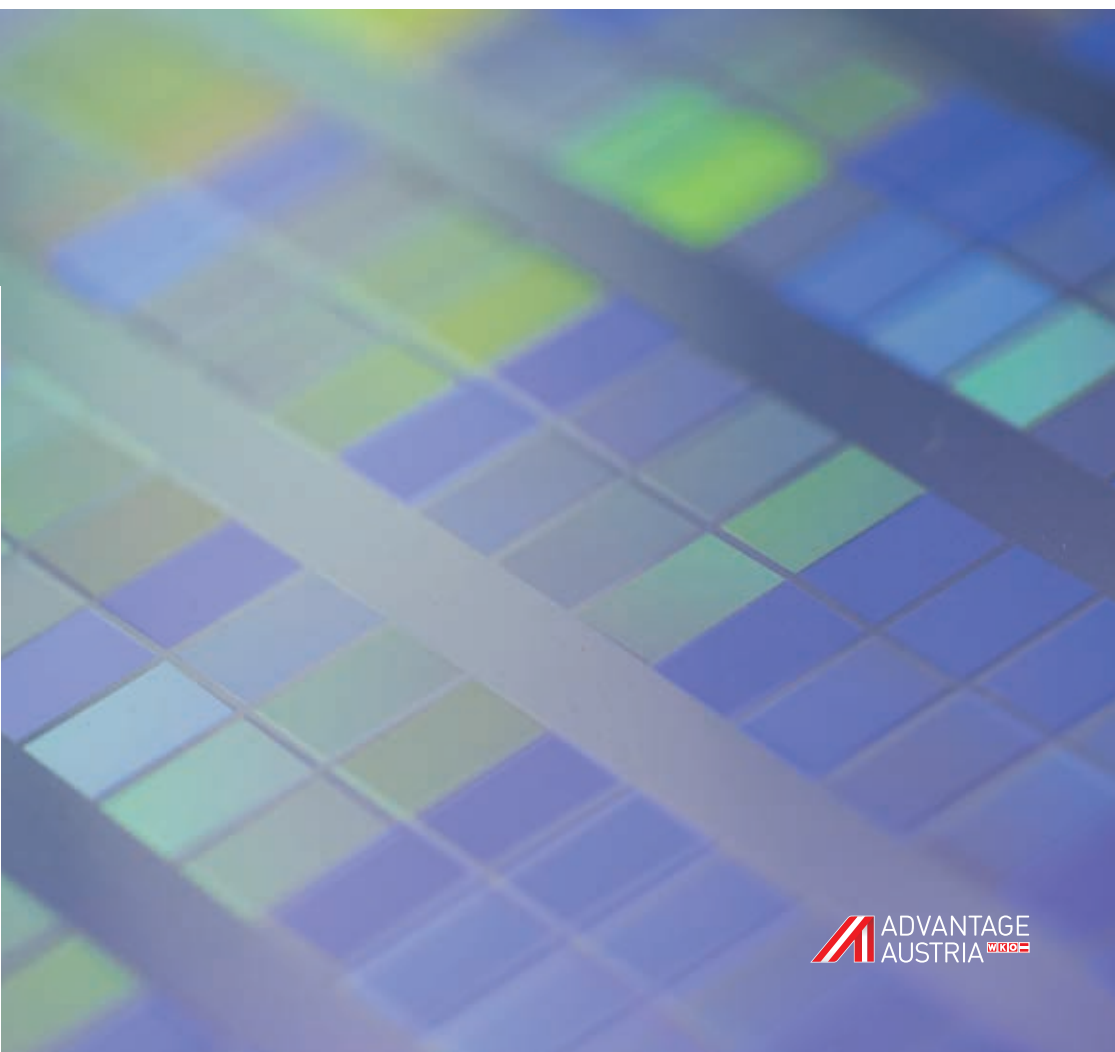


Special edition | en
Edited by the Austrian Federal Economic Chamber
ADVANTAGE AUSTRIA



FRESH VIEW

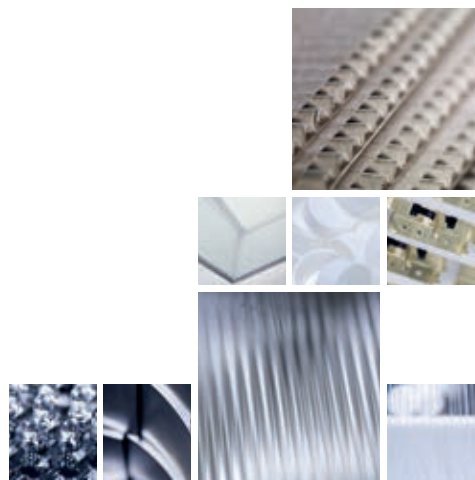
Special edition:
Austria's Born Global Champions

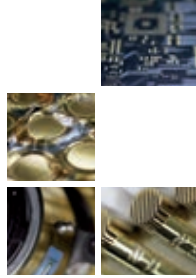
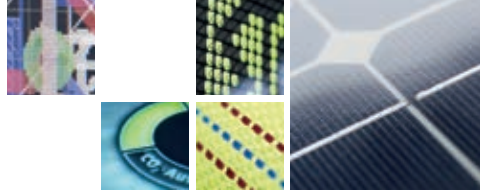




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www.advantageaustria.org





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TRUE ENTRE PRENEURS



On the vision of born global companies

Traditionally the internationalisation of companies has been considered a two-step process. First of all the domestic market is developed. At a later stage, after several years of business and product development, other countries and markets become the focus of expansion.

The reasons behind this expansion are very often the discovery of the growth potential of foreign markets, the utilisation of economies of scale and competitive advantages, strategic market diversification or the answering of consumer demands.

Nowadays, in contrast to this two-step approach, many entrepreneurs see themselves as “born global”. From the very start they compete in the global market with an innovative product or service. This phenomenon has been growing rapidly in recent years, becoming increasingly important and gaining momentum.



“The achievements of Austria’s Born Global Champions are simply outstanding. Their success is based on exceptional products and services, true entrepreneurship and inspiring creativity.”

Christoph Leitl, President
Austrian Federal Economic Chamber

In addition to the underlying vision and how the company sees itself, there are several other “born global” criteria which can be recognised. In many cases the companies are built up on innovative ideas and scalable products or services. Furthermore they focus on first-to-market advantages and capitalise on the opportunities provided by global market niches.

Part of this philosophy is also the readiness to take additional risks, to aim at faster growth, to deploy necessary resources, to adapt to new markets and to develop advanced managerial skills. Needless to say this endeavour is highly challenging and requires the support of all stakeholders in order to be able to succeed.



“These great companies are proof of Austria’s claim to be “SURPRISINGLY INGENIOUS”. To learn more about them and how they can support your business, get in touch with one of our local offices in over 70 countries worldwide.”

Walter Koren, Director General
ADVANTAGE AUSTRIA

For the purpose of this brochure the term “born global” has been defined as follows:

- foundation of the company in 2010 or later
- company with an international focus
- innovative product or service
- international growth as one of the company’s main priorities

On the following pages you will find a selection of companies which meet these criteria, companies which will probably change our future with their innovative ideas for everyday life. A short summary of their exciting products and services are included, as well as their contact details. If you are looking for a company in a specific sector please consult the Index on Page 76.

Andreas Stauber, ADVANTAGE AUSTRIA

WO RLD CLASS PART NERS



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FRANCON offers Management Consulting Services through a network of partners across Central and South Eastern European countries.

The core competences of FRANCON lie in the areas of

- International partner sales - modelling, building up and executing
- Multinational cultural knowledge and understanding
- International management consulting, leadership development and executive coaching.

FRANCON is regional master license holder of AUTONOM TALENT®.

