

IT'S ABOUT TECH #5:
VR/AR, Web3, AI/ML & Co.

— How will the digital experience
in the future look and
feel like?



**Thomas
Brenzikofer**

Managing Partner,
swiss made software GmbH



IT'S ABOUT TECH

the place where tech enthusiasts meet

Edition 2023

IT's ABOUT TECH

Starting in the Basel Region as the
community platform of BaselTech
— an Initiative by the Economic
Development of Basel-Stadt



in Collaboration with:

DigitalBasel, BaselHack
TechLounge, BaselOne

In Collaboration with:

baseltech



Departement für Wirtschaft, Soziales und Umwelt des Kantons Basel-Stadt

Amt für Wirtschaft und Arbeit

↳ Wirtschaft

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IT's ABOUT TECH #5 Co-Host:



IT's ABOUT TECH #5

Co-Host



swiss made
software

Elijah Appius

Verantwortlicher Digitale Innovation

Departement für Wirtschaft, Soziales und Umwelt des
Kantons Basel-Stadt

Amt für Wirtschaft und Arbeit, Standortförderung

IT's ABOUT TECH #5

Co-Host



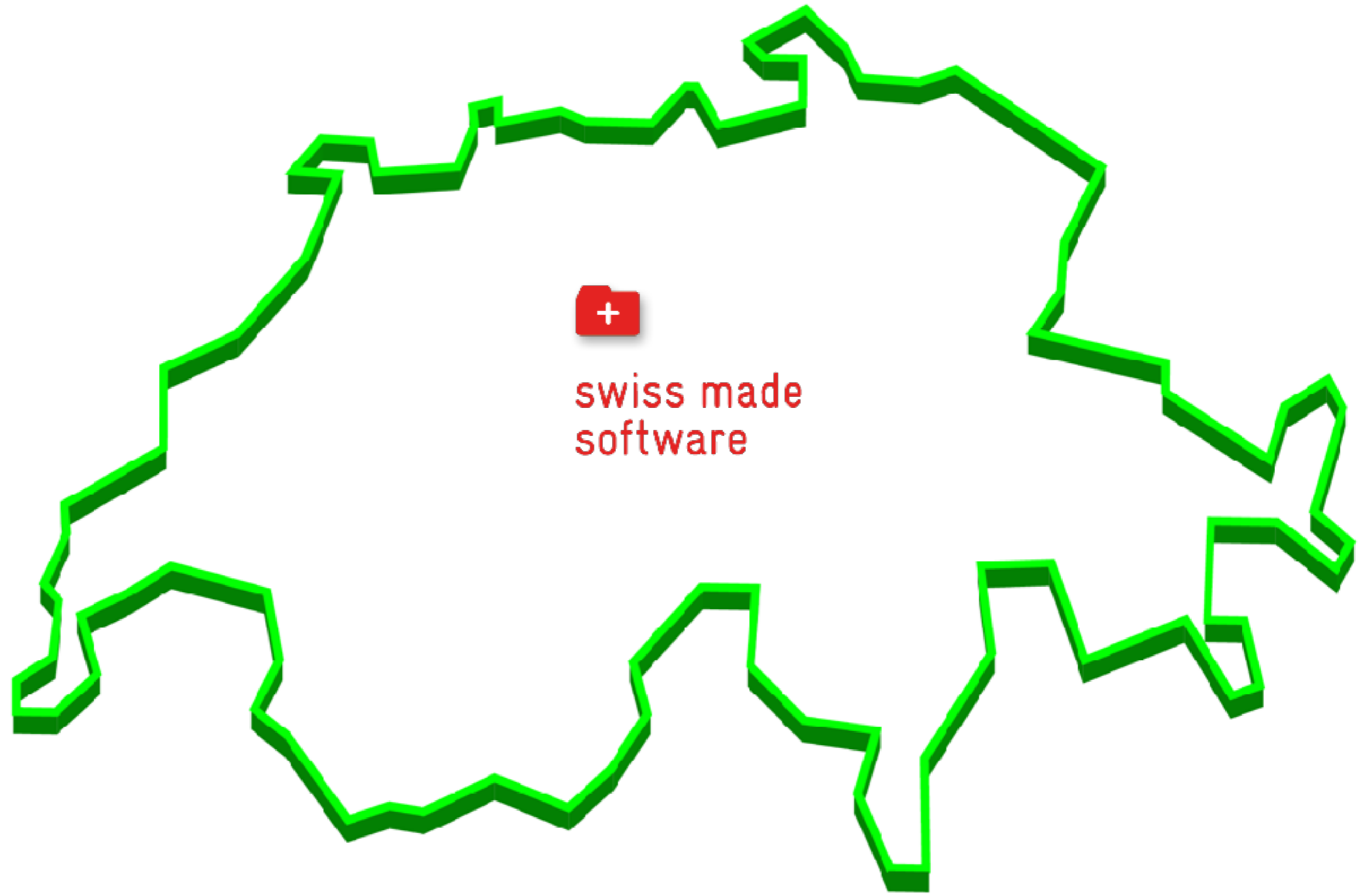
swiss made
software

Kai Peter

Swiss Life Asset Management AG

Projektleiter Construction Nordwestschweiz & KLYBEQ

Architekt MSc Arch ETH




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Mission



swiss made
software

