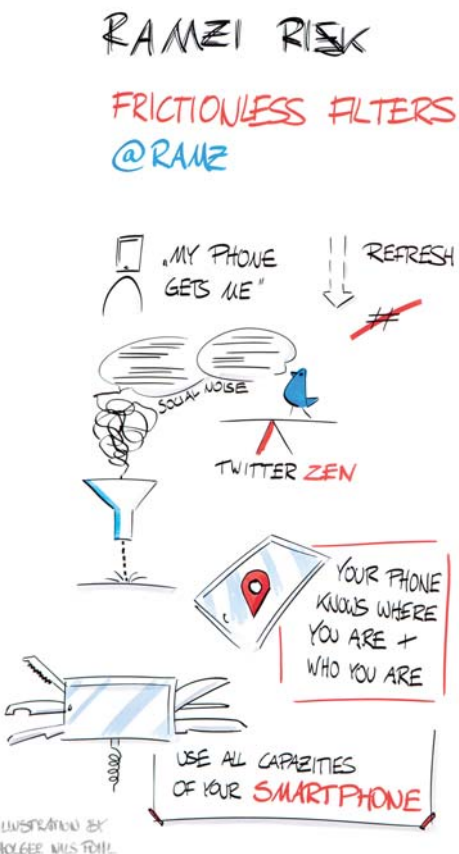
Nicolas Roope, Founder of Poke London, looks at technology with a designer’s perspective. It is his aim to fight the seduction and alienation so often imposed by new technology. Automated projects like

Baker Tweet do not only show when a bread is ready baked to an adhoc online mobile community, but even add enablement and play into a former mechanical atmosphere.



NICOLAS ROOPE
THE LOVE AWARDS / POKE

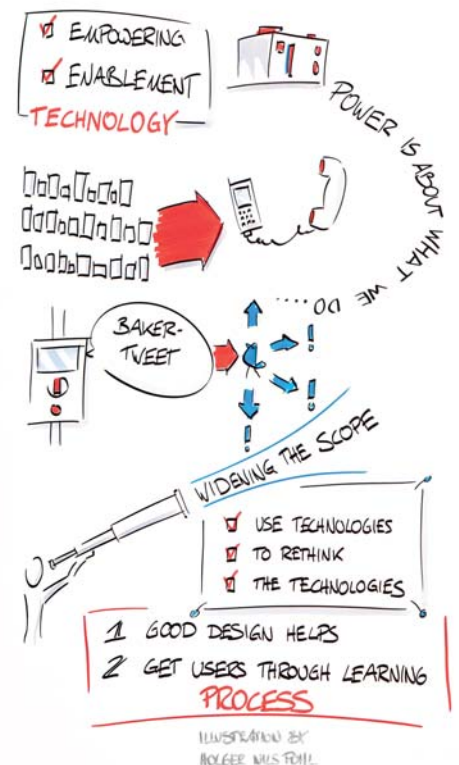
” **Natural filters need to be translated into mobile.** – Ramzi Rizk



The days of hashtags are numbered, if Ramzi Rizk co-founder of EyeEM could decide. He argues, that the way we use our smartphones isn’t very smart. The cool new technology has already evolved, but only true elastic networks take advantage of mobil technology and enable frictionless sharing.



© MLOVE ConFestival 2012



Transmedia

Mara Balestrini



Crowd Memo, urges kids to discover memorable places in their neighbourhood and start engaging with other generations in a mobile video project. For Mara, using technology in a meaningful way, matters most.

” **Co-Creation is mind-blowing** – Mara Balestrini

Mara Balestrini from Argentina is the founder of Ideas for Change. She showed the passionate MLOVE crowd just a short glimpse of her busy project-load. Her newest pet,

