



# **BREAK NEW GROUND**

**THE METAVERSE IS COMING  
AND IT WILL BE BIG**

**EVENT BOOKLET**



In cooperation with:  
**hubraum**

# Welcome to Break New Ground



The new innovation conference powered by Group Partnering & Devices and Deutsche Telekom's tech incubator hubraum. At Break New Ground we explore various perspectives around new cutting-edge topics and offer a space for innovation enthusiasts, pioneering thinkers, and startups to exchange on business opportunities and meet new partners.

This time, it is all about XR and the Metaverse. Just like "Cyberspace" in 1996, we don't have a universal definition of what "Metaverse" means or exactly where it will take us.

However, we do know the Metaverse will be as important a concept as the Internet and that over the next years it will have a pervasive impact on businesses and consumers. XR technologies have continued to evolve to provide the ground level support needed to deliver innovative Metaverse experiences. We are pleased to break new ground with our most exciting partners to show the latest of these technologies and meaningful use cases that they enable.

**LET'S DRIVE  
INNOVATION  
TOGETHER.**

10:00 – 10:45 VIP/Press/Guided tour

11:00 – 11:15 **Welcome**

**Sean Seaton**,  
SVP Group Partnering & Devices,  
**Sven von Aschwege**,  
XR & Metaverse Innovation Lead

11:15 – 11:45 **Metaverse – Let's Get Down To Business**  
Keynote

**Ashraf Hamed**,  
VP Innovation & Pioneering SAP

11:45 – 12:00 **Volucap MagentaVerse**  
Live Demo

**Sven Bliedung von der Heide**,  
CEO Volucap

12:00 – 12:45 **Will Web3 rule the Metaverse?**  
Panel Discussion

**Dirk Edingloh**,  
International Marketing  
Communications

**Sven von Aschwege**,  
XR & Metaverse Innovation Lead

#### Guests

**Nilusha Aliman**,  
Münster University

**Mariano Mailos**, Microsoft

**Wiktoria Wójcik**,  
co-founder of inStreamly

**Kelvin Bonilla**, Unity

# Agenda

12:45 – 13:00 **Zaubar Interactive**  
Live Showcase

**Stefan Marx**,  
CEO & Co-founder Zaubar

13:00 – 13:45 **Lunch**

13:45 – 14:00 **Metaverse Ready Networks**

**Martin Liboska**, Product Manager  
XR & Metaverse

14:00 – 14:30 **Together we build: creating a new era of XR**  
Keynote

**Martin Herdina**,  
Senior Director, Product  
Management, XR  
Qualcomm Technologies, Inc.

14:30 – 15:35 **Developers Showreel**  
Startup Pitches incl. Best Pitch Audience vote  
Powered by hubraum

**Tim Akgül**,  
hubraum Programs Lead  
**Elmar Schrage**,  
XR & Metaverse Business  
Development Manager

15:35 – 15:45 **MagentaTV FIFA WM AR App**

**Daniel Aslam**,  
XR & Metaverse  
Business Development Manager

15:45 – 16:00 **Coffee Break**

16:00 – 16:15 **Winner Announcement – Pitch Award**

**Tim Akgül**,  
hubraum Programs Lead  
**Kathy Braegger**,  
Director XR Business  
Development Qualcomm

16:15 – 16:30 **Wrap up & Closing**

**Sean Seaton**,  
SVP Group Partnering & Devices  
**Sven von Aschwege**,  
XR & Metaverse Innovation Lead  
**Tim Akgül**,  
hubraum Programs Lead

16:30 – 20:00 **Marketplaces & hands on experiences**  
Networking, Food & Music





**SEAN SEATON**

**SVP Group Partnering & Devices - Deutsche Telekom AG**

Sean is an experienced executive leader with a demonstrated track record of business results and is also passionate about leading, developing and coaching high performing diverse global teams. Sean currently leads a global group level Partnering ecosystem (from startups to multinationals) and Devices (Including handsets) team with a focus on growth, innovation and portfolio management - including scouting and incubation with teams situated across Europe, Silicon Valley,

Israel, India, China and Korea. Sean has more than 25 years of telecom, mobile devices, consulting and software industry experience in the areas of corporate strategy, strategic partnerships, startups, innovation, marketing, product MGMT, business development and sales. Sean had also volunteered by sitting on key industry and charitable boards/councils in telecom, innovation, gender/diversity and underprivileged children's causes.



**SVEN VON ASCHWEGE**

**XR & Metaverse Innovation Lead - Deutsche Telekom AG**

Sven is responsible to drive XR innovation with key Partners across Deutsche Telekom. Together with his team he is dedicated to deliver new innovative projects and revenue streams for DT. Sven von Aschwege, currently XR Topic Lead in Global Devices Partnerships is responsible to drive XR innovation with key Partners across Deutsche Telekom. Together with his team he is dedicated to deliver new innovative

projects and revenue streams for DT. In 2006 Sven joined Deutsche Telekom, where after working in various Management roles in T-Mobile International he moved into the Terminal Management organisation and was running all Smartphone partnerships for DT. In 2017 he picked up the topic of AR/VR and is driving innovation in that area.



**ASHRAF HAMED**

**VP Innovation & Pioneering, SAP SE Walldorf**

Ashraf is a real innovation pioneer, always looking 2 corners ahead and stays curious to discover new and innovative ways to help organizations to grow and create new values. In my current role I run a cross-functional, start-up-like teams to concept and develop new ways to experience enterprise applications, by looking into the newest market trends (like Metaverse, Mixed Reality ...)

and inspire a new way of thinking on business software. In these projects we have created multiple PoCs, Prototypes and MVPs, which envisions future use cases. Within SAP we conceived the first Metaverse like platform which is used by 2000+ employees to understand and present Integrated Business processes.