A dark grey silhouette of the Swiss map, outlined in a vibrant green. The map is centered on the page and serves as a background for the mission statement text.

swiss made software stands
for **Swiss values** like
quality, trust, innovation,
and promotes a **digital sovereignty**



**How do we experience
digital sovereignty?**

Who can pull the plug?



010110001110101001101100
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Who get's all the data?



Are you really in control?



LOGIN

Who knows what about you that you don't know?



A strong Swiss Digital Industry
is the best guarantee for a
digitally sovereign Switzerland!



www.swissmadesoftware.org:

>>> 1200+ Label-Owner

>>> 800+ Products



The largest company network of the swiss digital industry

Strategy



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- ▶ Create trust: **Labels**
- ▶ Make visible: **Platform**
- ▶ Provide Information: **Publications**
- ▶ Foster collaboration: **Events**

>>> how to engage:

Label-Owner



swiss hosting



swiss digital services



swiss made software

Plattform-Member

members: **Level 1** **Level 2** sortierung: **alphabetisch** **random**

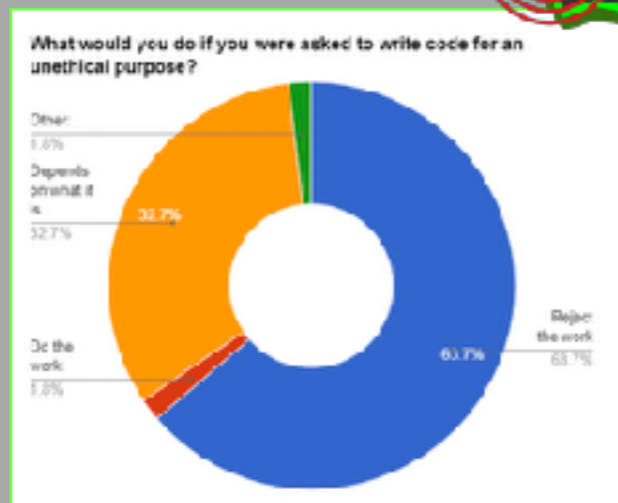
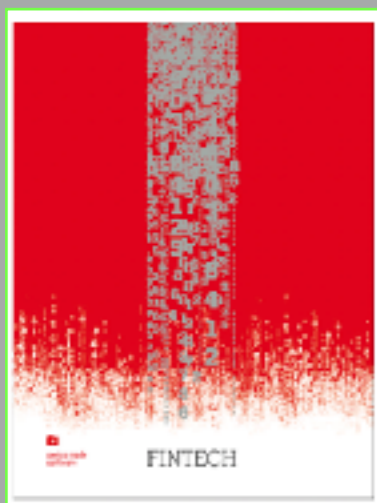
Label: **swiss made software** **swiss digital services** **swiss hosting**