AUTONOM TALENT® is a unique Austrian strategic management methodology, which is used in organisational programmes, such as

- Leadership development and team empowerment
- Well-being, health care and burn-out prevention
- Building talent and successor pools
- Running task forces and special teams



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Improve GmbH & Co KG is a Vienna-based online strategy consultancy with further offices in Madrid and New York. Improve specializes in search engine and Google optimization. The company advises clients all over the world on all matters concerning search engine optimization, so that they will be found more often and thus improve their ranking by Google.

Improve was built up using the knowledge of former Google search quality employees, which differentiates Improve SEO services from others.

Search engine optimization is responsible for 80% of a website's traffic - 8 out of 10 users reach a website through Google. Google optimization is therefore extremely important in order to have a successful presence on the internet.



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ReqPOOL is a global company specialized in software procurement based on professional requirements and the evaluation of software delivery performance.

With its ReqPOOL Suite, the company offers software incorporating an intelligent software procurement platform with integrated management of requirements, an outsourcing marketplace and continuous scope management. ReqPOOL connects customers with thousands of categorised external software companies. The integrated scope management and continuous documentation are the keys to successful software procurement for both sides - the consumers and the software development companies.

The Austrian-based company employs 20 people in Austria, Germany and the USA.



emeibaby GmbH

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emeibaby GmbH is the producer of the emeibaby carrier, which is currently distributed in 16 countries. The patented emeibaby carrier is a combination of a sling and a carrier. Thanks to its ring system, it can be precisely adjusted to suit the baby's size from birth and is the only baby carrier that is continuously adjustable so that it grows with the child.

Once the carrier has been adjusted to the baby's size the aluminium rings on the shoulder straps firmly clamp the fabric in place to maintain the desired position. The emeibaby carrier can be used as a front or back carrier. The padded shoulder strap ensures comfort, even when carrying heavy children. The emeibaby carrier is practical, light and ready for use in an instant.



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Fromaustria.com is Austria's first online concept store. The company founded a platform for original Austrian lifestyle and the most unique brands and products which this country has to offer. The products all have the following in common: they are made with love in Austria and each tell their own little story. Fromaustria.com functions as a marketplace where the established come together with the unknown, strengthening each other but at the same time remaining uniquely exciting.

One of the company's main goals was to make Austrian products accessible to everyone around the world and to give domestic brands the marketplace and platform they need in order to be able to distribute and communicate their products.

The internationalisation of the platform, of the sales and distribution, as well as of the marketing, are part of the core strategy of fromaustria.com.



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POET Audio is an Austrian developer and producer of luxurious, top quality wireless sound systems.

The key aspects of the company's philosophy are:

- 1) ultra-easy handling
- 2) awarded design: the unique look has been achieved by Thomas Feichtner, who was awarded the Austrian State Prize for Design.
- 3) wireless - just take your smartphone and play music, but with high-end sound quality
- 4) supreme quality made in Austria

The pandoretta 360° sound system has recently garnered high praise in the FINANCIAL TIMES review. FINANCIAL TIMES about pandoretta: "...magnificent Austrian sound it expands your soul....it's simply joyous!"

With the concordetta the customer even has the opportunity of tailoring its look to suit their interior.



ROLF - Roland Wolf GmbH

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ROLF Spectacles is a family-run business in the Tyrolean mountains that produces handcrafted premium eyewear frames (wooden frames, stone frames and horn frames).

ROLF Spectacles has developed a new wooden hinge, as well as a special lens-glazing system. The ROLF Spectacles eyewear frames have no screws or metal, are easy to care for and maintenance-free, extremely light, anti-static and suitable for allergy sufferers.

ROLF Spectacles asserts a claim to develop and produce everything in-house and in a sustainable manner - from the eyewear frames and cases to the exhibition stands and sample trays, right up to the display and marketing materials.



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SunnyBag develops, produces and sells fashionable shoulder bags and backpacks with integrated solar panels. These flexible and waterproof panels constantly charge a MPP-tracking Lithium-ion battery pack, even without direct sunlight.

The battery pack has a USB-port which is capable of charging a variety of devices, including smartphones, iPhones, iPads, GPS etc. SunnyBAG combines fashion with function, keeping you connected at all times with its mobile and eco-friendly power source.

The SunnyBAG team are empowered to develop their roles and take on responsibility within the company.

The demand for environmentally friendly and sustainable products has never been greater.



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Tractive develops GPS Pet Tracking Devices for dogs, cats and other animals that show the real-time location of the pet on the smartphone. Tractive GPS devices can be attached to an existing collar and are 100% waterproof and very robust.

In addition, Tractive is European market leader in Pet Fitness Tracking devices (Tractive MOTION) and has developed a vibration-based Pet Training Device (Pet-Remote). In addition to the hardware, Tractive has published more than 15 apps for pet lovers.

Tractive products are already selling worldwide through shop.tractive.com, online retail stores (Amazon, Walmart, Pet Shops, ...) and offline retail stores (Electronic Stores, Pet Stores, Vets,...) in more than 80 countries.



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Andrea Gintner and Adnan Nakicevic, two young Austrian designers from Linz, attach a great deal of importance to function, form, design and regional production.

"It is important to always be open to new influences and to see problems as challenges." It was based on this design ethos that the two designers developed their product WERKKARTE. Working in collaboration with regional companies, the product is made exclusively in Austria.

The WERKKARTE is a sophisticated, small and primarily lightweight tool, which is put to use and is constantly present in many areas. There are three different WERKKARTEN, which combine a multitude of unusual functions in compact dimensions.



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13&9

13&9, a product design firm from Graz, Austria, was founded in 2013 by Contract Magazine's 2015 Designer of the Year, INNOCAD Architecture CEO Martin Lesjak, and designer Anastasia Su. The interdisciplinary team's collaborations create products from concept to production for lighting, furniture, floor coverings, fashion, accessories.

13&9 designs for international companies - VITEO OUTDOORS, XAL, ARTIFORT LANDE GROUP, WEVER & DUCRÉ, ROBERT LA ROCHE, MOHAWK GROUP - and also develops products for the own label.

Modularity, compatibility, flexibility and transformation are key issues for 13&9 products, which have won numerous awards and are found in publications worldwide.

GEOMETRIC COLLECTION Diamond Shades
by 13&9 for Robert La Roche © Anthony Tahlier



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QUALITY MADE IN AUSTRIA

Aeoon Technologies is based in Kramsach, Austria, which is where the company designs and manufactures its digital textile printers.

After having several years of experience in the textile printing industry, the company formed a professional team of creative engineers and programmers to realise their vision of a versatile dtg industrial production platform.

THE DTG REVOLUTION BEGAN IN 2011

Aeoon Technologies was officially established in 2011 and ever since has been in constant pursuit of its goal. In the same year the company presented the first prototype of the Aeoon dtg printer at the FESPA in Hamburg, which attracted a lot of attention in the dtg printing market.



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CHRISTINE HECHINGER

Mirrors from MIRA are truly unique: pieces of tableware complemented by mirrors are poetry for the wall.

Each piece of tableware used in the MIRA mirror series is chosen with great care and fitted with a mirror. Inspired by traditional decorative plates for walls, every piece is an entirely unique creation whose original utilization has been given a fresh aesthetic context.

Currently, the MIRA family consists of four different lines of products: MIRA PORCELAIN is based on traditional porcelain, MIRA CRYSTAL on crystal glass, and MIRA METAL uses various precious metal plates.

MIRA feinedinge* uses plates from the "Alice" series, which is produced by the porcelain manufactory feinedinge*.



Hilda.Henri

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Hilda.Henri
VIENNA

The premium children's fashion label Hilda.Henri has made a name for itself through high quality and innovative fashion made from milled loden fabric, a material originally worn by mountain farmers.

Hilda.Henri takes away the "traditional costume" image which is usually associated with this fabric and breathes new life into it with its fresh and cheeky designs.

Great emphasis is placed on the choice of materials, top quality tailoring and special finishing processes.