# SPEAKER



**SVEN BLIEDUNG VON DER HEIDE**

**CEO - Volucap GmbH**

Sven is a CG industry veteran and director of the volumetric Studio - Volucap. He founded his first company for digital media in 1997 at the age of 13. His drive for new technologies has been rewarded in being chosen as the innovation ambassador by Berlin. He founded a high-profile visual effects company called VFXbox, a company with focus on immersive media called SLICE production Studios, the Virtual Reality Association Berlin

Brandenburg (VRBB e.V.) and he is the CEO of Volucap, the first commercial volumetric capture studio in Germany. He is also an ambassador for XR4ALL and a leader in the field of volucaps (volumetric captures). His credits include various projects such as "Matrix Resurrections", "The Raven", "Marvel's The Avengers" and "Cloud Atlas".



**DIRK EDINGLOH**

**International Marketing Communication -**

**Deutsche Telekom AG**

Dirk Edingloh is an industry expert in marketing, music, lifestyle and telco. He is responsible for conception and execution of international music marketing initiatives for NextGen across Europe.





**TIM AKGÜL**

**hubraum Program Lead**

Located in Berlin, Tim is an innovation driver and Incubation Programs Lead at hubraum – the tech incubator of Deutsche Telekom AG. Tim Akgül is an active startup incubation evangelist for a closer collaboration of the developer and the corporate ecosystems. Together with XR

experts, global partners such as Qualcomm and T-Mobile US and the selected 11 Developer Teams of the hubraum Snapdragon Spaces Program, Tim played a central role of delivering a global acknowledged developer ecosystem engagement approach.



**DANIEL ASLAM**

**XR & Metaverse Business Development Manager Deutsche Telekom AG**

Daniel is a XR Use Case and content development professional at Deutsche Telekom, who is eager to integrate partner & start-up USPs into existing DT services to create new customer centric propositions.

He has a fable for sports and entertainment and loves to bring new technology into that area. In his spare time, he plays Tennis, and he likes exploring countries & cultures



**ELMAR SCHRAGE**

**Metaverse Business Development Manager - Deutsche Telekom AG**

Elmar is based in DT HQ, Bonn and works as Business Development Manager within the Global Partnerships Group. His main responsibilities are hunting for innovations and partners which have the potential to drive transformation in today's digital ecosystem. Getting the outside-in view from global strategic partner is an elementary asset to keep up the innovation pace.

Curiosity for bleeding edge technologies and taking this into product marketing perspective will help to accelerate innovations. Elmar is a thought leader in XR and creative mind, achieved together with other masterminds in the team, that Deutsche Telekom is one of the global leading Telco in XR innovations.



**MARIANO MAILOS**

**Mixed Reality Go to Market Lead - Microsoft Deutschland GmbH**

With a multi-cultural background, an open mind and loads of curiosity, Mariano tries to bring energy and fun to the table while getting things done. Native from Argentina and having finished high school in the USA Mariano has worked in Ireland and Germany for the last 21 years always focusing on technology and

how it can be applied to solving concrete challenges. As a Go To Market Lead for Mixed Reality at Microsoft Deutschland GmbH Mariano is responsible for executing the Microsoft's Metaverse vision in Germany across industries and use cases.



**KELVIN BONILLA**

**Senior Web3 Engineer Unity**

Kelvin has been professionally developing games since 2009 for mobile, console, desktop, and XR platforms. As a generalist developer, he has worked through the full spectrum of disciplines including rendering, networking, gameplay, tooling, production, and audio. Parallel to games, Kelvin has worked in big tech like HP & Amazon, as well as the startup space for nearly a

decade delivering both software and hardware solutions for XR, web, and computer vision platforms. Today, Kelvin works with multiple teams within Unity to develop Web3-compatible solutions to common game developer problems. In his free time, he builds custom blockchains and tinkers with smart contracts for pet projects.

# SPEAKER



**HUGO SWART**

**Vice President & GM, XR Qualcomm Technologies, Inc.**

Hugo Swart serves as VP and GM of XR for Qualcomm Technologies, Inc. He is responsible for overseeing Qualcomm's XR business and P&L including go-to-market, product planning and roadmap, strategy, partnerships and customer development. He spearheaded the standalone VR category in the industry with Qualcomm Technologies' first reference design in 2016 and built Qualcomm Technologies' XR business from the ground up. Swart joined Qualcomm in 2003 as a technical marketing manager in charge of promoting wireless data technologies to

operators worldwide. He has held roles of increasing responsibility since that time and has led several successful R&D projects from idea inception to customer adoption in the wireless space. Prior to joining Qualcomm, Swart served as sales engineer for Lucent Technologies and Telecom Italia. Swart received his bachelor's (1999) and Master of Science (2004) degrees in electrical engineering from the University of Campinas, Brazil. In addition, he received a Master of Business Administration (2008) from San Diego State University.



**WIKTORIA WÓJCIK**

**co-founder & CMO inStreamly**

Co-founder of inStreamly - a company that connects brands and metaverse creators & Streamcoi - streamer management platform. In her career, she has experienced gaming from many angles. She was a streamer, an interviewer on esports events, and worked in an esports organization. As a marketing expert, she worked on 70+ streamer campaigns for global brands. Awarded Forbes Europe 30 under 30 2022 in Media&Marketing, Forbes Poland 25 under 25 & Businesswoman of the Year: Leader in New Technologies. She is a Woman in Games (WIGJ) Ambassador. Her

companies have helped over 64000 gaming creators work with 120+ brands including Netflix, Samsung and PlayStation and over 20 esports organisations including G2 Esports, Furia and BIG. With inStreamly, she wants to build a better world for metaverse creators and everyone working with them. She shares her knowledge about marketing to Generation Z, especially through gaming. She has appeared at more than 50 conferences, portals and podcasts. Including Infoshare, Impact CEE, Creator Conf, AdWeek, MyCompany, Forbes or Facebook podcast series.

# SPEAKER



**MARTIN HERDINA**

**Senior Director, Product Management, XR Qualcomm Technologies, Inc.**

Martin Herdina is a Senior Director of Product Management, XR at Qualcomm Technologies, Inc., where he leads global business and partner management for Snapdragon Spaces. Prior to joining Qualcomm, Martin spent more than a decade as the CEO of Wikitude, an independent AR technology provider (acquired by Qualcomm). Leading to it, Martin

co-founded and built fatfoogoo, a gaming payment system provider (acquired by Digital River (DRIV), and held strategic management positions in Europe and the US with Qpass Inc., UCP, and T Mobile.



