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DIGILITY 2017: Cologne as the capital of new realities

2nd DIGILITY conference and expo successfully united the industry for immersive technologies

Last week, Cologne became the capital of new digital realities for two days: the 2nd DIGILITY conference and expo gathered together nearly 1.400 participants literally from all continents. Experts from various industries were discussing digital trends and innovations for virtual and augmented reality, 360° imaging, 3D and from adjacent fields.

At the DIGILITY conference 70 international renowned speakers shared unique insights on two main stages and in several workshops into already existing use cases and their research results. During the DIGILITY expo, exhibitors and attendees had the possibility to meet new customers, suppliers, sparring partners and investors. With 65 exhibiting research institutions and companies from Germany, Canada, Israel, Spain, Hungary, the Netherlands, Belgium, UK and from the US, the exposition was growing immensely this year and attempted to reflect the whole value chain of immersive technologies.

„Establishing a new event is never an easy thing to do. But we took our chances with DIGILITY and were rewarded with a truly successful second edition after an already promising start in 2016. The last two days proved to us that the demand for such an event in the heart of Europe is tremendous. The industry needs a central place for exchanging knowledge, ideas and contacts - and Koelnmesse is providing this for exhibitors, investors, startups and research institutions“, says Katharina C. Hamma, Chief Operating Officer of Koelnmesse.

Twelve innovative start-ups from the nearby region and all over the world joined the DIGILITY Start-Up Village which was funded by a cooperation between Mediennetzwerk NRW, IHK Köln, DigitalHubCologne, the EDFVR (First German association for Virtual Reality) and Koelnmesse. DIGIL-ITY presented twelve startups from Canada, Israel, Hungary, England and various NRW locations to show the overall diversification in new realities and concrete application of new business models.

For the very first time DIGILITY - together with Audi as a main sponsor and partners such as Vector-form, HTC VIVE, Samsung, XMG, INCAS, Unity, Photon, ManusVR und Salt and Pepper was organizing a hackathon. For 32 hours interdisciplinary teams were working together with their mentors on the future of collaboration within virtual reality environments.



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Quotes from our speakers and exhibitors

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„At DIGILITY I attended several presentations and many companies, particularly in the automotive industry, are saying that the proof of concept period is over for them and they are now starting to de-ploy the HTC Vive VR headset in hundreds across different functions. I think DIGILITY provides a high quality experience exchange which is so important to drive scalable innovation across business. For us at HTC Vive it is also so important to be able to explain our Vive enterprise strategy and help growing the professional VR ecosystem all together. DIGILITY is the right platform to encourage enterprises to connect with new partners and hardware providers.“ *Hervé Fontaine, Vice President Virtual Reality B2B and Business Development at HTC Vive*

„DIGILITY 2017 exceeded my expectations. As a US startup trying to break into the European market, it was definitely the right conference and expo for us to participate in this year. We made some great contacts while at the event that have already led to follow-up meetings. It was a great event for Candy Lab!“ *Andrew Couch, CEO Candy Lab*

„This year's Digility offered us the perfect platform to successfully launch our new product, the Inno-active Hub. We were able to not only meet industry leaders and innovators at our booth but also catch up with close partners and friends. We will definitely come back next year.“ *Daniel Seidl, Managing Director and Founder of Innoactive*

„Being an exhibitor at DIGILITY was a very good decision. For us as a AR/VR tech startup, the event has become the most important conference and expo of the year. We met relevant contacts from all industries. And walking around the expo, meeting so many innovative AR/VR companies made us feel very uplifted in the European scene. We will definitely be part of DIGILITY next year!“ *Christian Sander, CEO and co-founder of Dear Reality*

„Two successful days right around our Bonsai Bar booth are gone. Together with Arvato and Senn-eiser, we were able to have lots of great conversations at our booth, exchange ideas with like-minded people and make new contacts. The perfect combination of VR, AR, Storytelling and barkeeping. DIGILITY was a great opportunity for us to exchange ideas and we will be happy to come back next year.“ *Arne Ludwig, Chief Sales Officer headtrip*

Find more information about DIGILITY 2017 as well as photographs at www.digility-cologne.com

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