The company operates regionally and sustainably when it comes to production, whereas sales have an international focus. International market successes have demonstrated that the label is performing exceptionally well in the face of established designer labels.



dekappa design

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dekappa®
design
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Doris Koefer is a skilled industrial designer. She studied at the University of Applied Arts in Vienna, including an experience period of one year in Milan. Perennial work experience in different fields is characteristic for the passionate designer, who has already worked for Design Studio MM Design Bozen (I), Design Studio Denis Santachiara Milan (I), Bene AG Büromöbel Waidhofen/Ybbs (A) and Philips Klagenfurt (A) amongst others.

Since 2012 Koefer has been running her own design studio in Klagenfurt where the core areas are jewellery, furniture and product design. Design and products MADE in AUSTRIA.

Fairly produced in Austria and Europe! dekappa's credo is to generate long-lasting and aesthetically challenging design through the use of high quality materials.

Designed with love by dekappa designer Doris Koefer & partners.

L01 - light zero one in Eiche © dekappa



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ORGANOID TECHNOLOGIES

Organoid decorative coatings are distinguished by their complete naturalness and enable a multi-sensorial experiencing of a wide variety of organic raw materials. "Enjoy the unique scent of hand-cut mountain hay, grown on the slopes of the Tyrol's highest mountain, 1700 metres above sea level. Lovingly crafted piece per piece." Or rose petals, lavender stems, vanilla pods, or27 different decors are in stock to choose from.

These products come in sheets and can be used for wall panels or furniture, but also act as acoustic sound absorber panels according to the Helmholtz principle. Depending on the perforation and the slotting of the carrier material, nearly any acoustic effect can be realised.



Pattern Design GmbH

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Pattern Design runs an online platform for seamless and editable patterns:

- approx. 8.000+ patterns available ==> 20-30 new patterns every day
- patterns are created from designers all over the world - cultural influences included
- patterns are categorized in main themes (brand new, trends, timeless, kiddies, floral, cultures, shapes) and sub-categories such as Babies, Boys, Girls, Teenager, Adventure, Wonderland,.....; keyword-search is also available
- patterns are seamless and vectorized
- patterns can be re-coloured and scaled without loss in quality
- patterns are royalty-free (Vector license ranges from EUR 22.50 to EUR 60.00)...discounts on larger volumes available
- patterns can also be integrated in existing and new online productshops via an interface (API) in a very efficient and fast way



Wolfgang Langeder - Utope

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Wolfgang Langeder/Utope designs wearable electronics and smart clothing products.

The company cooperates with Fraunhofer IZM in Berlin and has been working as a partner on this innovative interface between design and technology since 2010.

The Utope brand comprises the company's own products, which combine innovative technology with fashion and demonstrate a whole range of possibilities.

The company can supply ready-made components to firms who also want to develop wearable products, as well as individual, perfectly conceived technology and product development in this field.



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Helioz is a social enterprise that manufactures cost-effective and efficient products for people in low-income countries.

The products are specifically developed for low-income households and their needs and opportunities. Helioz fosters micro-entrepreneurship in order to generate additional income for the affected people.

WADI is an easy-to-use and cost-effective indicator for solar water disinfection (SODIS). WADI is solar-powered, operates without the use of chemicals, batteries or filters and is maintenance-free.

WADI supports the production of safe drinking water using the power of the sun, securing safe water for an entire family for at least two years. Selling disinfected water is an easy way for the company's customers to earn additional income.



all i need beverage GmbH

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all i need is a unique and innovative green tea beverage, invented and produced in Austria.

all i need only contains Organic and Fairtrade certified ingredients. It is based on whole Sencha green tea leaves, which are freshly brewed so that the tea's precious ingredients and unique taste are preserved. The superfruits aronia and açai are rich in antioxidants and help to regenerate body and mind. The recipe is complemented by ginger and natural agave juice. all i need contains no granulated sugar or artificial additives.

By using ingredients from developing countries all i need follows a global, sustainable approach which supports organic farming, fair production and fair trade all over the world.



Insort GmbH

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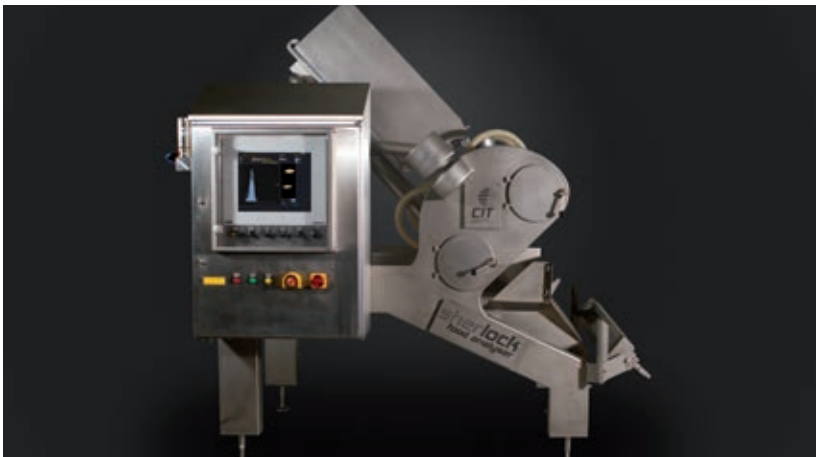
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Insort develops and produces food sorting plants.

CIT (Chemical Imaging Technology) sorting technology is unique on the market and offers hitherto unimagined possibilities for assuring process and quality control in food processing. CIT analyses the chemical structure of the products. Visible and invisible defects, foreign bodies and the glucose, starch and water content are visualised by the scanner. The company develops special solutions for a wide variety of applications and integrates them into the sorting plants.

The innovative company has won the “International Anuga Foodtec Award” in Gold 2015 and in Silver 2012, the “Fast Forward Award 2011” and the “Tech for Taste Award 2011”.





Austria's Born Global Champions
Food and drink

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Kaahée
Saves your day.

Kaahée is Austria's anti-hangover drink with the power of prickly pears.

Kaahée's ingredients make you feel better, not only after long party nights but also at times of stress and strain.

Modern lifestyle is always about finding the right balance. We don't only want to work, but we can't only party either. We want everything. But everything can be exhausting. That's why the company has invented Kaahée. An anti-hangover drink with the extract of prickly pears which is proven to reduce the symptoms of a hangover. Not only after long party nights but also when the body needs to recover from too much work or sports. So the next time when modern lifestyle takes its toll, remember: Kaahée. Saves your day.



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Kendlbacher Getränkevertriebs GmbH is the brain behind Omi's Apfelstrudel (Grandma's Apple Strudel) which has already been acclaimed by well-known gastronomic magazines as the "in-drink" of the year.

Grandma's apple strudel fruit juice has barged into the beverage sector: whether served iced on its own, as "Omisecco", a sure summer hit drink with prosecco or sparkling wine, or as "Omi-Vodka" or "Omi-rum" (for Grandpa)... Every variety of Grandma's apple strudel calls for cheers.

The beverage innovation combines Austrian tradition with a splash of "Retro" - and for a unlimited group of customers. Of course the children - but also Mum, Dad and Grandma and Grandpa - all love Omi!



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NIXE Extra Dry is the first Austrian beer with a full alcohol content (4.9%) and flavour but with 75% fewer carbohydrates and 30% fewer calories than conventional beers. The beer is naturally brewed with water from the Austrian Alps and the company intends to establish itself as the first Central European premium low-carb beer.

In addition to Austria's first low-carb beer we also produce Austria's first low-carb Radler. Less sweet, pleasingly low in calories and completely free from artificial additives. Exclusively made from the directly pressed juice of organic Sicilian lemons, a little organic beet sugar, fresh water from the Traunstein mountain and nothing else apart from NIXE.