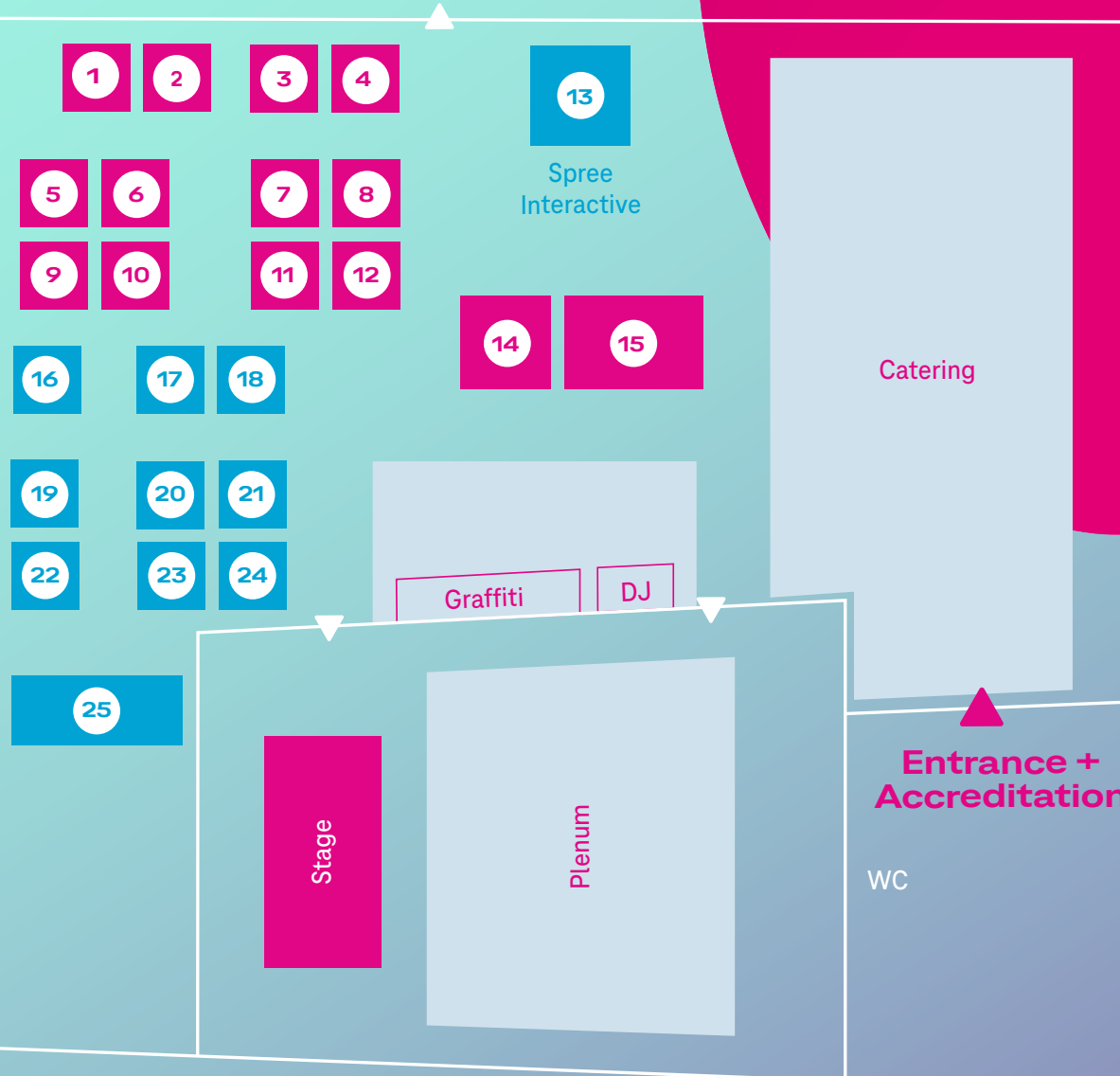
**STEFAN MARX**

**CEO & Co-Founder Zaubar**

Stefan Marx a serial founder in the immersive reality and AI industry. After studying philosophy of technology and Design Thinking, he founded his first startup in 2015, raised several million USD in funding and licensed his XR and

AI technologies to internationally renowned companies such as Giphy, Unity, several German television broadcasters and dozens of other enterprises in the tourism, media and manufacturing industries.

# Location



## Partner Booth

- |  |    |                              |
|--|----|------------------------------|
|  | 1  | IMVERSE                      |
|  | 2  | VOLUCAP                      |
|  | 3  | TRACE                        |
|  | 4  | SPORTTOTAL & immersiv.io     |
|  | 5  | T-Systems MMS                |
|  | 6  | Telekom's Beatland on Roblox |
|  | 7  | HOLO-LIGHT                   |
|  | 8  | SAP                          |
|  | 9  | celo x mento                 |
|  | 10 | Unity                        |
|  | 11 | SightCall                    |
|  | 12 | Microsoft                    |
|  | 13 | Spree Interactive            |
|  | 14 | Meta                         |
|  | 15 | axel springer                |

## StartUp Booth

- |  |    |                   |
|--|----|-------------------|
|  | 16 | QuarkXR           |
|  | 17 | mixed.world       |
|  | 18 | PatchXR           |
|  | 19 | SyncReality       |
|  | 20 | Tiny Giant Heroes |
|  | 21 | vSpatial          |
|  | 22 | Zoe Immersive     |
|  | 23 | Dingolé           |
|  | 24 | 3DforScience      |
|  | 25 | ZAUBAR            |



# Sporttotal

How immersive technologies [the Metaverse] are [is] reinventing the Sports viewing experience

## About

Sporttotal.tv gmbh is an exciting fast paced startup that develops state-of-the-art technologies for streaming and TV productions. Sporttotal technologies include a skeletal tracking system that allows to virtually recreate any football game. Two demos will be showcased during the XR day.