MARA BALESTRINI

CROWD MEMO

@MARABALES



Communication

S. Hoffmann, M. Imbert

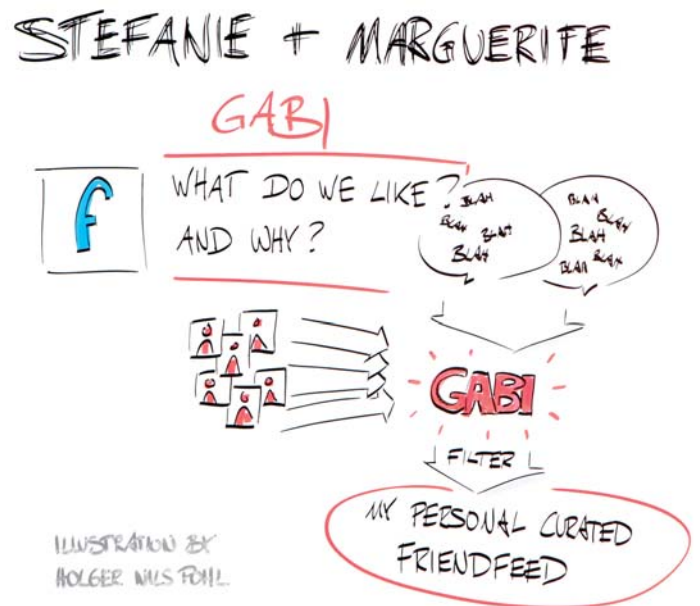


” **Gabi is like a social media hairdresser.** – Stefanie Hoffmann

Stefanie Hoffmann and Marguerite Imbert premiered their brand new Facebook filter app “Gabi”. Being overwhelmed by the daily influx of



likes, shares and comments we need to readjust our attention. Gabi, won bigtime media attention by Mashable and other tech blogs. It is not only a self-learning tool, but gives deeper inside into friend relations.



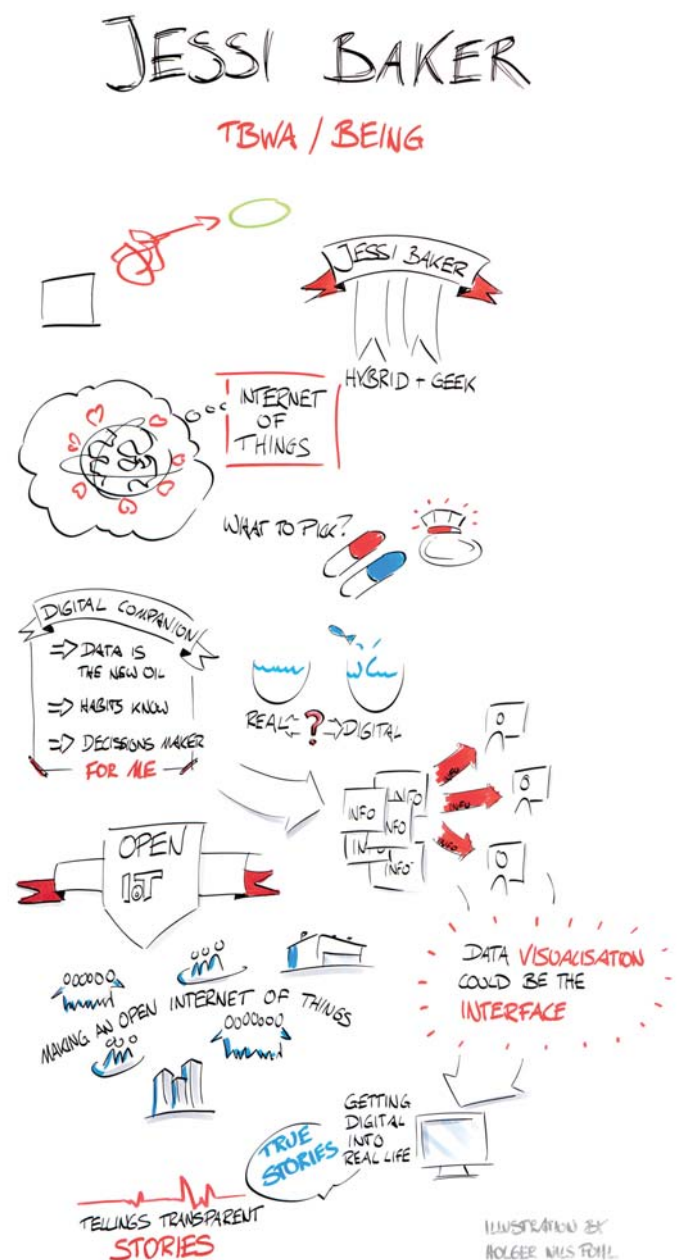
Communication

Jessi Baker

” **Increased connectivity helps us to make better choices.** – Jessi Baker



Jessi Baker from TBWA/Being in London advocated for an open Internet of Things. Nobody really knows what happens when 50 billion devices are online in 2020. But the tons of choices can help to quantify our decisions much better. Open Data helps to convey the truth and can as much show as a production chain coming from a developing country into our stores.