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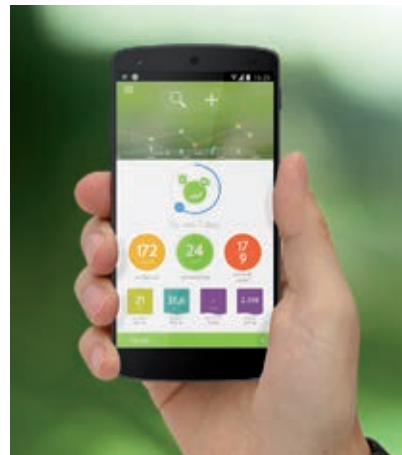
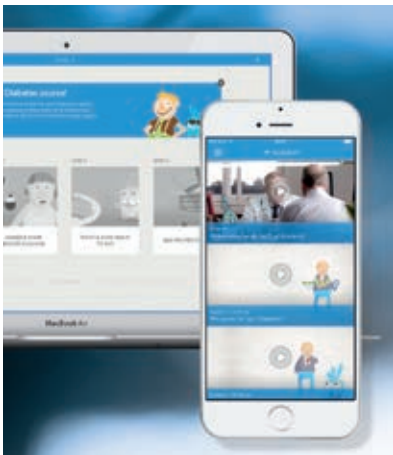
mySugr

mySugr makes diabetes suck less!

Founded in 2012 by people with diabetes, mySugr creates digital health solutions for people with diabetes.

The products are marketed directly to the consumers, as well as through health insurance partners, diabetes industry partners and technology partners.

The company intelligently combines design, technology, and medical expertise focused on diabetes. mySugr GmbH is ISO 13485 certified. The particularly well-known “mySugr Logbook” is registered as a risk class 1 medical device in the US and EU, and has more than 300,000 registered users worldwide (as of June 2015).



SCARLETRED holding GmbH

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SCARLETRED is an emerging MedTech start-up harboured in Vienna, focusing on innovative technologies in the field of biomedical engineering and medical information technology. The interdisciplinary R&D team integrates leading international experts to create novel products for highly demanded applications in the digital analysis and therapeutic treatment of skin diseases.

Scarletred®vision is the first e-medical device app of its kind. The patented system integrates novel imaging technology, enabling remote monitoring and objective investigation of cutaneous drug effects and diseases in preclinical and clinical phase I-III trials. Complemented with the Scarletred®SkinMarker it facilitates a high level of standardization and GCP compliant applications.

The company recently acquired the already clinically phase II developed dermatologic drug project liposomal rhSOD.



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scinteco was founded in 2011 by a team of experienced software developers and architects. The team has been working for the pharmaceutical industry since 2003.

Since 2011 more than 25 men-years have been spent on the development of research and medical applications. scinteco is an ISO 9001:2008 certified company for the design, development, distribution and support of medical software.

scinteco's main product improve is a modeling & simulation platform that integrates all data and 3rd party tools by providing the improve.repository for global, secure file storage manages modelling and simulation tasks directly from the improve.workbench via the improve.runserver proves the who, what, when, where and why of any step taken, for traceability and compliance with regulations



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Founded in 2011, Angelbird Technologies GmbH is a hi-tech data storage company based in the Austrian region of Vorarlberg. Its storage media are used in mobile, stationary and big data applications. The team behind Angelbird is young, experienced and passionate, with a love of quality and attention to detail.

Angelbird products are developed with the environment in mind and “made in Austria”. Product quality and best performance are the top priority. To ensure this, all Angelbird products are subject to strictest quality controls. All stages of development and manufacture of the products are handled in-house.



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Bike Citizens focuses on cycling promotion, app technology and data analysis for cities. Started with 1,500 Euro, the company has been founded in 2011 by two former bike couriers and now employs up to 25 people based in Graz and Berlin.

Along the way the company sold their self-developed smartphone mount Finn 250,000 times worldwide. The main concern is to offer people more orientation and safety with the Bike Citizens app (available in over 200 cities in over 34 countries) that includes turn-by-turn navigation, tracking options and voice guidance.

The company shares the data they gain with cities and for research projects to improve cycling in cities.



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bitmovin is an innovative technology company specialised in the development of cloud-based multimedia and streaming systems. bitmovin has achieved international success and is a global technology leader in high quality streaming over the Internet.

bitmovin offers its cloud-based transcoding and streaming platform bitcodin to generate content for adaptive streaming via the internet, as well as its bitdash MPEG-DASH players to consume this content in the best quality.

Through the use of bitmovin's products it is possible to have just one technology and solution for multiple platforms (Web, TV, Smartphone) and to use cost-effective HTTP delivery infrastructure, which both help to reduce costs.



Codeship

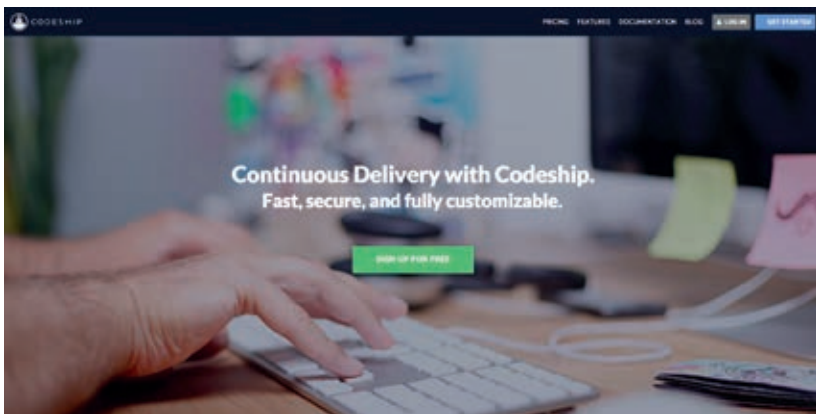
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Codeship is a hosted Continuous Delivery platform. It helps to release software quickly, automatically and multiple times a day. It shortens the development cycles, thus reducing the risk of bugs and increasing innovation. It helps software companies to develop a better product more quickly by taking care of the testing and release processes.

Managing your own continuous delivery system takes time, specialized knowledge, customised solutions and dedicated, on-premise infrastructure. Codeship's hosted Continuous Delivery service automates software deployment and all the necessary tasks involved so software developers can work on what matters: The product.



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The Austrian crowd investing platform CONDA offers new ways of financing business ideas to start-ups and SME from Austria, Germany and Switzerland.

The crowd investing platform www.conda.eu connects investors with entrepreneurs, offering investments from 100 Euro to 5000 Euro in companies from various industries.

Today CONDA is the biggest Austrian crowd investing platform and market leader in Austria. Since it was founded in March 2013 it has successfully funded 25 projects. Around 2000 investors supported companies from Austria and Germany with a total amount of more than 2.4 million Euro.



Cortical.io

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Cortical.io has developed a fundamentally new approach to Natural Language Processing (NLP), Semantic Folding, inspired by the latest findings on the way the brain processes information.

By representing language with highly efficient semantic fingerprints, the Cortical.io Retina is the first semantic engine that painlessly handles the avalanche of text data experienced by global business today –in any language and in real-time.

The Cortical.io Retina provides powerful NLP tools for text filtering, classification, clustering or searching. It can be easily integrated to develop the next generation of business applications for social media monitoring, enterprise search or information discovery.



courseticket GmbH

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Courseticket has established itself as the leading multi-vendor online marketplace for education in Austria. It currently provides a selection of thousands of courses and trainings for the consumer – easy to book, pay and rate online.

For companies and trainers it automates the whole administration process – including registration, ticketing, payment, participants, billing and accounting. Moreover – in addition to the massive marketing effect – the platform provides a possibility to integrate online booking and payment into external websites (widget-solution) or even intranets (stand-alone solution) with the lowest cost and effort.

The core technology is based on a completely scalable and secure cloud environment (SaaS).



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CRATE Technology is an Austrian deep-tech startup with global ambitions and offices in Berlin and San Francisco. Crate is a scalable SQL database built on NoSQL architecture - it offers realtime SQL, with native search and distributed aggregations.