First a VR experience, where visitors will be transported from the booth to a virtual venue in the Metaverse. Secondly, an AR experience, where visitors will experience a football game as a hologram on a coffee tabletop of the booth in front of the TV screen.



## Contact:

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E-Mail: [guillaume.chican@sporttotal.com](mailto:guillaume.chican@sporttotal.com)

## Link:

[sporttotal.tv](https://sporttotal.tv)  
virtual venue demo Video



## About

- Based in Paris (France), operating internationally
- Bringing together a team of tech & creative AR specialists
- Working with Cutting-Edge Technologies since 2016
- Empowering Fans with Interactive Experiences
- Providing a multi-awarded AR solution: ARISE

## Contact:

Emmanuelle Roger (CEO)  
E-Mail: [er@immersiv.io](mailto:er@immersiv.io)

## Link:

[www.immersiv.io](https://www.immersiv.io)



**With AR, enter the metaverse to enjoy an unprecedented live experience.**

he FIFA World Cup AR solution enables fans to transform their very own living room into a complete AR show! They can enjoy a truly interactive and personalized experience by getting all the live match insights and statistics they need to better understand the game. They can click on players using the interactive 3D mini-pitch, access their statistics in real-time, watch on-demand content such as video replays & exclusive interviews in a multiscreen environment, and even display their favorite players at life-size in their living room. All of this is accessible on smartphones and smartglasses.

# Reinventing the Sports Fan Experience

with Augmented Reality



# Dein innovatives WM-Erlebnis mit MagentaTV.

Hol dir jetzt die neue Augmented Reality App!



## INTERAKTIVE STATISTIKEN IN DEINEM WOHNZIMMER

KOSTENLOS

Entdecke die **FIFA WM 2022** in einer völlig neuen Perspektive. Platziere mittels **Augmented Reality (AR)** Technologie und deinem Smartphone ein **interaktives Spielfeld** in deinem Wohnzimmer und verfolge in Echtzeit, wie sich die WM-Teams schlagen. Profitiere von beeindruckenden Live-Statistiken, hole dir deine **Lieblingsspieler in Lebensgröße** ins Wohnzimmer und analysiere Kader & Aufstellungen.

Downloade jetzt die App und erlebe gemeinsam mit **MagentaTV** ein einzigartiges **AR-Erlebnis**. Übrigens **nur hier am Stand**: Mit der AR-Brille erlebst Du alles nicht nur auf deinem Smartphone, sondern **live** und in **Echtzeit vollintegriert in unsere AR-Brille**.



Laden im  
App Store



JETZT BEI  
Google Play



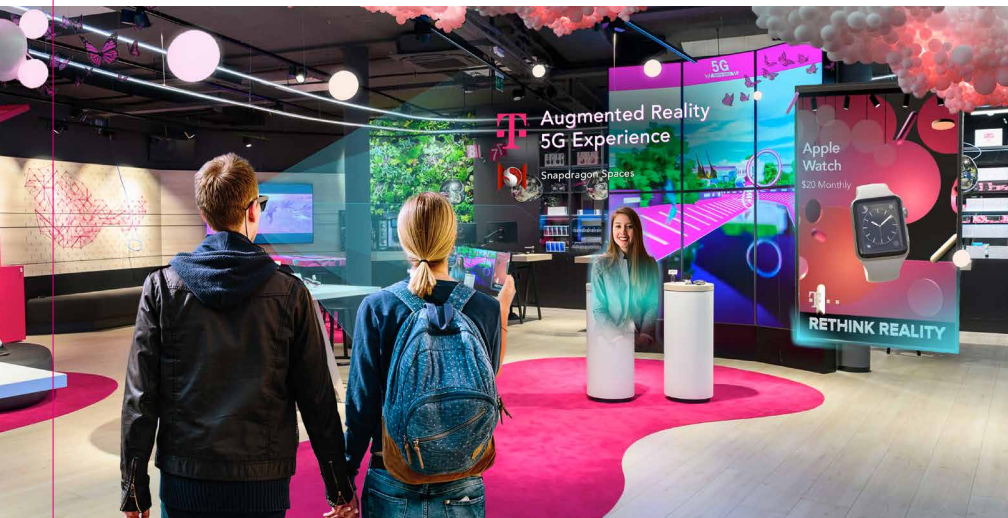
# Trace

The simplest way ever to make AR content and recordings

## About

Trace allows anyone to easily set up Augmented Reality experiences for products and spaces. You can record yourself in 3D within seconds for holographic tours, product guides and immersive exhibitions.

Trace was part of the iOS AR Innovation Program with hub:raum in 2021 and is currently working with DT teams for stores and training experiences.



**Contact:**  
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**Link:**  
[www.trace3d.app](http://www.trace3d.app)

# TRACE

As seen in  
**MATRIX 4**



## About

Volucap technology revolutionizes all standards in product development quality and product introduction. Applicable in communication-based and content-enabling processes, Volucap opens up new possibilities due to its groundbreaking quality and the continuous development of its system.

At Volucap, we champion the boldest, craziest, wildest ideas and turn them into reality. When others say "it can't be done" we say "let's do it!" From volumetric underwater capture to custom mobile camera rigs for cinema production.

The Volucap offers unique recording solutions that capture people in three dimensions in authentic movement with world-leading quality. These volucaps have already been used in major Hollywood productions such as Matrix 4 and are the missing link to seeing authentic people in the Metaverse. Everything else is just animated puppets!"



**Contact:**  
Sven Bliedung von der Heide  
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**Links:**  
[www.volucap.com](http://www.volucap.com)



# World leading volumetric capture technology



# FC Bayern Basketball: Scan, Score, Collect & Win!

With the new AR app, fans can interact with their team in a gamified way and experience their heroes in 3D at home. A solutions developed by T-Systems MMS.

## About

Since 2010, the XR team of T-Systems MMS has been developing individually tailored solutions for the customer, either from scratch or on the basis of standard solutions.

We provide comprehensive advice along the entire value chain for our customers to enable new business models and add value to an extended customer journey.