Communication

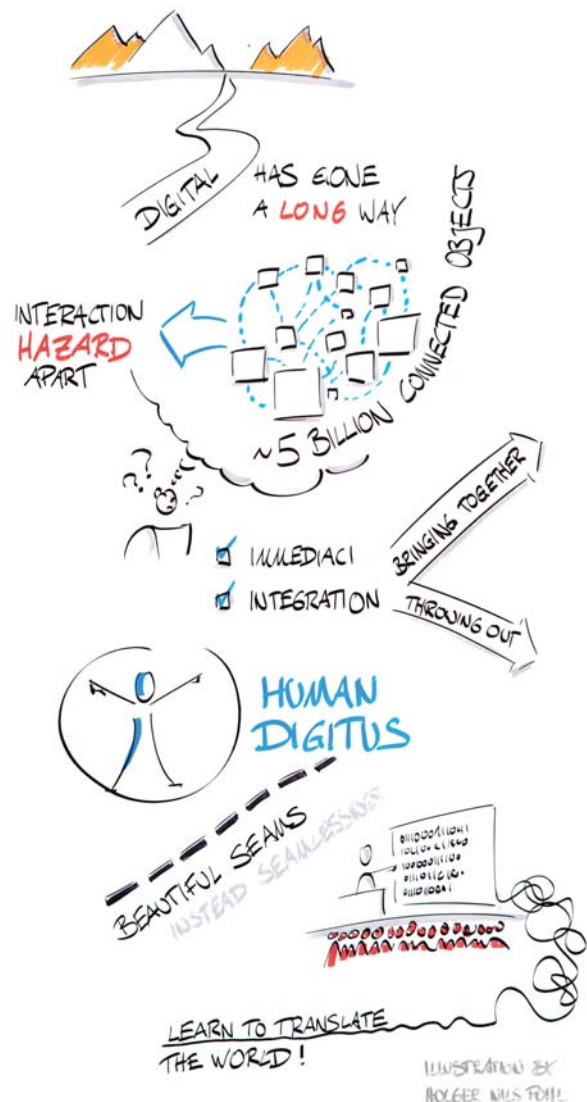
Louisa Heinrich

New challenges emerge as interfaces gradually fade into the background. Louisa Heinrich of Fjord would be happy if us humans would take more responsibility for our doings. Our attention span is not unlimited and we need to work out now how to solve the problems. Designers could facilitate this change.

” **Learn new skills for new problems.** – Louisa Heinrich



LOUISA HEINRICH
FJORD



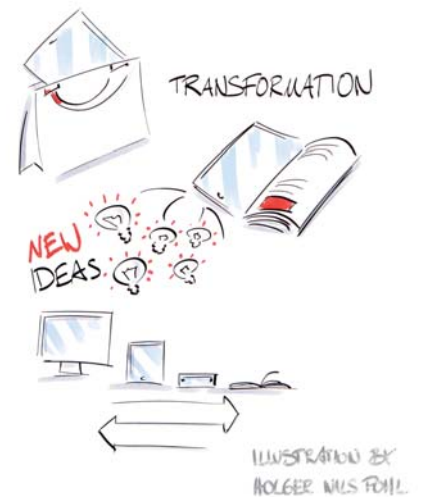
Publishing

Jan Sobota, Andrew Hyde

Jan Sobota of Condé Nast Digital gave an insight on how their over 100 brands worldwide are brought into the digital world. As a large printing company, Conde Nast has a huge heritage, which needs to be transformed into sexy



JAN SOBOTA
Condé Nast Digital

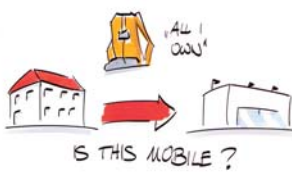


” **We try to build a new universe for us.** – Jan Sobota

and desirable online content. Responsive smart design or enhanced replica magazines

like WIRED may help to get into those designer handbags again.

ANDREW HYDE
DIGITAL NOMAD & AUTHOR



” **You do have stuff at home that owns you, I don't.** – Andrew Hyde

Digital Nomad Andrew Hyde challenged the MLOVE audience during his presentation with two important questions: What is mobile? What means

home? Andrew described the learnings he made from self-publishing an e-book on the travel adventures he's been experiencing for two years now.

Africa

Monty Monford

” **Africa isn't any longer the dark continent of live aid.** – Monty Monford



Too long Africa has been the dark continent of live aid to us in the west. Monty Munford showed the MLOVE audience that the things going on in Africa might change our lives as well. More than 735 million mobile phones are currently used between the Sahara and Cape Town. Even in remote landscapes people have access to finance products via mobiles and SMS.



