



EXHIBITORS @ MOBILE WORLD CONGRESS 2024

NORTH RHINE-WESTPHALIA: THE DIGITAL POWER OF GERMANY

EUROPE'S  HEARTBEAT

► February 26 – 29, 2024 | Barcelona, Spain
Congress Square | Booth CS.318

NRW-Exhibitors @ Mobile World Congress 2024

NRW-Exhibitors

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Partner

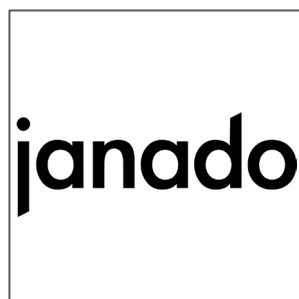
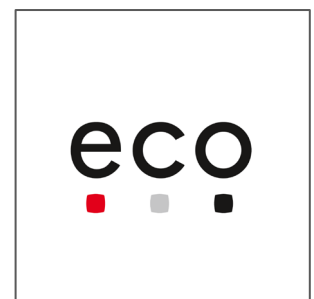
ZENIT GmbH (Enterprise Europe Network)

A Project of

NRW.Global Business GmbH

The logo for Mobile World Congress Barcelona. It features the letters 'MWC' in a large, bold, black sans-serif font. Below 'MWC', the word 'Barcelona' is written in a smaller, red sans-serif font.

Exhibitors



AnyMessage GmbH

The AMG (AnyMessageGateway) is an OmniChannel communication gateway!

This means that we provide you with access to all possible communication channels (SMS, chat, messenger, voice, e-mail, video, chat and many more) via a single interface (API) and our cloud app.

Why, you may ask?

The answer is quite simple:

Your customers expect you to communicate with your company through the channel your customer wants, Not the one you might want and/or offer. Therefore, it is essential that you offer your customers the possibility to contact you via various channels.

Our solution is hosted in German data centers, and therefore meets the highest requirements for data protection (GDPR/DSGVO) and security!

Our technology and infrastructure also has several certifications (ISO 9001 and 27001)

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brown-iposs GmbH

5G radio networks' - public or private - air interface is our domain, providing the best quality on it is our challenge. With brown-iposs' support and software for aggregation, analysis, optimization and presentation of its performance and of the RAN in general, radio engineers and administrators are enabled to maximize the reliability of their radio networks.

Network resilience is key to successful operations and relies on the right architecture, tools and know-how. With brown-iposs' long track record from 2G to 5G, from Wi-Fi and LoRa, from GSM-R and Tetra, we combine past experience with the latest research findings, e.g. on 6G systems.

brown-iposs' solutions are tailored to our customers and include RF analyzers, classification engines and predictors. We analyze huge data sets using AI/ML, in the cloud or on-premise, depending on our partners' needs.

The fully automated closed-loop optimizations of brown-iposs solve network problems without human interaction and can be easily monitored and controlled with our sophisticated geo-referenced presentation tools.

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Buynomics

End-to-end revenue optimization

Buynomics is a SaaS-based machine learning platform for pricing and product optimization. Our goal is to enable companies to make data-driven, transparent, and customer-centric commercial decisions, and solve complex pricing, promotion and price pack architecture challenges. For that, we built an operating system that employs large-scale simulation technology known as Virtual Shoppers. These digital customers are based on their real-life counterparts and help companies assess price and promotion changes, and the effects of removing or altering existing products — with up to 95% forecast accuracy. This provides companies with a single source of truth to answer all their market-facing questions.

Our holistic approach reveals connections between critical revenue levers and provides suggestions for optimal outcomes. Clients use Buynomics to make better, faster decisions about their current and new products, overall portfolio structure, pricing, promotions, trade terms, and more. Trusted by major companies such as L'Oréal, Unilever, Ferrero, General Mills, and Danone, Buynomics is the key to profitable and sustainable decisions.

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City of Düsseldorf

Where Connectivity Thrives

Düsseldorf stands as a thriving international business hub at the heart of Europe, securing its position as one of the premier cities for foreign direct investment. With its exceptional quality of life and reasonable living costs, Düsseldorf has become a magnet for global companies.

Renowned as one of Germany's top locations for the information and communication technologies cluster, Düsseldorf boasts a unique blend of high-quality living, cultural diversity, the allure of the Rhine city, and, not to be overlooked, outstanding infrastructure. It's a place where people not only relish living but also thrive in their work, establish companies, and pioneer digital innovations.

Nowhere else in Germany has the "digital avant-garde" flourished as successfully as it has here. These trailblazers are the driving force behind the mobile business and internet industry nationwide. Positioned as an attractive locale with top-tier talent and specialists, Düsseldorf stands out as an ideal hub for both tech startups and international industry giants. The significance of information and communications technologies for the economic vitality of the region cannot be overstated.