Through our network with many different start-ups and technology partners, we trail software and hardware at an early stage, and implement solutions as PoCs, MVP or

roll-out projects. The FCBB „Scan+Score Augmented Reality-App“ aims to offer FCBB fans new digital experiences in the future. In addition to scanning the new FCBB trading cards,

users can collect their favorite players in 3D and life size and win exclusive prizes.

By throwing virtual baskets users can collect points and advance in levels and thus be rewarded with exclusive prizes at the end.

## Contact:

Rafaela Sieber  
Head of Extended Reality  
T-Systems MMS  
E-Mail: [rafaela.sieber@t-systems.com](mailto:rafaela.sieber@t-systems.com)

## Links:

[x-reality.t-systems-mms.com](http://x-reality.t-systems-mms.com)  
Referenzen



## About

Axel Springer is a media and technology company and active in more than 40 countries. By providing information across its diverse media brands (among others BILD, WELT, INSIDER, POLITICO) and classifieds portals (StepStone Group and AVIV Group) Axel Springer SE empowers people to make free decisions for their lives.

**axel springer**

## Contact:

Axel Springer SE  
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E-Mail: [information@axelspringer.de](mailto:information@axelspringer.de)

## Link:

[axelspringer.com](http://axelspringer.com)

## Showcase

In a pair of so-called „Mixed Reality“ glasses (Nreal) Axel Springer, Deutsche Telekom and BMW present a 3D model of a vehicle. The virtual model of a car is seamlessly projected into the user's personal environment and thus appears as an extension of the user's own reality. The user can move around the car and interact with it through gesture control: open and close doors, examine the interior etc. Additionally the avatar of an AutoBILD moderator also explains various features and functions of the vehicle.

# Axel Springer

We empower free decisions

# Bringing reality live into the Metaverse

Authentic holoportation in real-time and at scale for enterprise.

## About

Imverse is a software company with the vision of bringing reality live into the Metaverse. Our solutions enable authentic holoportation in real-time and at scale for enterprise and creators. Multi-person live volumetric video powered by voxels, with no need for green screens or cloud services, with a portable multi-camera system our software can stream 3D holograms to remote experiences in VR, AR, XR and lightfield displays. Imverse's holographic telepresence enables a person to perform actions in a distant or virtual location and participate



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**Link:**  
[www.imverse.com](http://www.imverse.com)



in enterprise virtual events, meetings, corporate keynote presentations, remote training and videoconferencing as if they were physically present. Regain natural interactions, eye contact, and reduce virtual fatigue by building digital solutions in which embodiment, presence and agency are key for more engaging and effective social experiences than their 2D versions.



## About

Holo-Light scales XR use cases by providing the industrial metaverse platform XRnow based on the remote rendering technology ISAR. The ISAR SDK enables the streaming of XR apps from external servers to XR

devices like HoloLens 2 or Lenovo ThinkReality A3. The industrial metaverse application AR3S is a powerful tool for engineers to visualize and collaboratively work on their 3D CAD models.

**Contact:**  
Holo-Light, Carl-Zeiss-Ring 19,  
85737 Ismaning  
Offices in Ismaning (DE), Innsbruck (AT)  
and Durham (US)  
E-Mail: [info@holo-light.com](mailto:info@holo-light.com)

**Link:**  
[holo-light.com](http://holo-light.com)  
LinkedIn



# XR Streaming Empowering the Industrial Metaverse

Remote Rendering of  
XR Apps via 5G &  
Edge Computing

## About

As the market leader in enterprise application software, we're helping companies of all sizes and in all industries run better by redefining ERP and creating networks of intelligent enterprises that provide transparency, resiliency, and sustainability across supply chains.

## Contact:

Ashraf Hamed (E-Mail: [ashraf.hamed@sap.com](mailto:ashraf.hamed@sap.com))

Frank Feinbube (E-Mail: [frank.feinbube@sap.com](mailto:frank.feinbube@sap.com))

## Link:

[sap.com](https://sap.com)



# SAP Technology and Innovation

Metaverse – Let's get down to Business

Our end-to-end suite of applications and services enables our customers to operate profitably, adapt continuously, and make a difference worldwide.

# Celo & Mento

A mobile-first sustainable blockchain and stable assets for every country in the world.

## About

Celo is a sustainable fully EVM compatible proof-of-stake layer-1 protocol, featuring a fast, ultralight client designed for mobile, with the ability to have transaction fees paid with tokens or Mento stable assets. Millions of people around the world already benefit

from assets and applications built on Celo. And this year, Deutsche Telekom and T-Mobile are launching T Challenge #3 on Celo, to build solutions around Sustainability, Decentralized IDs, Networks, Entertainment and Loyalty on Celo.



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**Link:** [celo.org](https://celo.org) and [mento.org](https://mento.org)

## Official Celo Links:

Alliance for Prosperity  
DeFi for the People  
Connect the World

## Official Celo Social Media:

Celo Foundation Twitter (@CeloOrg)  
Celo Foundation LinkedIn  
Celo Foundation Instagram

## Celo Press Links:

Celo ecosystem projects raise \$77.3M in support of interoperability, ReFi (Cointelegraph)  
ReFi: Saving the World Using Web3 is Easier Than You Think. Here's How (BeInCrypto)  
Celo Co-Founder on Biggest Obstacle in Mainstream Adoption (CoinDesk TV)  
The Celo Foundation Aims to Bring \$20B in Impact Investing Funds to Web3 by 2025 (Bloomberg Business)  
6 Questions for Rene Reinsberg of Celo (Cointelegraph Magazine)