Africa

Chris Locke, Wolfram Putz

GSMA's Chris Locke gave more detail on the impact of mobile in developing countries and emerging markets. A very basic 3G phone can give access to finance, agricultural information, health advice, learning opportunities and

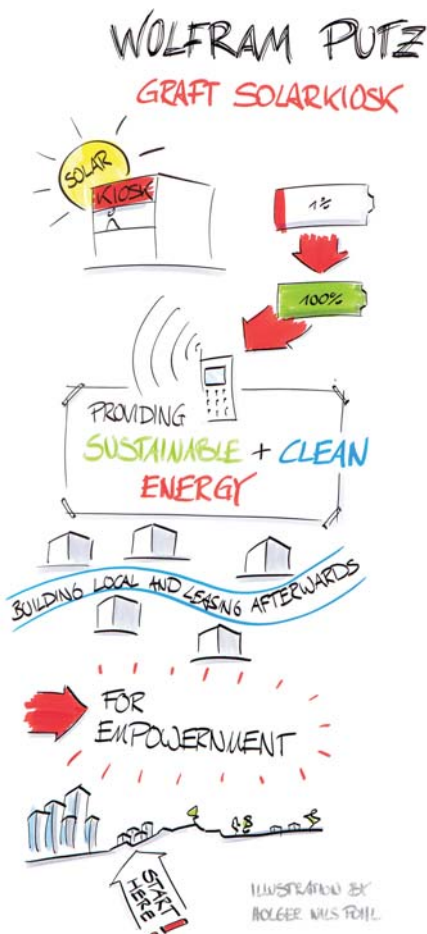


” **Access to a phone can change a live.** – Chris Locke

even enable gender equality. In Kenya, a BBC platform for learning English was turned

into the country's largest audio blogging service by the users.

lar business unit benefits from the sun's endless flow of energy and provides green power and private communication to remote villages. The first round of financing has been successfully completed. Solarkiosk has now started in six African



The idea of Solarkiosk was premiered and a prototype was shown for the first time at

” **Over 1,5 billion people have no access to electricity.** – Wolfram Putz

MLOVE 2011. This year, Wolfram Putz of Graft architects gave insight into the developments over the last 365 days. The autonomous solar modu-

countries and helps to develop local manufacturers, who then lease the product and repay the upfront investment within three to five years.

MLOVE Future Cubes Ideation Workshop

What do we need to shape the future? An old barn populated with white cubicles, lego bricks, paint and post-its plus passionate minds from all over the world that are passionate about mobile and its impact on our lives.



From the outside it might have looked surreal, when about 200 entrepreneurs, investors, creatives and visionaries took the challenge and rethought mobile in the year 2020. Thinking about a future including some high-tech gadgets in a barn of an old castle seems a rather stark contrast at first, but soon creates its own dynamic at the very unique MLOVE ConFestival.

The MLOVE Future Cubes inspired the attendees with enough room to generate, exchange and share brilliant ideas spanning beyond everyone's personal comfort zone. In different teams the attendees worked on solutions and

creative ideas on how mobile technology will influence our thinking about:

- **Africa**
- **Art and Culture**
- **Music**
- **Education**
- **Design and UI**
- **Communication**
- **Advertising**
- **eCommerce**
- **Connected Cars**



During the idea generation process the groups solely focused on the topic of their cube. Cognitive flexibility was sparked by the remoteness of the barn as well as the ability to freely use space and materials around you without being tied to an organizational order. Cognitive flexibility and motivation are important resources in an ideation process and enhance the chance of highly original ideas for new products or new ways of using mobile technology in the future.

Using intrinsic motivation the groups very much enjoyed the creation process instead of performing tasks. Although brainstorming is widely used in established organizations, it has some shortcomings. Mostly only one person can speak, but the MLOVE Future Cubes enabled simultaneous working and sharing, which are also some important skills for each attendee's personal future.



After the presentation in front of the barn MLOVE kicked into another gear. Almost secretly other people had arrived at the castle, while the others were working in the Future Cubes. The newbies were mostly participants of the Hackcamp, which was about to start the next day.

Mixing creative ideas with technology surely can change the world as we know it.

MLOVE HackCAMP

The MLOVE Confestival Europe 2012 invited hackers to participate in the unusual experience of inspiration and passionate MLOVE Future Cubes. For the first time, MLOVE introduced the HackCAMP as an official extension format of the main MLOVE Confestival.



