



## PRESS RELEASE

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### The Internet of Uncanny Things

To learn from genuine industry experts and make contact with the biggest and most important companies from the embedded sector – these are the goals of the more than 1,000 students from throughout Europe who are expected to attend the STUDENT DAY hosted by the embedded world exhibition & conference on 16 March 2017. Not only does the event, which is being held for the eighth time, offer students the opportunity to make contact with potential employers, it also features an exclusive keynote speech by Sascha Wolter, Senior Manager Connected Home at Deutsche Telekom AG.

“Sascha Wolter is a true visionary who has already achieved a great deal despite his young years. We are very pleased that such an intelligent mind will offer the students new perspectives and food for thought. They can learn a great deal from him,” explains Professor Matthias Sturm, Chair of the embedded world advisory committee and originator of the STUDENT DAY.

#### The challenges of technological advancement

The title of the keynote is ‘My Minecraft-Smart-Home: Prototyping the Internet of Uncanny Things’. “Software solutions and everyday objects are becoming increasingly smarter, taking on more responsibility, and they know more and more about us and our intentions. But what does this mean for developers and in what ways does it affect the user? How can we foster the understanding and expertise necessary for the Internet of Things?” asks Wolter. His presentation explores the typical challenges of the Internet of Things and inspires with wacky and at times uncanny examples. He will also present the prototype of an ideational hardware and software based on visual programming languages, games like Minecraft and several IDEs live on stage. Naturally, there is evidence that this pragmatic approach can also

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be applied to real projects that use Internet of Things platforms and Smart Home solutions such as Google Weave, Eddystone Beacons, Eclipse SmartHome, openHAB and QIVICON.

## About Sascha Wolter

Sascha Wolter is an expert in the development and implementation of cross-device applications for the Internet of Things. Since 1995 he has been working as a consultant, lecturer, keynote speaker and author, with a focus on understanding, innovation and value. He founded the user group flashforum.de, which has more than 100,000 members, and from 2001 to 2011 organised numerous internationally prestigious conference series like “beyond tellerrand”. He is currently a board member of BITKOM’s expert panel Usability & User Experience and is Senior Manager Connected Home at Deutsche Telekom AG. He also lectures at various universities.

## A few facts about the embedded world STUDENT DAY

- 16 March 2017, from 9:00 am
- Free bus travel to the venue
- Free entry to the trade fair
- Presentation of embedded sector and embedded world exhibition & conference by Professor Matthias Sturm
- Exclusive keynote by Sascha Wolter
- Complimentary light lunch
- Presentations by selected companies in the lecture room foyer
- Exhibition guide with floor plans and details of the sponsors of the STUDENT DAY

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All press releases and more detailed information, videos and photos are available from: [www.embedded-world.de/press](http://www.embedded-world.de/press)

More detailed information and videos about the STUDENT DAY are available from: [www.embedded-world.de/studentday](http://www.embedded-world.de/studentday)