The City Government is staunchly pro-business, actively fostering entrepreneurship. This, coupled with a secure living environment, a spirit of tolerance, open-mindedness, and the renowned Rhineland hospitality, solidifies the Düsseldorf region as one of the most sought-after destinations for foreign direct investment in Europe.

Join the thriving business ecosystem of Düsseldorf! The Office of Economic Development offers comprehensive services for foreign companies and investors. Connect with our experts today!

City of Düsseldorf Office of Economic Development

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Code Intelligence GmbH

Code Intelligence combines self-learning AI and modern software testing methods to continuously test code for bugs that would otherwise be missed by traditional testing methods, including by humans. It's like having a personal security sidekick who finds the unexpected with every code change. We are committed to companies that take pride in shipping quality code and work hard to ensure customers can use their products securely and reliably. Code Intelligence: Find the unexpected.

At Code Intelligence, our vision is centered around a future where information is safeguarded, critical infrastructure is fortified, and devices remain impenetrable. To bring this vision to life, we specialize in developing robust testing technologies that are effortlessly accessible, ensuring every developer can identify and rectify security vulnerabilities well before a product reaches completion.

Our commitment lies in empowering developers, making it a top priority to provide them with the essential tools for securing their code, regardless of their experience with security testing. We firmly believe that the process of finding and fixing bugs should not be a challenging endeavor. Therefore, we advocate for the seamless integration of continuous security testing during the early stages of software development, equating it to the simplicity of executing a pull request.

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Competence Center 5G.NRW

The Competence Center 5G.NRW - CC5G.NRW (in short: 5G.NRW) is a hub of innovation and expertise dedicated to advancing the implementation of 5G and future mobile communications technology. Our mission is to unlock the full potential of 5G and bring its benefits to society.

We are lowering technical entry barriers for companies and unlocking the economic as well as ecological potential for vertical markets in industries such as automotive and mobility, energy, food and agriculture, smart cities, health, production and many more.

5G.NRW is driven by four strong partners: Institute for Technologies and Management of Digital Transformation at University of Wuppertal (lead partner), the University of Duisburg-Essen, the Technical University of Dortmund and FIR at RWTH Aachen University.

This powerful consortium accompanies the introduction and implementation of 5G technology in collaboration with industry and public partners, examines strengths and weaknesses in practice, and derives realistic recommendations for deployment. We also help with the development and optimization of systems once in operation.

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COMPRION

We make the connected world reliable.

COMPRION is a privately owned, German company that provides innovative test solutions and tools for the interfaces of the connected world. With over two decades of experience, our ongoing efforts are dedicated to advancing and supporting critical technologies, actively participating in areas such as 5G, eSIM IoT, and Digital Key.

Our solutions empower customers globally to test smartphones, eSIMs, IoT modules, and NFC devices according to the latest standards set by certification associations & standardization bodies, including GSMA, GCF, PTCRB, TCA, NFC Forum, ETSI, ISO, and CCC. In doing so, we assist companies in the telecommunication, automotive, and payment markets in preventing field problems and costly recalls. Our test solutions guarantee that our customers can equip their products and services with the highest possible quality and interoperability.

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eco – Verband der Internetwirtschaft e.V.

eco, with around 1,000 member companies, is the leading Internet industry association in Europe. Since 1995, eco has been instrumental in the development of the Internet in Germany, fostering new technologies, infrastructures and markets, and forming framework conditions.

In the Competence Network, important specialists and decision makers of the Internet industry are represented, and current and future Internet topics are driven forward.

Numerous eco services help to make the market more transparent for providers and users. We support members with legal consultations, in particular regarding data protection. For all users, we work to increase security and improve youth protection.

As an association, one of our most important tasks is to represent the interests of our members in politics, and in national and international committees.

In short: We are shaping the Internet.

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InCirT

Data converter solutions for next generation wireless communication standards

We provide ultra-wide coherent modulation bandwidth, high signal quality and extremely power efficient data converter solutions for use in next generation wireless communication applications such as mmWave-WiFi, mmWave-5G and 6G. Our data converter solutions are ideally suited for network infrastructure (front-haul, wireless back-haul, fixed wireless access), consumer devices (cell phones, laptops, AR/VR etc.) and measurement devices (signal generators / analyzers).

Our data converter technology is based on a proprietary new breakthrough approach to realising data conversion. We eliminate the need for filters and we vastly reduce the required sampling rate to realise ultra-wide coherent modulation bandwidth at high signal quality.