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ANTASWISSAG
Die ANTA SWISS AG ist ein vorwärts strebendes Unternehmen im mechatronischen Umfeld – ANTA steht für aktuell, nachhaltig in technologischen Anwendungen. Wir setzen auf umweltgerecht hergestellte Produkte, welche überzeugen.
antaswiss.ch

BACHMANN SUPPORT
Einfach zu bedienen, leistungsstarke Softwarelösung. Vertrauen Sie in unsere langjährige Erfahrung. Bachmann Support GmbH entwickelt seit über 20 Jahren die einfach zu bedienende DüseSoftware MiniDüse, wie auch die umfangreiche, modular aufgebaute und individuell anpassbare FlexDüse-Konzeptsysteme. Dabei stehen die Kundenoberfläche an vorderster Stelle.

Content-Partner



Event-Sponsor

Dataspace Switzerland 2022

*Compliance: Verpflichtende Massnah...

UNITS SECURITY PROFILES

Später ans... Teilen

Wie Data Compliance in der Cloud in drei einfachen Schritten erreicht wird

Dorothee Trayonov
IT Security Consultant

Ansehen auf YouTube

>>> how to engage:

Label-Owner



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swiss digital services

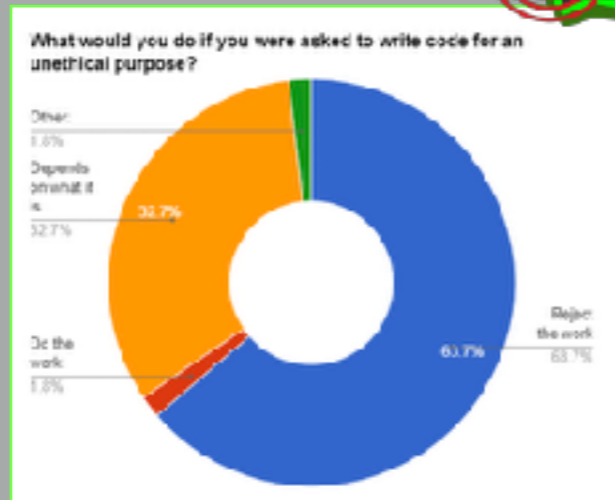
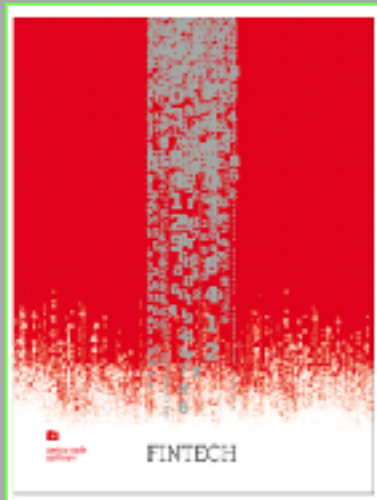


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Plattform-Member



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IT'S ABOUT
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IT'S ABOUT TECH #5:
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— How will the digital experience
in the future look and
feel like?

Agenda



17.30 Welcome and Introduction

- >> Elijah Appius, Canton Basel-Stadt
- >> Thomas Brenzikofer, swiss made software

17:45 Presentations:

Valentin Spiess, Founder and Chairman, iArt

- >> AIRE: Extended Reality in Urban Space

Tiziano Schacht, Software Engineer, TI&M

- >> Connected World: The digital cooking experience

Angie Born, Lead User Experience, L//P

- >> ChatGP & Co: A new paradigm for digital interaction?

