



DEUTSCHER MULTIMEDIA KONGRESS

DER TRENDSETTER FÜR INTERAKTIVE MEDIEN

BERLIN – STUTTGART

- Press release -

Deutscher Multimedia Kongress 2010 shares the stage with Create10

Creative scene connected to the digital economy at the Stuttgart Römerkastell

Stuttgart, May 11, 2010 – This year's Deutscher Multimedia Kongress – DMMK – (German Multimedia Congress) will share the stage with Create10 on November 10 and 11, 2010 at the Römerkastell, Stuttgart's exciting creative centre, linking the creative scene to the digital economy. Advertisers, designers, programmers, communication professionals and marketing experts will have a chance to form networks with thought leaders in the European digital industry and forge direct contacts with industry representatives. Create10 will be taking place this year for the first time. Creative thought leaders from Germany and all over Europe are expected to attend the European Future Conference for Digital Trends in the Creative Industries.

Meanwhile in its eighteenth year, DMMK – hosted by MFG Baden-Württemberg, the Public Innovation Agency for IT and Media, together with the Bundesverband Digitale Wirtschaft (BVDW) e.V. (German Association for the Digital Economy) – is Germany's oldest congress for multimedia and the digital economy.

"By uniting DMMK 2010 with Create10, MFG will make an important contribution towards strengthening the international competitiveness of the region as a creative centre", explains MFG CEO Klaus Haasis. "We will be placing the region's many successful creative enterprises – both large and small – in the spotlight of national and international attention".

Collaborative working and common learning

The Römerkastell (Roman Fort) in Stuttgart is an exciting creative centre that will provide DMMK and Create10 visitors with an inspirational setting in which to engage in common learning. Designers, media professionals, programmers and multimedia specialists work here under one roof with artists, actors and musicians. In an area presently covering fifteen acres, the Römerkastell is home to some forty creative companies and institutions, including award winning agencies, radio and television broadcasting stations and the film studio in which SOKO Stuttgart, a popular TV crime series on German TV, is made.

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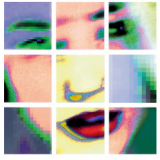


MFG Baden-Württemberg mbH/
DMMK-Kongressbüro
Breitscheidstraße 4
70174 Stuttgart
Telefon: +49 (0)711 90 715-300
Telefax: +49 (0)711 90 715-570
www.dmmk.de

Partner:



Bundesverband
Digitale Wirtschaft (BVDW) e.V.



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Create10 connects European thought leaders

The twinning of DMMK 2010 with Create10 – the European Future Conference for Digital Trends in the Creative Industries – is expected to attract around 200 additional creative thought leaders from Germany and all over Europe. Assisted by the Baden-Württemberg Ministry of Economic Affairs, MFG will also connect suppliers and users of multimedia solutions and creative services in a users' forum.

"As a longstanding partner of MFG, we are delighted that this year's DMMK will converge more closely with the European creative scene", says BVDW President Arndt Groth. "The ability to develop an international dimension and learn together across national borders is already a crucial competitive advantage, and there is scope to leverage it even more efficiently".

DMMK Young Professionals profits from the main event's synergies


As last year, DMMK Young Professionals, DMMK's recruiting platform, will be held at Stuttgart Media University (HdM). A date as close as possible to DMMK itself was chosen to allow it to profit from the anticipated synergies. On November 13, 2010, just two days after the main event, students and talented multimedia newcomers will have a chance to find out more about future employers. A BarCamp on Friday, November 12 will provide an additional opportunity to exchange ideas and experiences with pioneers in the world of social and interactive media at an unconventional participatory conference, where everyone can learn from one another.

DMMK in Stuttgart – DMMA OnlineStar in Berlin

In future, the Deutsche Multimedia Award – DMMA – (German Multimedia Award) will be combined with the OnlineStar. MFG Baden-Württemberg, the BVDW and the Ebner Ulm publishing group will bundle their award activities in the new DMMA OnlineStar – Germany's most prestigious creative and industry award in the digital world.

The DMMA OnlineStar 2010 will be presented in Berlin, hopefully flanked by first-rate creative workshops at the Baden-Württemberg State Office.

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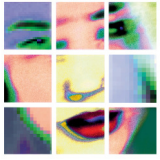
 Innovationsagentur
für IT und Medien

MFG Baden-Württemberg mbH/
DMMK-Kongressbüro
Breitscheidstraße 4
70174 Stuttgart
Telefon: +49 (0)711 90 715-300
Telefax: +49 (0)711 90 715-570
www.dmmk.de

Partner: _____

 **BVDW**
Wir sind das Netz

Bundesverband
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More information:

www.dmmk.de

www.create10.de (launch date: May 25)

www.mfg-innovation.com

www.bvdw.org

www.doit-online.de

www.doit-online.de/facebook

www.twitter.com/dmmk (Hashtag: #dmmk)

www.twitter.com/mfg_innovation (Hashtag: #dmmk)

Photographs in printable quality:

<http://bit.ly/bo2AB7>

Press contact:

MFG Baden-Württemberg

Silke Ruoff

Phone: +49 711-90715-316, Fax: -350

e-mail: ruoff@mfg.de

www.mfg-innovation.com

Contact for sponsors:

Annette Passon

Phone: +49 711-90715-341, Fax: -350

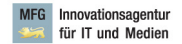
e-mail: passon@mfg.de

www.mfg-innovation.com

About MFG Baden-Württemberg

As the Public Innovation Agency for Information Technology and Media, MFG Baden-Württemberg strengthens Baden-Württemberg's position as an ICT, media and creative centre. It networks the creative and high-tech sectors and promotes cooperation between companies and research or educational institutions. It also offers encouragement to fledgling entrepreneurs and talented newcomers in the form of competitions and innovation programmes. Together with universities and business enterprises, it tests novel technologies and applications in its own labs.

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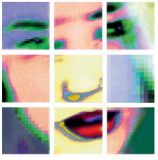


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Established in 1995, MFG is meanwhile one of Europe's leading institutions for innovation management and technology transfer. More than fifty highly qualified staff at our location in Stuttgart's city centre manage over 30 projects with a volume of approximately eleven million euros in the areas of innovation fostering, technology transfer, cluster and network management, talent development, business promotion, digital literacy and place marketing.

About the BVDW

The Bundesverband Digitale Wirtschaft (BVDW) e.V. is the organisation that represents the interests of companies in the field of interactive marketing, digital content and interactive added value. The BVDW has an interdisciplinary foundation, and thus has a holistic overview of the issues facing the digital economy. It has taken on the task of making the efficiency and the benefits of digital media transparent, and thus promoting their deployment in the economy as a whole, in society, and in administration. BVDW is engaged in continuous dialogue with politicians, the media and other interest groups, and supports the dynamic development of the sector in a results-oriented, practical and effective way. **We are the Net.**

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 Innovationsagentur
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