# Connecting and creating Persistent worlds:

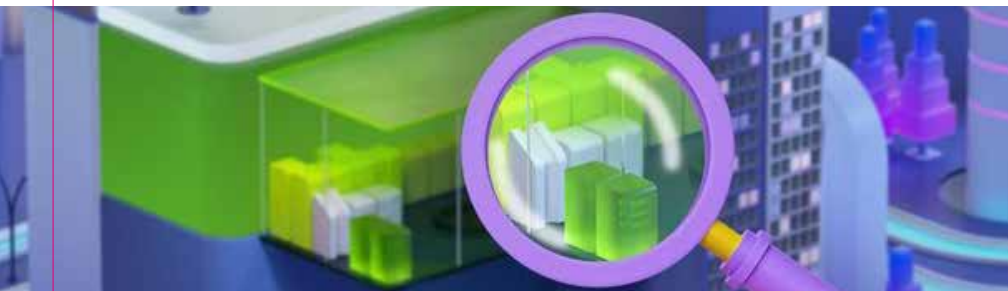
Managing player and world state

## About

The World's Leading Platform For  
Real-Time Content Creation  
Unity Gaming Services

BUILD YOUR LIVE GAME IN A SINGLE  
MODULAR PLATFORM

Unity Gaming Services solves the developer  
challenges of building live games with tools  
for multiplayer solutions, game operations,  
user acquisition, and monetization



## Contact:

E-Mail: [persistent-world@unity3d.com](mailto:persistent-world@unity3d.com)

## Link:

[unity.com](https://unity.com)  
Unity Live Entertainment  
Unity Digital Twin  
Unity Gaming Services



## About

Meta builds technologies that help people  
connect, find communities and grow busi-  
nesses. We're moving beyond 2D screens  
and into immersive experiences in the  
metaverse, helping create the next evolution  
of social technology.

We will show Meta Quest2, with both excit-  
ing active/gaming use case as well as Hori-  
zon Workrooms at our booth, don't skip it!

## Contact:

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Strategic Partner Manager  
Strategic Partner Manager Central Europe |  
Telco Ecosystem Partnerships

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## Link:

[www.meta.com/de/](https://www.meta.com/de/)



# Meta

We believe in the  
future of connection  
in the metaverse

# Microsoft

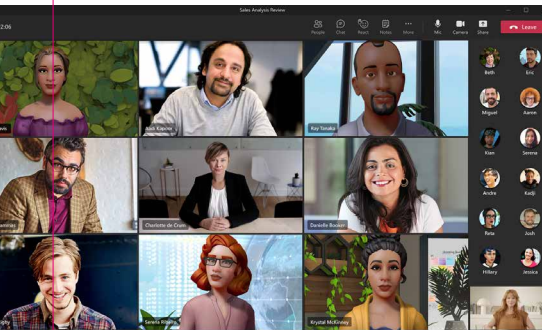
## Microsoft Mesh

### About

Microsoft Mesh enables presence and shared experiences from anywhere – on any device.

- Connect and collaborate with a feeling of presence through personalized avatars and immersive spaces. Spark creativity and foster serendipitous connections with a new generation of 2D and 3D meeting experiences.

- Engage with eye contact, facial expressions, and gestures so your personality shines.
- Move through your world and get relevant, digital information when, and where, you need it. This fluidity accelerates decision-making and speeds problem-solving.
- Enjoy the freedom to access Mesh on HoloLens 2, VR headsets, mobile phones, tablets, or PCs – using any Mesh-enabled app.



### Contact:

Mariano Mailos  
Mixed Reality Go To Market Lead  
Microsoft Deutschland GmbH

### Link:

LinkedIn



### About

DT has already launched their own metaverse experience called "Beatland" within Roblox. Roblox is one of the first metaverse platforms, where mainly young generations (Gen Z & Alpha) are engaging with each other through own virtual avatars. They explore different virtual worlds and fun games, which are created by famous brands like Gucci, Nike, Spotify etc... Within "Beatland" we added a

new experience called "WiFi in all corners". It is about educating + entertaining the young audience with home network topics. The challenge: Players are tasked to act as Telekom field agents, deploying routers and mesh devices throughout a DJ mansion to provide best internet connectivity in order to earn the most credit points and special rewards, which they can further use within Beatland.

### Contact:

Arno Selhorst, Deutsche Telekom Service GmbH (Innovation Manager)

E-Mail: arno.selhorst@telekom.de  
0151 5680 9891

### Link:

[www.roblox.com/games/8528736393/Beatland](https://www.roblox.com/games/8528736393/Beatland)



## Sales & Service goes Metaverse

Telekom's Beatland on Roblox –  
Sales & Service – The Wifi Mystery

# Digital Human as next level of customer self-service experience

## About

With Digital Human technology we want to provide a new experience of customer self-services. Showcase: With "Selena" we have a first prototype of a digital advisor for home network topics, serving our customers on the telekom.de website.

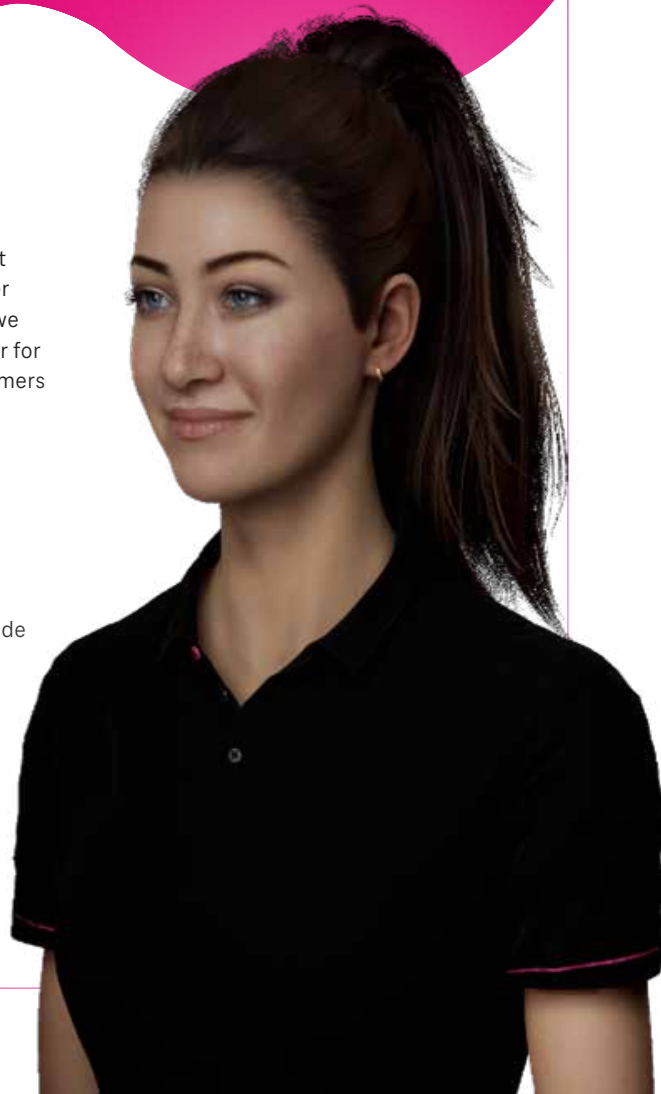
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## About