All of that in an easy-to-use open source package.

We allow developers to focus on their apps, and not to worry about their backend technology.

We make it super easy to build scaling backends and make big datasets actionable in realtime. This makes Crate a replacement for traditional SQL servers like MySQL, Microsoft SQL or Oracle SQL, while maintaining the investments in existing applications and staff. It can be deployed on premise, with cloud providers and in containerized environments.



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SWAT.IO

Swat.io is the Social Media Management solution for agencies and enterprises who work together with “Die Socialisten”. Swat.io has been specially designed for teams who manage a large number of social media channels (Facebook, Twitter, Google +, Instagram, etc.).

Swat.io enables efficient content planning, management release processes, seamless tracking of user interaction, as well as smooth community management and reliable customer service in social media.



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Employee referrals have been proven to be the most efficient recruiting channel. Through referrals companies hire more suitable candidates who fit in with the company both culturally and professionally.

Employee referral programmes do not however always work as employees are motivated solely by money, new jobs are not communicated actively and there is no transparency about the status of referred candidates.

firstbird solves these problems: with firstbird, a web-based referral programme, companies invite employees to become "talent scouts" so they can exploit the full potential of employee referrals and make recruiting cheaper and faster. Employees are now actively informed about jobs via e-mail and are motivated with gamification mechanisms like scores, rankings and badges if they recommend qualified candidates and share jobs on XING, LinkedIn or Facebook.



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Fluxguide is the most advanced solution for visitor information systems for museums, outdoors, events, and companies. As an app on smartphones, multimedia guides and touchscreens: interactive, participative, and connected with social media.

The award-winning solutions have been rolled-out worldwide and provide groundbreaking features for visitors in any context. Fluxguide is leading in R&D, based in Vienna and supports clients worldwide.

The company creates unprecedented knowledge- and entertainment spaces: meaningful, exciting and cost efficient. Fluxguide drives innovation and delivers via partners in the US, South America, Middle East and Asia.

Be inspired!



has.to.be gmbh

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The has.to.be gmbh is the developer of a charge point management system with extended billing capabilities provided as a Software-as-a-Service solution.

Mobility has to be.ENERGISED!

With built-in features, such as automatic billing, service management, CRM, interoperability, customer service portal and much more, the be.ENERGISED software packages do much more than traditional operation management systems of charging stations.

The cloud-based system offers flexible and cost-effective package solutions – regardless of the number of charging stations. With its maximum flexibility and compatibility be.ENERGISED is already fit for future requirements. Automatically.



Imendo GmbH

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The software company is based in Klagenfurt, Austria, and is specialized in the development and integration of software systems for utilities and industrial companies.

The integration platform IMENDO X-PORT supports the company's customers in optimizing their business processes by establishing real-time and high-secure data exchange between different data sources. X-PORT supports various industry-specific protocols such as CIM, WFS, INSPIRE and thus enables rapid and cost-effective integration projects.

Imendo is proud to be able to number amongst their clients some of the most well-known and successful companies in their respective industries e.g.: ABB, TCHIBO, BAYER CURRENTA, PSI, MAGNA and BASF.

© Johannes Puch



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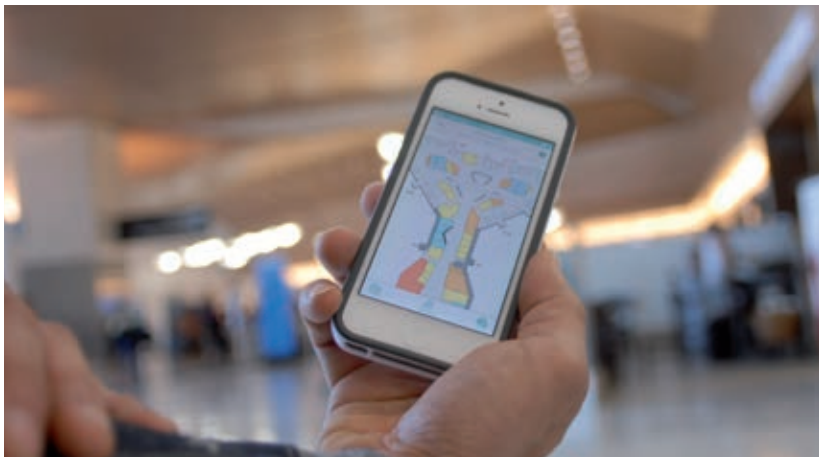


indoo.rs is a leading software provider for real-time indoor positioning and navigation. The company has its head office in Brunn am Gebirge, a development centre in Vienna and a sales office in Palo Alto, USA.

Applications for the technology include finding your gate at an airport, getting to your favourite shop in a shopping mall and even helping visually impaired people navigate new indoor environments.

There are two cores to the business, the first of which is the provision of the technology as an SDK (Software Development Kit). This allows app developers, agencies or direct B2B customers (such as San Francisco Airport, KLM, Messe Schweiz, Hofburg, etc.) to build customized apps. The second core area is the licensing of the core technology to mobile device and chipset manufacturers to be pre-installed on their hardware components.

The company currently has 22 employees and is supported by three investors, Speedinvest, Techinvest and Tecnet Equity.



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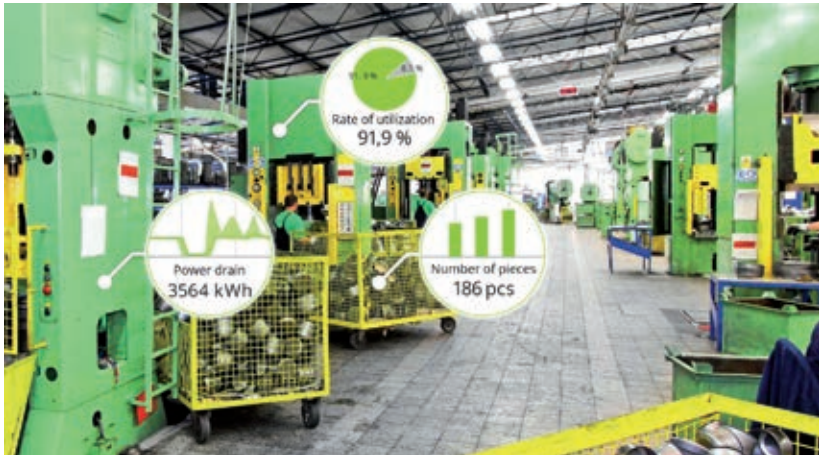


LineMetrics empowers companies to optimise themselves by using sensor data. It is the easiest way to collect, process, visualize and analyze sensor data with the aim of saving money and increasing competitiveness.

LineMetrics users

- optimise output, quality and stoppages of manufacturing devices
- identify resource wastage, e.g. air compressor leaks, inefficient heating
- optimise processes, supply chains, etc.
- increase energy efficiency of machines or buildings

The single most important USP of LineMetrics is the combination of hardware, communication and cloud service into a self-explanatory one-stop solution. The strong focus on simplicity means that users can install the system themselves within minutes.



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MARKSIM® is a powerful 'Advanced Analytics' SaaS-solution for the market simulation of future market shares of both existing and even non-existing products.

MARKSIM® periodically conducts surveys in cooperation with well-known survey panel agencies.

MARKSIM® virtually splits a product into its product features and provides automated market segmentation according to customer preferences.

MARKSIM® enables companies to test their strategic product decision or their new innovative ideas with just a few mouse clicks.



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NM Robotic's mission is to introduce its proprietary, disruptive solutions to the autonomous vehicle market. The technology applied by NM Robotic is protected by an ever-increasing number of world-wide patents.