InCirT is a spin-out from RWTH Aachen University and was founded after more than 7 years of research and development of the technology. We have won several deep-tech start-up awards, and we are supported by several German federal ministries as well as the European Union.

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Janado GmbH

Janado: Pioneering Premium Refurbished Tech

Founded with a dedication to quality and sustainability, Janado stands as a premier platform for IT remarketing offering our B2B and B2C customers a premium selection that ranges from smartphones, tablets, laptops, to watches, all meticulously refurbished to meet top-notch standards. We're more than a tech company; we're dedicated to making high-quality technology accessible and championing environmental responsibility.

Revolutionizing IT: Remarketing as a Service

Amidst Europe's 700+ million unused mobile devices, Janado follows a sustainable IT approach. We help businesses shift towards greener practices, from buying refurbished hardware to selling their used devices. Believing in reuse over new purchases, we ensure a second life for sold devices with guaranteed data security. Specializing in IT remarketing and refurbished hardware, Janado supports you throughout your IT equipment's lifecycle, offering comprehensive assistance for all IT-related queries.

MWC-Barcelona Highlights

For tech enthusiasts and industry professionals attending the MWC-Barcelona, Janado presents an exciting opportunity to explore the forefront of refurbished technology. Our exhibit showcases not just our products, but also the innovative processes behind them. Visitors can engage with our expert team to understand the details of our refurbishing techniques and the AI technologies we use to bring premium, sustainable tech solutions to the market.

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Logicalis GmbH

We are Architects of Change. We help organisations succeed in a digital-first world.

At Logicalis, we harness our collective technology expertise to help our clients build a blueprint for success, so they can deliver sustainable outcomes that matter.

Our lifecycle services across cloud, connectivity, collaboration and security are designed to help optimize operations, reduce risk and empower employees.

As a global technology service provider, we deliver next-generation digital managed services, to provide our clients with real-time visibility and actionable insights across the performance of their digital ecosystem including; availability, user experience, security, economic performance and sustainability.

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NRW.Global Business

Project Rheinisches Revier

The Rheinisches Revier is a highly exciting region in North Rhine-Westphalia, Germany. Located in the heart of Europe and in the city triangle of Düsseldorf, Cologne and Aachen, the Rheinisches Revier is facing a groundbreaking transition towards climate neutrality. Currently being the largest lignite mining area in Europe, the Rheinisches Revier has planned the phase-out of lignite by 2030 and aims to transition into the first climate-neutral industry region in Europe.

This region is characterized by excellent infrastructure, qualified professionals, and a strong expertise in energy. Being the strongest energy supplier during coal mining, the Rheinisches Revier will transform into a pioneering region by using renewable, green and clean energy.

The project Rheinisches Revier by NRW.Global Business aims to promote the potential as an innovative and sustainable economic region and to attract international companies to the Rheinisches Revier.

As the state-owned foreign trade promotion agency NRW.Global Business is the partner for all companies when it comes to investment projects and settling in North Rhine-Westphalia, developing growth markets and networking with international business partners.

NRW.Global Business GmbH

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of the State of North Rhine-Westphalia



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QiTASC GmbH

QiTASC specializes in automated testing for Telecommunications since 2012. We focus on testing various aspects of phone service quality and connectivity, such as voice calling, SMS, data usage, interactive dialogues, roaming, apps, conferencing, emergency calls.

Our all-in-one solution, intaQt, achieves rapid results and superior quality through the automation of functional end-to-end network and service testing, provisioning testing, customer premises equipment (CPE) testing, protocol conformity testing, app testing.

The intaQt automation framework, consisting of 12 modules, is using AI and scalable from small environments to large-scale, centralized clouds. Our comprehensive functionality enhances operational efficiency in both laboratory and real-world environments. We boast experience with all major suppliers and have established test automation systems, developed test cases, and trained test engineers for our customers across Europe.

Our customer base includes Vodafone, Proximus, Atos, Capgemini, Türk Telekom, Sky, Mavenir, 1&1, and andorra telecom.

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Radix Security

We are Radix Security and we make 5G Security accessible

5G mobile technology is a massively growing field, with more than 480 million unique mobile subscribers expected by 2025. 5G mobile technology is also a hot topic for medium-sized companies that want to increase their efficiency and performance in the wake of digitalisation. This ambition is reflected in the number of campus network licences, of which more than 300 have already been applied for in Germany alone. Yet, the technology behind 5G and its security is an incredibly complex topic. On top of that, the current political dynamics in Germany regarding 5G security leave companies with uncertainty. Irrespective of that, all networks in Germany have to meet certified security standards by 2026. To counter uncertainty and adhere to the legal plans in 5G security, experts are dearly needed who can respond just as dynamically.