Hosted by Thibaut Rouffineau from WIP connector and Johannes Georg, a passionate mobile developer, the developers joined the evening entertainment, discussed mobile developer related topics, heard about the twilio API and started to realized their ideas around the HackCAMP topic 'How will Mobile change the world?' on Saturday.

The moment the participants arrived at the MLOVE castle was very special – soon they realized that the MLOVE HackCAMP is a different kind of mobile hackathon. The developers stayed at the castle over their two days to enhance their MLOVE experience.

During the main HackCAMP event, the developers formed five development teams and worked on projects that could change the way we interact with each other in a highly positive way.

At the end of the day, we got 3 winning teams plus a team that was awarded with a special price:

IntelliTasks (Winner of a Founder's Institute scholarship) Carl Ambroselli and Stephan Schultz developed an intelligent task management app, that helps to find the right people for the right task to shorten the overall task planning time and to enhance the productivity of a project team or an enterprise.

Tansparent (Winners of NOKIA Lumia Phones) Moritz Schröder, Nils Blum-Öste and Tobias Sturm developed a billboard system that links to petitions about local issues to comment on them or support solving the local issue. Thematic fitting issue partners could sponsor these bills.

Yonder (Winner of Tickets to MLOVE ConFestival Japan) Stephen O'Conner, Travis

Todd and Tobias Sasse came up with a virtual message in the bottle. People can discover the world one moment at a time and see what others thought and even could response on the thoughts and throw it back into the ocean again.

Tuna Jua (Special Prize: Flights to visit Tech Wildcaters, Dallas)

Sebastian Stiffel and Tom Jaster developed a video and image portal for emerging countries wherein people can ask questions in a visualized form. That makes it easier for less educated people to understand the question and respond to it in a proper form to educate the questioner. The response can also be uploaded as video or picture.

Another team experimented with the API from twilio and came up with a new approach of voice guided health checkup or other agents. Their voice interaction is completely transcribed and email as follow up of the call.

During the closing BBQ, the HackCAMP participants came up with only positive feedback: MLOVE is different and they all like to join another MLOVE HackCAMP!

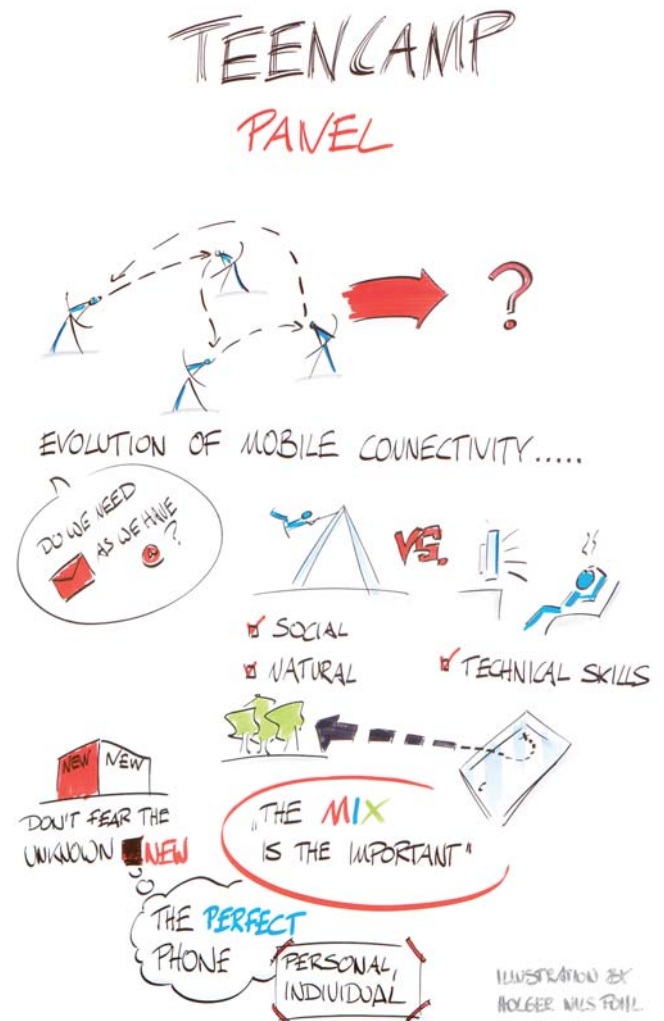
MLOVE Teencamp Panel

The MLOVE Teencamp brought impressive insight into how younger people are thinking of mobile. For three days the group has been discussing topics like the future

of mobile, the impact of global warming or the upbringing of children. During their presentation, which reflected the pros and cons of heavy mobile usage in a very young age,

the teens engaged in a lively discussion with the MLOVE crowd on how digital our lives should be. Although kids can take a much more active role now in shaping their future, they urge their fellows to enjoy spending time playing outside. Ironically, mobile apps could very much help to interest kids in topics like nature or a healthier diet.

