

THE NEW SOUND OF MUSIC - EXPLORING THE FUTURE OF AUDIO INTELLIGENCE

Austria presents itself at SXSW in Austin from March 10-19, 2017



At this year's SXSW in Austin, USA (March 10-19, 2017), Austria will showcase a selection of its most innovative and promising startups and institutions from the music and interactive scene, inspiring the audience with their smart ideas and ingenious technologies and demonstrating why Austria is the cutting-edge, creative country where Schumpeterian innovation was born. On Tuesday, March 14, an Austrian Day will take place at German Haus (Barracuda Club) packed with inspiring discussions, technical and creative innovation and tasteful, sophisticated music entertainment.

Austria's presence at this year's SXSW is an initiative of ADVANTAGE AUSTRIA, Austria's official trade promotion organisation, in partnership with Austrian Music Export, Creative Region Linz & Upper Austria, INiTS, the Karajan Institute, Sonophilia, the US Embassy in Vienna and the Vienna Business Agency.

"In the context of the Austrian Day at the German Haus, new audio technologies and outstanding creative products and services with a particular focus on the music industry will be presented, thus demonstrating the high innovative power of the Austrian creative and startup industries," explains Reanne Leuning, project manager Creative Industries at ADVANTAGE AUSTRIA. "Through the cooperation with the German Haus, we hope for an increased awareness and a reputation enhancement for Austria as a creative nation."

Germany and Austria are pioneers when it comes to the innovative application of new meanings and technologies to sound. Throughout the history, these countries were the birthplace of some of the most innovative and significant ideas and concepts that connected music, science and technology. Therefore, Germany and Austria have joined forces and will transform the German Haus into an exciting future lab of audio, sound and music technologies on March 14.

Under the motto "The New Sound of Music – Exploring the Future of Audio Intelligence", the Austrian day will feature industry showcases connecting surprising ingenuity with convincing business models, demonstrations of the latest technologies, inspiring panel discussions and cutting-edge performances, all centered around music and audio intelligence.

A first highlight of the Austrian day is an exclusive music tech lunch event called „THE NEW TASTE OF MUSIC“. The Austrian startups Music Traveler, Oktav, Fretello, sofasession and Tonio, who are partnering with the Vienna State Opera, will surprise the carefully selected guests with creative music performances and innovative technologies accompanied by special Austrian delicacies composed by the startups themselves. The programme will guide the guests through Austria's rich musical history and today's avant-garde music technologies.

Another special showcase is A_NEW_DAY, a music based live performance that creates a holistic entertainment experience. It combines music and multimedia, storytelling and spirituality, elements from the world of theater with electronic club music sounds, state-of-the-art technologies with archetypical storytelling motifs. Sascha Bém and Clemens Handler will represent the creative team at SXSW and will do a video enhanced presentation of A_N_D – and invite the guests to a walk-in 3D sound installation.

The Austrian day will also feature inspiring panels covering questions as diverse as how to bring together music and tech to support human well-being and how Austrian musicians, institutions and startups are trailblazing the future of (classical) music and redefining the business of creativity. The speakers include Walter Werzowa of Healthtunes, Martin Brem of Red Bull Media House and Thomas Lidy of Musimap; the panels are hosted by Matthias Röder (CEO of the Karajan Institute) and Seda Röder (Founder of Sonophilia).

Between March 12 and 16, there will be a variety of other Austrian events, ranging from panel discussions to product presentations and concerts. You will find the full schedule [here](#).

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EVENT PARTNERS

ADVANTAGE AUSTRIA – www.advantageaustria.org

Austrian Music Export - www.musicexport.at

Creative Region Linz & Upper Austria - www.creativeregion.org

Eliette and Herbert von Karajan Institute - www.karajan-institut.org

INiTS - www.inits.at

Sonophilia - www.sonophilia.com

US Embassy in Vienna - at.usembassy.gov

Wirtschaftsagentur Wien - viennabusinessagency.at

2017 PARTICIPANTS

A_NEW_DAY • Annabella Khom • ForTunes • Fretello • Futuresfuture • Gadcon • Healthtunes • Hypest Hive • Kambis Kohansal Vajargah • Livli • Microgreenbox • Music Traveler • Musikvergnuegen • Musimap • Oktav • Red Bull Media House • sofasession • Splend • Supaspot Inc. • Tonio • uugot.it • Vienna State Opera

AUSTRIA AT SXSW – AN INITIATIVE BY ADVANTAGE AUSTRIA

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FRETELLO

Fretello helps you become the guitar player you have always wanted to be. All it takes are 20 minutes a day, three to seven days a week. That is probably the time you are used to when you search for exercises on YouTube. Fretello creates personalized exercise routines that are tailored to your specific needs, detects how you play, selects your optimal practicing tempo and adapts to your progress dynamically. www.fretello.com

MUSIC TRAVELER

The Music Traveler platform is a practical and innovative app that connects musicians with rehearsal spaces. With Music Traveler, finding a practice space is a matter of a few clicks; whether you are looking for a piano around the corner or a concert hall in the next city you visit, just search, book and play. Founded by violinist, composer, conductor, actor and film maker Aleksey Igudesman and classical pianist turned venture capitalist Julia Rhee, board members include Billy Joel and Hans Zimmer, along with many other music heavyweights such as Yuja Wang and Emmanuel Ax. www.musictraveler.com

OKTAV

OKTAV is a smart sheet music subscription platform personalizing musical practice by using machine learning algorithms. The early stage startup is currently looking for mentors, music publishers and partners in the music industry. www.oktav.com



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SOFASESSION

Sofasession is an Austrian company that develops software solutions for music producers. Among these solutions is the website www.sofasession.com, where musicians can find other musicians on the Internet, can play with them online, and can engage in creative collaboration directly on sofasession. A product for use in music teaching is currently under development. www.sofasession.com

TONIO & VIENNA STATE OPERA

In her extensive livestreaming program, the Vienna State Opera puts great emphasis on the expansion of subtitles and scores on mobile devices. The aim of the collaboration with the Viennese startup Tonio is to enhance the second-screen experience on the versatile information and entertainment platform in order to offer a significant added value, for example also for the numerous radio transmissions. Already now, the Vienna State Opera offers 45 different operas and ballets per season and a video library in pay-TV including subtitles and scores for mobile devices. www.tonio.com ; www.wiener-staatsoper.at ; www.staatsoperlive.com

SXSW 2017

Founded in 1987 in Austin, Texas, SXSW is best known for its conference and festivals that celebrate the convergence of the interactive, film, and music industries. The event features sessions, showcases, screenings, exhibitions, and a variety of networking opportunities. SXSW 2017 will take place from March 10-19, 2017.

www.sxsw.com

AUSTRIAN DAY AT SXSW IN AUSTIN

German Haus @ Barracuda Club
611 East 7th Street
Austin, TX 78701
USA

ENQUIRIES

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