The Fieldservice of Deutsche Telekom is the face to our private, business and carrier customers. Our technicians provision internet connections and solve faults germany-wide 30.000 times every day. With our technical remote service we want to gain flexibility, improve customer experience and develop new business models. Even with the internal use of our remote tool we improve our first time right with remote support by our experts if our technicians need help onsite. A win win for us, our customers, technicians and the climate.

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Nils Kaiser

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Daniel Luong,

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## Technical Remote Service at Deutsche Telekom Fieldservice

Solving customer problems more flexible  
and sustainable with Remote Service



# About hubraum

Snapdragon Spaces Program

In March 2022, hubraum, Deutsche Telekom's tech incubator and T-Mobile's accelerator for U.S. Colleagues, launched an exclusive program for developers, start-ups, and creative minds together with Qualcomm Technologies Inc. The program is looking for exciting augmented reality apps for the Snapdragon Spaces™ XR developer platform.

Participants can benefit from access to Deutsche Telekom and the 5G infrastructure as well as the opportunities afforded by the global marketing of their idea.

Snapdragon Spaces XR Developer Platform is designed to support developers and companies on their journey to innovate the next generation of spatial computing. Powerful, open platform tools combined with a robust ecosystem of partners, like Unity and Unreal Engine, make it easy for startups to create trailblazing AR applications and build immersive digital experiences.

All participants of the program will pitch their ideas on stage at Break New Ground and present the solutions in the marketplace area.



JAKUB  
GOLIŃSKI



JAN  
SPEICH

ABHIJITH  
KANDAMPARAMBIL

THOMAS  
BUCHHOLZ

TERRY  
SCHUSSLER

DOMINIK  
LAUF

MIKE  
ECHTERNACH

BASIA  
ŁOMNICKA

ELMAR  
SCHRAGE

TIM  
AKGÜL

OSKAR  
ŁOPALEWSKI

MAGDALENA  
FRANKE

ELMAR  
AURUNOV

SVEN  
VON SCHWEGE

DANIEL  
JÄGER

GADAA  
HAMID

DANIEL  
ASLAM

DANIEL  
JARMUŁA

JOHANNES  
HAMMERSCHMIDT

GABRIELA  
BRODZIŃSKA

ADAM  
ZAWADZKI

TIM  
WACHTER

LARS  
VOGEL

MARCUS  
MCDOWELL

MARTIN  
LIBOSKA

KATARZYNA  
WALA

VIVIEN  
HELMUT

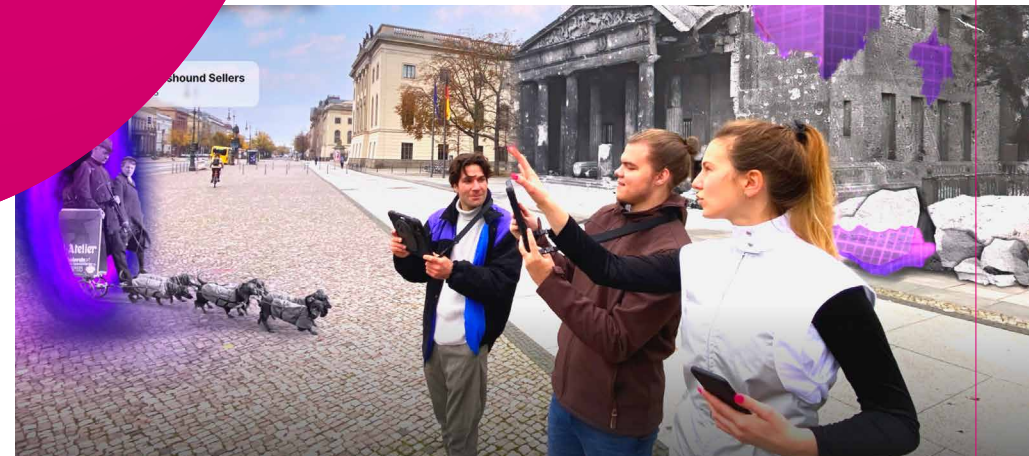


# ZAUBAR

SaaS AI Creator Platform with AR,  
Web3 Collectibles

## About

ZAUBAR helps any venue and creator to unlock the digital experience layer for every location, powered by the world's best generative AI for the metaverse. Bootstrapped to 35+ large enterprise clients, 100Ks of users and a team of 17.



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# SPREE Interactive

Family-Friendly, Multiplayer,  
Virtual Reality Attractions

ACTIVE. SOCIAL. FUN.

## About

SPREE Interactive is a pioneer and leader in delivering turn-key large-scale, multiplayer, free-roaming commercial VR attractions to the location-based entertainment industry. The company offers complete solutions that can be installed quickly and operated efficiently.

SPREE is a one-stop shop that makes it easy for owners and operators to offer innovative virtual reality attractions to their visitors. A SPREE solution can transform any empty space into a fully interactive VR experience zone and is packed with easy to play non-violent family-friendly games.

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SPREE Arena  
Floor pick-up VR Bumper Cars  
Battery Powered VR Bumper Cars



## About

mixed.world creates XR building blocks that power the next generation of immersive products. "Ultra Sync" - our award winning technology connects a variety of devices and contents in real time enabling multi-user experiences that are easy and fun to use.

"Virtual Places" lets users experience a new way to play, collaborate and create in XR - together, anytime, anywhere.