The company offers specialized expertise in the area of mobile robots, autonomous cars, and RPA (remotely piloted aircrafts). NM Robotic designs economic and precise solutions for the automation of complex systems. Based on this expertise the company provides consulting services on all mechatronic aspects of your systems and, in detail, offer consultancy services on all aspects related to:

- sensor selection for navigation
- design of navigation and control filters
- related software and hardware design
- mechanical hardware design
- simulation based validation and verification of robotic systems



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predictive analysis  issue prevention

opvizer is specialized in virtualization and cloud computing. The company is an independent producer of software- and SaaS solutions for intelligent data processing centres. These solutions include automation and management of virtual IT infrastructures within heterogeneous data processing centres, as well as solutions for the prevention of errors and failures.

Several local and global companies of varying sizes already rely on the opvizer software solutions.

opvizer has offices in Vienna, Austria and Houston, TX, USA.
Dennis Zimmer is founder and CEO of opvizer the opvizer group.



PIXXERS GmbH

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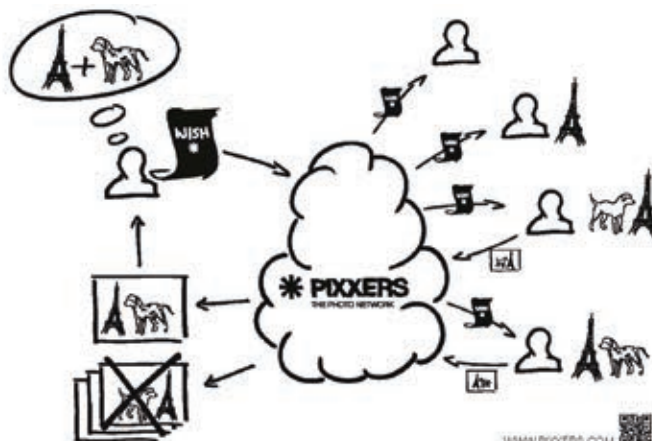


With PIXXERS you can wish for photos!

PIXXERS is a free app/mobile website that allows you to request photos via crowd-sourcing. PIXXERS puts an end to time-consuming and expensive searches for photos through stock photos and image libraries. The disruptive solution: STOP SEARCHING. START WISHING!

Agencies, magazines, graphic design studios etc. simply put in a request for the photo they need to the countless photographers around the world! Professional photographers, amateurs and smartphone users can supply the desired image and earn some money in doing so.

The photographer receives 70% of the selling price and PIXXERS receives 30% as a transaction fee.



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Founded in 2010, QGate Innovations GmbH develops and distributes a device that connects electrical devices in our everyday life with the internet.

QGate is an intelligent mobile controller with embedded SIM-card, integrated temperature, light and audio sensors, as well as an energy consumption counter. Through the use of QApps and featuring a free app development platform, QGate enables the monitoring and management of electrical devices, independent of place - via smartphone, tablet or web browser.

QGate is easy to operate and does not require any pre-knowledge. Just stick it in an electric outlet and turn on a lamp, for instance. As QGate communicates via the GSM/GPRS network it is ready to go anywhere in just a few moments.



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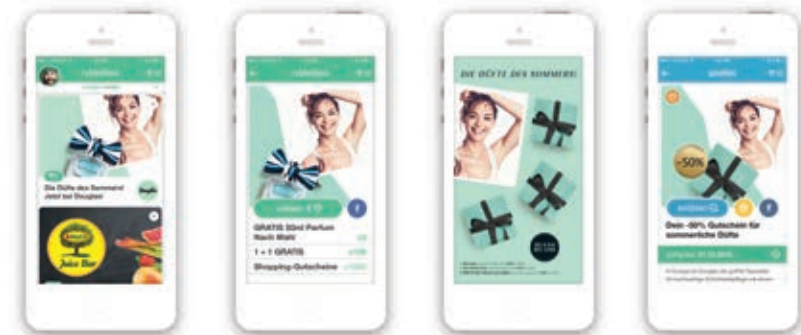
rublys - the scratchcard für smartphones

Founded in 2013 and launched in March 2014, the rublys app today has over 1 million users in Austria and Germany and is one of the fastest-growing mobile marketing tools in Europe.

rublys is the app that playfully brings new customers. It is an innovative and highly efficient marketing and sales tool, offering a powerful and affordable way to win new customers. Advertising on rublys is exciting, entertaining and rewarding. Users proactively and voluntarily interact with brands, products and offers without being disturbed by advertising.

ideal for:

- Brand Awareness
- Online Marketing
- Location-based Marketing
- Cashback
- Sales & Leads
- Social Media
- Website-Traffic



Sclable Business Solutions GmbH

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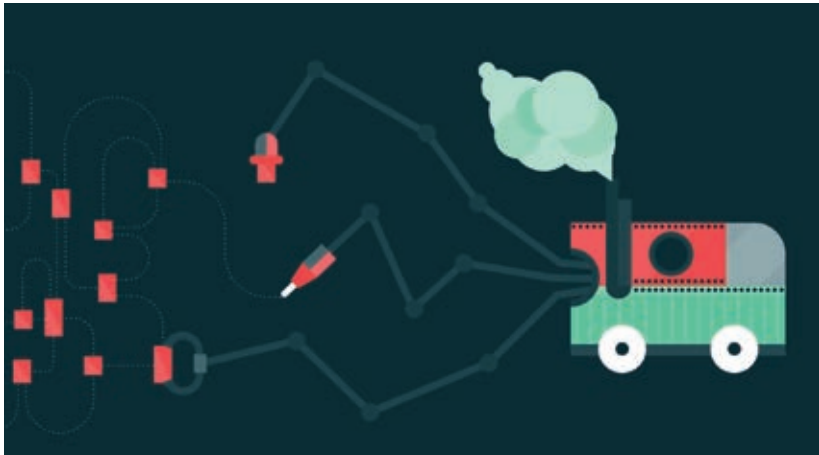
Business Application Development. Accelerated.

Companies need to adapt increasingly faster to internal and external changes. Applications supporting the company's processes need to be just as fast and flexible.

Sclable meets this challenge by offering an intuitive tool for agile business application development.

The Sclable Platform allows you to map exact processes in software and create an enterprise-grade, ready-to-go business application in real time. Develop, test and use your business application simultaneously – in ongoing operations.

Apply changes – that are effective immediately – fast and at any time. Departments and IT can act quickly and independently, financial and personnel resources are reduced.



Shpock (finderly GmbH)

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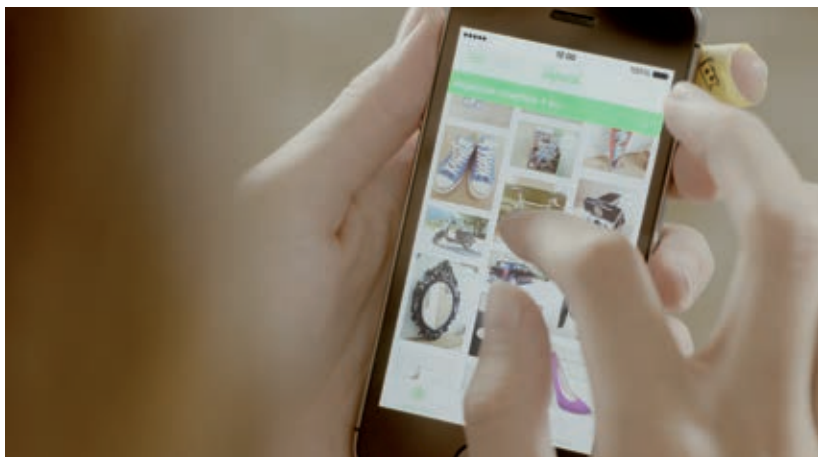
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Shpock ("SHop in your POCKet") is the boot sale app for beautiful things developed by the Vienna-based finderly GmbH (available for iOS and Android).

Thanks to Shpock it has never been easier to discover second-hand treasures in your neighbourhood or earn some money by selling things you no longer use. All you need to browse through a vast variety of items – which are sorted by your current location – is a smartphone.