” **We are judging with our values, not with those of past or future generations.** – Toni Neidhardt



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MLOVE ConFestival 2012

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PCH Innovations

Andrew Hyde
Author & Digital Nomad

Andrew J Scott
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Taploid

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Co-Curator,
MLOVE TeenCamp

Benjamin Rabe
Media Artist

Ben Jones
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AKQA

Björn Woltermann
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Co-Curator,
MLOVE TeenCamp

Chester Santos
US Memory Champion

Chris Locke
Managing Director,
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Speakers

MLOVE ConFestival 2012

Conrad Fritzsich
CEO
tape.tv

Eva
Singer / Songwriter
Supported by Fontaine Burnett

Felix Petersen
CEO & Co-Founder,
Amen

Gabriella Draney
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Tech Wildcatters

Hanna Toivonen
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Performing Artist, Phantom

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GRAFT Architects

Yuri van Geest
Dutch Ambassador,
Singularity University

User Experience



” **Great people, great atmosphere, great ideas. Thank you for this amazing experience.** – Mikela Eskenazi, Galixo

” **MLOVE brought us three memorable days meeting innovators and entrepreneurs from multiple disciplines, visionaries, artists, pioneers, and artists.** – Charlotte Bilzer, Berlin Startup Academy

” **I had very interesting experiences from morning to midnite. I loved the MLOVE atmosphere.** – Noriko Osumi, Dentsu



” **A little Mobile Zen for our Soul: MLOVE demonstrated the progression of technology in its most human and altruistic form – to make the world better, a point often forgotten as we use our social networks to spread gossip or devour the hottest new game.** – Lindsay C. Holmes, Techcocktail

User Experience



” **Loved everything and everyone! See you soon @ Tokyo!** – Haruko Minagawa, Hakuhodo

” **Great event, inspiring people, beautiful location, amazing experience!** – Arash Houshmand, 10stamps

” **You rock, MLOVE! Just loved it! See you in Tokyo!** – Raphael Heiner, PricewaterhouseCoopers

” **An amazing place. Amazing people. Amazing insight. Definitely the TED for Mobile.** – Ben Jones, AKQA



” **Namaste. What an amazing experience for all of us!** – Lindsey C. Holmes, Tech Cocktail

MLOVE ConFestival 2012

Imprint

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MLOVE has established itself an inspiring new platform to collaborate and ideate about the Future of Mobile and beyond. We are full of gratitude for the amazing speakers, a fantastic audience and hardworking team that was supported by great sponsors and partners – as well as many volunteers; all of which made it possible to establish the MLOVE ConFestival.

We invite you to share this report, send us your feedback and become part of MLOVE – as a participant at our events, as a volunteer or partner and online in our community at mlove.com.

Namaste!

MLOVE ConFestival 2012

Feedback, ideas and contact:

feedback@mlove.com

Register Now:

MLOVE Japan 2012
Kamakura / Tokyo, November 14-16, 2012
www.mlove.com/japan2012

MLOVE Mobile x Music
Hamburg, September 20, 2012
www.mlove.com/mobilexmusic

Save The Date:

MLOVE ConFestival Europe
June 2013

MLOVE ConFestival USA
April 2013

For sponsorships and inquires about custom, corporate workshops
please send an email to sponsor@mlove.com

How will mobile change your future?

The MLOVE ConFestival has been named a 'TED for Mobile', 'The Best Event in Mobile' and a meet-up of the 'IT avantgarde'. MLOVE creates an engaging and inspiring format in the setting of a 19th century castle in the former Eastern Germany, a beach-side Resort in Monterey, CA or in Kamakura, the former capital of Japan. The MLOVE ConFestival is focussing on innovative mobile opportunities for brands, entertainment and advertising and the impact of mobile as a social catalyst for positive change.

The MLOVE ConFestival brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to the best minds outside of mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

The MLOVE tribe started grass roots by an international group of "mobile passionistas" in 2008. Through MLOVE "camps" in Andorra, Barcelona, San Francisco, Munich, London, New York and Singapore the agenda for MLOVE evolved into more than mobile: the goal is to stimulate new ideas and thinking which you can apply to your life, your business and to inspire others.

For more information please visit: www.mlove.com | www.mlove.tv