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# mixed.world

Shaping the future  
with mixed reality



## About

PatchXR lets you build in VR without leaving VR. Create your own immersive music worlds, using blocks with your own sound, musical instruments, interactions, and visuals, then share with others. It's all built with the ease of a game but the depth of a full studio.

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# PatchXR

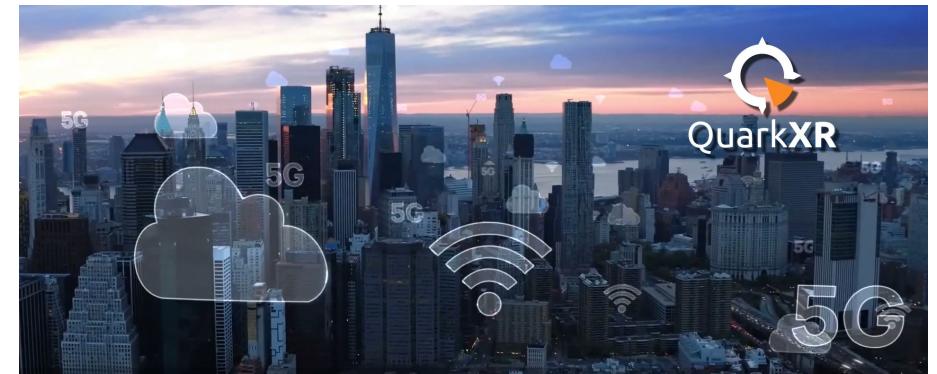
Make Music in  
the metaverse

# QuarkXR

Turn any XR headset  
into a supercomputer

## About

QuarkXR is the biggest Cloud Streaming Platform in number of XR use cases. They utilize 5G and Edge Computing to enable scalable end-to-end Enterprise solutions. Their platform is currently home to over 30 Enterprise XR applications in industries like Telcos, Manufacturing, Automotive, Architecture, and more. Customers like TUI, Orange, Bosch, and SynthesisVR are utilizing QuarkXR to render complex virtual environments and 3D models, and to deliver content wirelessly to a host of XR devices.



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LinkedIn  
QuarkXR Company Presentation  
QuarkXR Use Cases





# From Runway to your Closet in 1–2–3 with SyncReality

Enhancing Consumer Experiences with Auto-Adaptive vCommerce

## About

SyncReality builds innovative tools for XR creators, enabling the next generation of spatial experiences to play, shop, learn and entertain. By automatically adapting to any end user's physical space, we give developers the superpower to transform walls, furniture, and other objects into definable virtual assets that can be touched and interacted with.

With SyncReality, vCommerce is as easy and fun as window shopping without the constraints of a mobile device. Our tool powers the transformation of your living room into a display room with a built-in runway. And purchasing is as simple as swiping across your coffee table.

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SyncReality vCommerce Pilot Project  
SyncReality Vision Film

 **SyncReality**



## About

We are purpose driven in developing creative-innovative technology to give all children the opportunity to develop healthy emotional intelligence. We want to bring fun with positive impact by integrating spatial AR technology, with the power of play and immersive interactive storytelling in social emotional learning developed together with experts.

In our mission, we are also serving the Sustainable Development Goals: SDG 3 for health and wellbeing & SDG 4 for quality education, because we believe that every child is unique and has purpose. Everyone can be a hero: tiny and giant – together for a better future.

Tiny Giant  
**Heroes** 



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# Tiny Giant Heroes

Develop children's healthy emotional intelligence with Tiny Giant AR animal friends, through the power of play and immersive interactive storytelling.

# vSpatial, the immersive future of work

We empower remote workers by making the benefits of the physical office available from anywhere.

## About

We care about remote workers and wanted to give them (ourselves included) the ability to have the benefits of the physical office but still be remote. So we took our team of engineers with game development, networking, and security expertise and built vSpatial to address just that.

vSpatial lets you connect to remote devices (your own pc at home or the office or even a Virtual Machine) and let you connect to it from anywhere and get virtual monitors for each application window.

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We also have created an immersive Team-Space that let's users see their remote teams in a whole new way. Users can see and hear what their team are talking about and working on and jump into those conversations organically.

And last, we've bundled all of this to be deployable to service providers and enterprises by letting them deploy on their own private clouds.



## About

Zoe enables the rapid creation of interactive 3D scenes through a no-code interface and automation. Anyone can start creating fully interactive and immersive projects.

Zoe has been used to host immersive workshops, virtual classrooms, project-based-learning activities, meetups, events, interactive art, marketing campaigns, and even mini-games for therapy.

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# Zoe

Empowering the next generation of creators

## About

The Future is ageing. For the first time in human history the global population is ageing at an alarming rate, by 2050 one in every six people on the planet will be over the age of 65. If humanity's new frontier is longevity then the ambition of any future technology should be to help improve the lives of seniors. Our company Dingole is leveraging the potential of immersive technologies to create compelling experiences for seniors to ensure that they have a presence in the metaverse.

Panjam XR uses headworn AR to reimagine music learning for seniors to support healthy ageing and wellbeing. The experience is designed to improve the lives of seniors - merging physical activity, mental fitness, creative expression and active learning.

DINGOLÉ



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[www.panjamvr.com](http://www.panjamvr.com)  
[facebook](https://facebook.com)

# Panjam XR-Edition

Reimagining music learning for senior to support healthy ageing and wellbeing

# 3DforScience: Scientific Visualization for Bio&Health

The new way for science storytelling.

## About

3DforScience is a scientific communication studio focused on the creation of 3D animation videos and interactive experiences for the healthcare industry.

We are developing EdukAR, a Mixed Reality app to educate and raise awareness about specific pathologies which generate an impact on society and companies.

DNAverse (spin off from 3DforScience) aims to create an ecosystem to improve people's lives by using digital assets customized with user's genetic information. Users will have their own information and a personalized experience based on their DNA data, being able to attend health topic sessions, Nutrition guidelines, fitness sessions and a wide variety of preventive health actions within metaverse ecosystems.

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DNAVERSE  
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