Since the initial launch in September 2012, Shpock has gained more than 8 million users in Germany, Austria and the UK. These figures make Shpock (www.shpock.com) the fastest growing mobile marketplace in Europe and one of the top lifestyle apps in the German-speaking area.



Smart Engine GmbH

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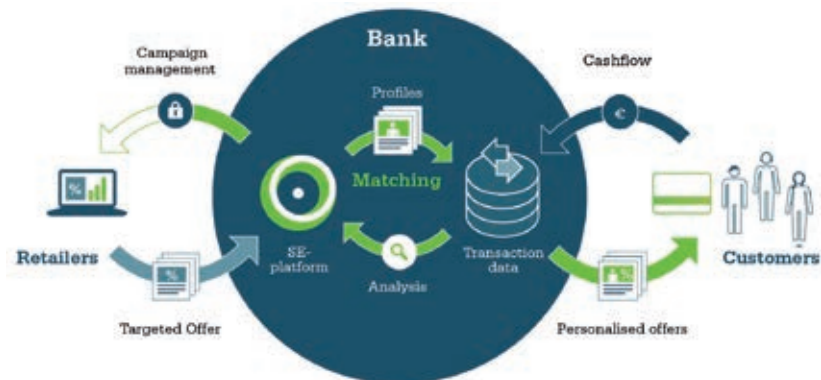
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Consumers already use payment cards on a daily basis. The Smart Engine Card linked marketing platform gives consumers the power to use their payment card to save money on the items they were already going to purchase. Smart Engine integrates SKU data with information from CRM systems, traders and social networks. With Smart Engine, traders can target market segments with real-time offers for the highest conversion rates in the industry.

Smart Engine was founded in 2011 to help loyalty programme owners, banks and financial services intensify customer relationships. Big data analysis produces more effective segmentation and product development, delivered right into the customers' hands via mobile devices.

Smart Engine is a privately held corporation based in Vienna, Austria, with offices in New York, Hong Kong and Moscow.



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Founded in 2010 in Klagenfurt, with international headquarters in San Francisco, Stratodesk specializes in unique software solutions designed to help users set up and centrally manage networks of highly secure terminals within the most technologically advanced virtualized environments.

Stratodesk's innovative, vendor agnostic software solutions unify and simplify VDI infrastructures and neutralize the threat of proprietary lock-in by operating on all types of endpoint hardware.

Since its inception, the company has attracted customers from across the globe, including Fortune500 companies such as Anthem or RiteAid (USA), the US Air Force and many notable companies such as CIMB Securities (THA), BNP Paribas (FR), Beazley Group and QHotels (UK).



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Superevent is a community and multi-event app, which helps save paper, keeps everyone up to date and enables networking and interaction before, during and after events.

Superevent is integrated with LinkedIn, Facebook and Twitter and offers the possibility of sharing relevant contents, photo galleries, videos etc.

Superevent is cost-efficient: it is re-used all the time, users stay on-board and continue using it beyond events.

Through rich statistical information, organisers are able to extend their knowledge from one event to the next.

Customers include the European Forum Alpbach, United Nations, IAEA, Heineken, Abbott, TedX, Business Circle, IIR, Boehringer Ingelheim, IESE, Unilever, WKÖ etc.



TourRadar

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Whether you want to join a group of like-minded travellers to go trekking on Kilimanjaro, take a coach tour through Europe, a safari in Kenya or go kayaking in Costa Rica, TourRadar puts travellers in touch with life changing experiences in more than 200 countries. TourRadar offers the biggest selection of tours across all brands and provides an unbiased comparison of tours based on real traveller reviews.

TourRadar is the pick of the bunch for its great content, reviews, user experience, integration of the social aspect and for trying to do something different in a sector of travel that is under-represented. The company call themselves “a geeky bunch of travel and marketing experts on a mission to change people’s lives through group travel”.



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Twingz development GmbH creates an innovative Smart Energy Management Solution for intelligent monitoring, control and optimization of energy consumption in households and companies.

The twingz Smart Energy Management platform provides unprecedented functionality: energy consumption is monitored and analyzed permanently near real time. Based on it, the system helps reducing your energy bill and helps you detect energy drains; while automation optimizes usage of alternative energy for hot water, heating and air conditioning.

Best of all, monitoring, control, and optimization is done through one app only.

Both, hardware and software, are made in Europe and adhere to German privacy law.



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ChatGrape is a real-time multi-device messaging tool that changes the way companies and their teams communicate. It combines smart natural language processing technologies with deep service integration to automate workflows, facilitate communication and to increase overall team and enterprise productivity.

ChatGrape replaces the use of email for internal company communication and increases overall communication efficiency by 17%. It does this by making all files, data and information instantly accessible by using a smart search engine and tagging function: in the same way that you've tagged friends on Facebook, you can now tag files, data and issues in your messages.

Another factor is its unmatched security.



visalyze GmbH

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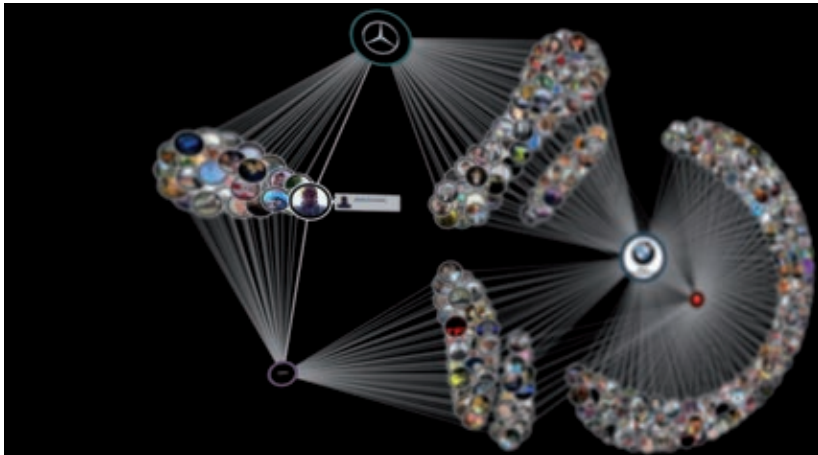
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In an ever-increasing data driven society, information is simply too valuable to leave it to the experts. According to IDC's latest prognosis, a new class of software entitled "Visual Data Discovery Tools" is setting out to democratise data analytics by enabling self-service for the end user.

The company's unique value proposition: future data managers should work in the same way as air traffic controllers already do. They build mental models in order to be able to understand thousands of pieces of information which they can act upon simultaneously. To facilitate the use, visalyze offers visual metaphors, such as planetary systems or visual sound waves. They can then be applied to data sources such as social media, finance and internet of things.

Satisfied customers such as Stiegl or Novartis substantiate the concept.



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VisoCon is an ambitious company, based in Graz and Klosterneuburg but with its original roots in Silicon Valley.

This innovative company was a ‘spin off’ from a leading technology group and specializes in the development and provision of video communications and streaming solutions. With the patented technology, which has been developed in-house, novel applications in the field of “Video Collaboration” are possible.

Simple integration into third-party systems, flexible architecture, significant scalability and exceptional data security are the most important USPs. Alongside the first realized industrial applications, there is a large market in “Social Networks” (social media and classified portals).



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whatchado is “The Handbook of Life Stories”. On the company’s website www.whatchado.com, you will find short video stories of people who talk about their job, their professional background, and their life by answering 7 standardized questions.

The idea behind the videos is to inspire people young and old who are seeking guidance on what to do with their lives.

Visitors of the website can either search for specific jobs or companies, or complete what is called “whatchado matching”. Within the whatchado matching framework, the user answers 14 simple questions regarding their interests. Based on these, whatchado will recommend video stories of people who share similar interests.



w'inspire GmbH

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we-inspire

Founded as a spin-off from the Media Interaction Lab at the University of Applied Sciences in Hagenberg, Austria, we-inspire offers software solutions for interactive surfaces such as large interactive whiteboards.