As a startup, Radix Security is growing dynamically along with the market by understanding the pain points that come with required 5G security standards. The founder of Radix Security has been collaborating with major mobile network operators for more than eight years. During this time, Radix Security found severe vulnerabilities in major operational networks and has leveraged and developed its expertise in 5G security. Recently, our efforts have granted us funding from the BSI to establish an efficient certification tool through automatisisation. This significantly eases the process of adhering to the legal requirements for compliance. Radix Security provides the necessary 5G expertise while simultaneously developing tools that heavily automate 5G security tests. Radix Security makes 5G security testing and certification easy.

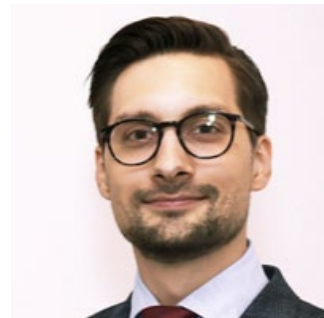
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VIVAicare

VIVAicare - the Smart Home assistance for the elderly and the Senior Home can wait!

VIVAicare is a digital assistive system that makes living for people with support needs more comfortable, communicative, and secure. It is easy to use – it is a virtual senior home at home!

VIVAicare is one of the first systems in elderly care that is based on a LLM (Large Language Model) and Natural Language Assistance mechanisms. Due to IoT and its unique sensor technologies it helps people live longer independently in their own homes by providing them with the necessary security, acting as a reminder, and helping to maintain cognitive abilities.

The system can be customized to meet individual needs without requiring major renovations and can be used without being worn directly on the body. VIVAicare offers a range of features such as voice assistance, fall detection (without cameras), and artificial intelligence to evaluate and respond to the user's needs. The system also provides safety functions such as warning and an alarm chain mechanism. The app allows caregivers and family members to receive real-time updates on the user's status and receive notifications in case of an emergency. The system is certified and paid for by all German health insurance companies.

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VS-Apps

Digitalization is shaping our future. Let's shape it together.

Digital products present one of the most significant opportunities for your company. By adopting the right strategies, you can expand your existing product range and tap into new markets profitably.

You might be wondering: Where should I start?

VS-Apps is your gateway to success!

Join us in this journey. With a tailor-made business app, we bridge the gap between your company and the digital world.

Here are some opportunities of what your own business app could be:

- Marketing apps for innovative customer acquisition
- Customer service apps for efficient customer interaction
- Productivity apps for streamlined workflows

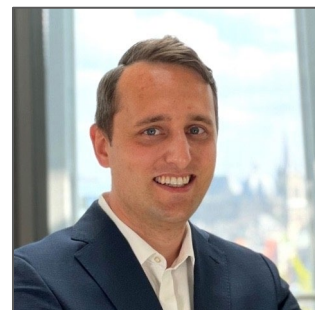
We offer personalized support in the development and marketing of your business app, helping you to enhance your product portfolio profitably.

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ZENIT GmbH / NRW.Europa

Internationalisation. Innovation. Growth. Resilience.

We support industry and science.

As a successful company, you need good partners. You will find them through us.

Under the name NRW.Europa, the consortium leader ZENIT GmbH (ZENIT GmbH, founded in 1984, is a public-private partnership with around 70 employees and the agency for innovation and European affairs of the German State of North Rhine-Westphalia.) and the consortium partner NRW.BANK, together with the associated partners NRW.Global Business GmbH and IHK NRW e.V., represent the Enterprise Europe Network in North Rhine-Westphalia.

More than 450 information and advisory centres in over 40 countries work together in the network, which is funded by the European Commission.

NRW.Europa informs, advises and accompanies you in your internationalisation and innovation projects, in your search for international partners, in technology transfer as well as in your research for the use of suitable funding and forwards your feedback to the EU Commission.

The offer is primarily aimed at small and medium-sized enterprises, business and research-related institutions and universities in North Rhine-Westphalia.

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ZENIT



Business Support by Your Overseas

NRW.Europa

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The state-owned trade and investment Agency NRW.Global Business is the partner for all companies when it comes to investment projects and settling in North Rhine-Westphalia, Germany's No. 1 investment location. NRW.Global Business furthermore conducts activities to support companies from NRW in international growth markets and in networking with international business partners. In close coordination with its partners, NRW.Global Business provides a variety of measures tailored to the companies' needs: It is responsible for the organisation of joint trade fair presentations abroad as well as the coordination and support of international trade delegations from North Rhine-Westphalia to foreign countries. Numerous other industry information and brokerage events offer companies additional assistance in setting up and expanding international business.



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