Using Anoto Digital Pen technology, the we-inspire CoCreation suite combines analogue and digital content in real-time on large-scale surfaces that can be scaled up to 10 metres in width.

The we-inspire CoCreation applications were primarily designed to replace analogue presentation tools like paper, flipcharts, and sticky notes.

No matter if you want to brainstorm, draft, or present – the we-inspire Co-Creation suite serves as a foundation to boost innovation.

© Bene AG





Crystalline Mirror Solutions GmbH

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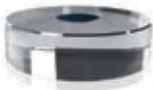
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CRYSTALLINE MIRROR SOLUTIONS

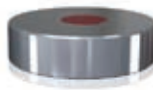
Crystalline coatings by CMS represent an entirely new paradigm in optical coating technology. Exploiting the drastically reduced mechanical losses (factor 10-100x) of single-crystal semiconductors, as well as their low optical losses, high thermal conductivity and active electro-optic properties, these coatings redefine the standards of precision laser optics.

Using the proprietary substrate-transfer process, GaAs/AlGaAs-based monocrystalline multilayers can now be employed for high reflectivity mirrors with ultralow Brownian noise, mid-infrared reflectors and ringdown cavities, as well as, finally, low-loss and high thermal conductivity mirrors for ultrafast laser systems.



◆ xtal stable

- xtal stable technology for**
- Sub-fHz linewidth lasers
 - Ring laser gyroscopes
 - Laser rangefinding / LIDAR systems



◆ xtal mir

- xtal mir technology for**
- Trace gas detection
 - Power buildup cavities
 - Novel laser system design



◆ xtal therm

- xtal therm technology for**
- Ultrafast and high-power lasers
 - Thermal management in disk lasers
 - Advanced optics for machining

smartflower energy technology GmbH

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smartflower energy technology GmbH is specialized in all-in-one solar systems. Top quality made in Austria.

smartflower POP – the world's first all-in-one solar system:
Effortless power generation. In your own garden. With the world's first all-in-one solar system, everyone can carry out their own personal energy revolution. smartflower POP automatically tracks the course of the sun, which boosts its yield by up to 40% more than a static solar system. This revolution on the solar energy market combines technology with elegant design and simple assembly.

Depending on the region, the system delivers between 3,400 and 6,200 kWh a year, which completely covers the average electricity consumption of a household in Central Europe.





Austria's Born Global Champions
Renewable energies

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Swimsol offers a floating solar energy platform that exploits the nearly unlimited solar power potential of sheltered sea areas. The product is designed for islands and coastal regions with little space, where large-scale solar systems are often not feasible on land.

In many tropical regions, electricity is produced with inefficient diesel gensets. Floating solar energy is not only a renewable alternative, but is also less expensive than conventional diesel energy.

After 4 years of research the wind- and wave resistant Swimsol “Lagoon” solar platform was launched in 2014 in the Maldives. Future markets include other island states and densely populated coastal regions such as Singapore.



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Founded in 2012, Authentic Vision is best known for the provision of new and innovative means of brand protection.

The company holds several patents and cooperates closely with universities and the world's leading security printing companies to stay abreast of the latest developments in the fields of brand/value protection and customer communication solutions.

Authentic Vision was founded with the mission of becoming the world's trusted source for brand, product and value authentication by empowering consumers, industries and authorities through market-leading technologies which are openly accessible to everyone.



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EASY GOING.

EGO Sports is currently building the world's most powerful electric motor-systems for mountain bikes. The kits can be mounted on almost any bike and set new standards as far as power, performance and design are concerned: 70 km/h, over a range of 40 km or 1400 vertical metres and 3400 W power open up a new way of riding your bike.

This performance has created a new category in biking sport: the company EGO Sports sees itself as a pioneer in the e-mobility sector, especially with regard to image and technology (jump world record, new race formats, new tech approaches and patents).

The goal is to make electric mobility more attractive in general and to expand from being a global leader in the action sports niche to broader market segments.



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"We change the way you play board games". rudy games has taken up the cause, and indeed the Upper Austrians have succeeded in virtually reinventing the board game.

The technologies they've developed make it possible to combine the fun of classic board games with the multimedia power of smartphones. For instance, the board game can interact with the players' social networks and make them part of the game. The result is so-called "combined games", which enable a completely new, unique gaming experience.

Following the successful market launch in Europe, plans now call for expansion into the U.S. market.



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Socialspiel Entertainment is the creator of free-to-play mobile games published exclusively by Nexon.

Founded in 2010 in Vienna, Austria, by a team of ex-Rockstar Games developers, Socialspiel has developed several award-winning, free-to-play games such as "Tight Lines Fishing" and "Asterix & Friends".

Since 2014, Socialspiel has been a strategic partner of the leading worldwide free-to-play publisher Nexon, bringing high-quality adventures to the hands of mobile gamers around the world.



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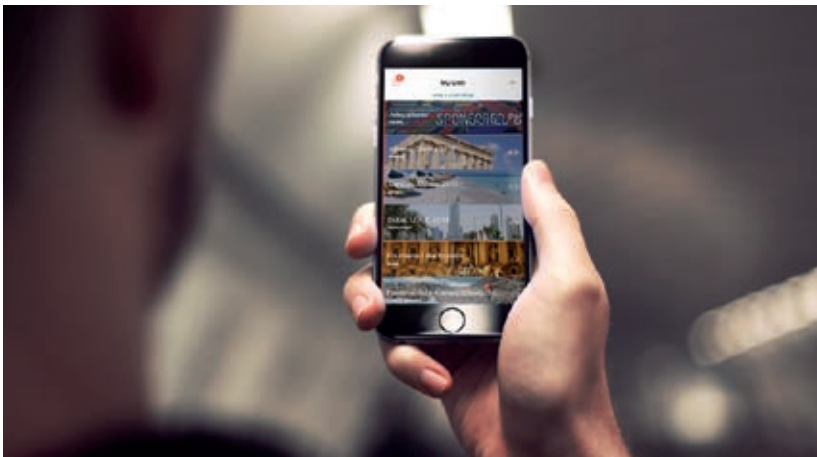
Ulmon has developed the popular travel app CityMaps2Go.

With CityMaps2Go travelling has become easier and more fun:

- Multifunctional lists to plan and organize your trip
- Inspiring stories and places to discover
- Free offline maps

There's nothing to compare with the feeling when you arrive in an exciting city for the first time. With CityMaps2Go that feeling has become even better by having all of the information you need available right at your fingertips.

"What was the name of that great restaurant I read about? Or that beautiful spot I wanted to visit? And where are they again?" All that and more is compiled in CityMaps2Go. Nice features like self-added notes, ratings from other users and beautiful photos are the icing on the cake for a successful journey.



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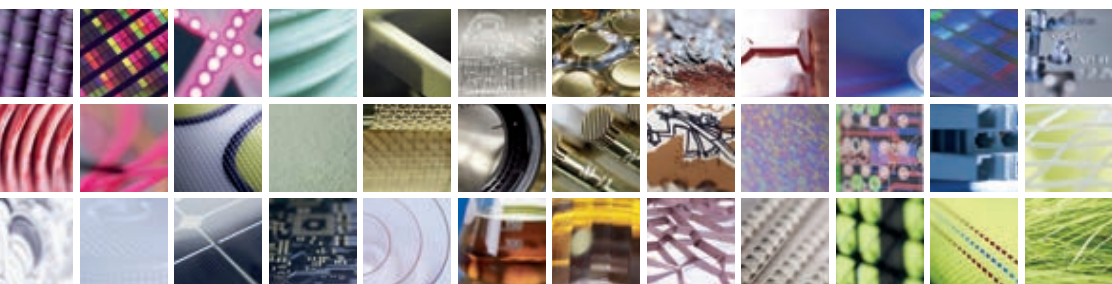
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