Tom Buser, CEO, Aiaibot

- >> Bots: Next level Digital Customer Experience

Luc Richner, CEO, Vigia

- >> Web 3: Better products for more sustainable commerce

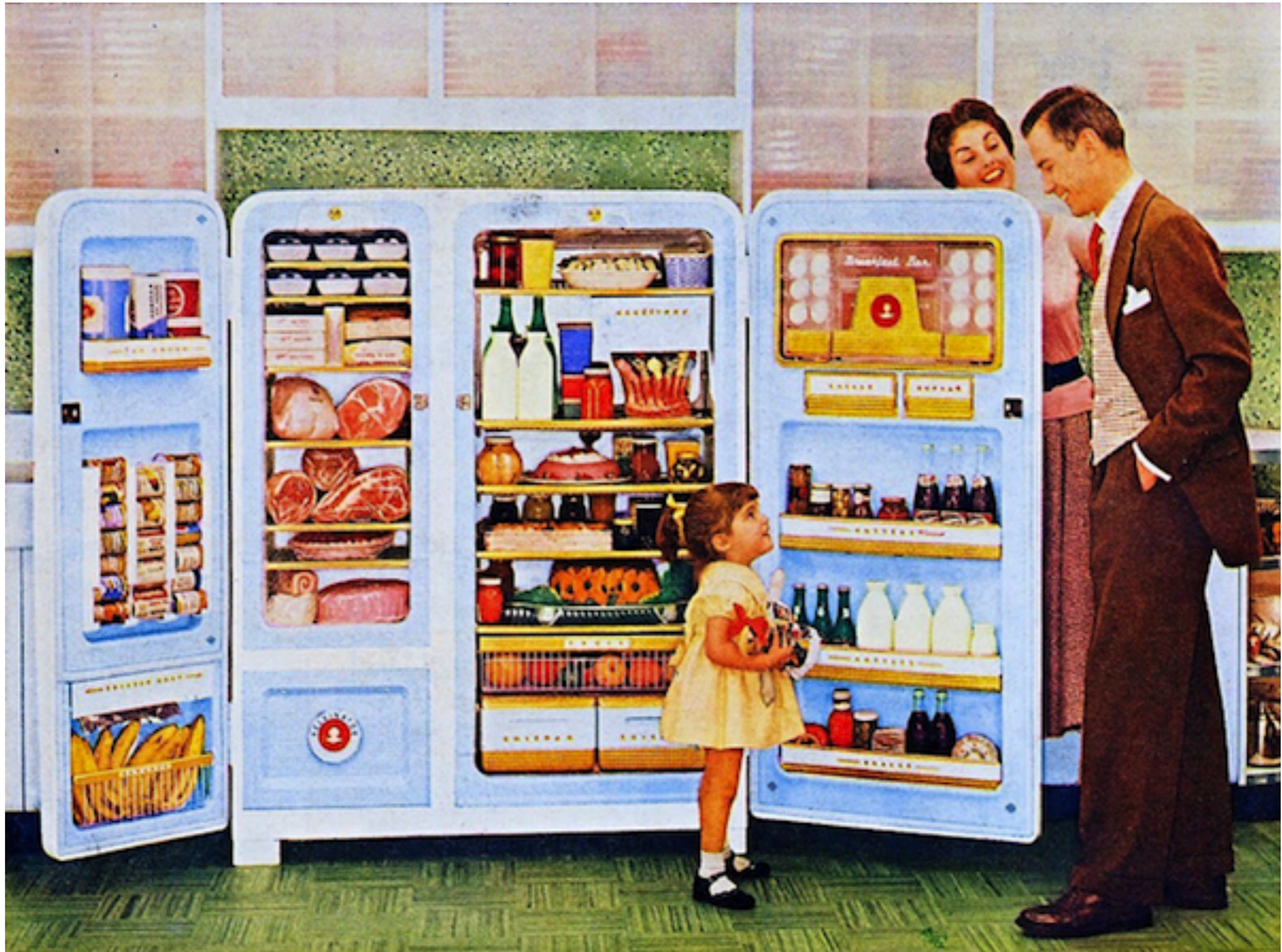
Pitt Weiss, Ramon De Marco, Founder, Audiobreeze

- >> App for spatial 3D audio experiences

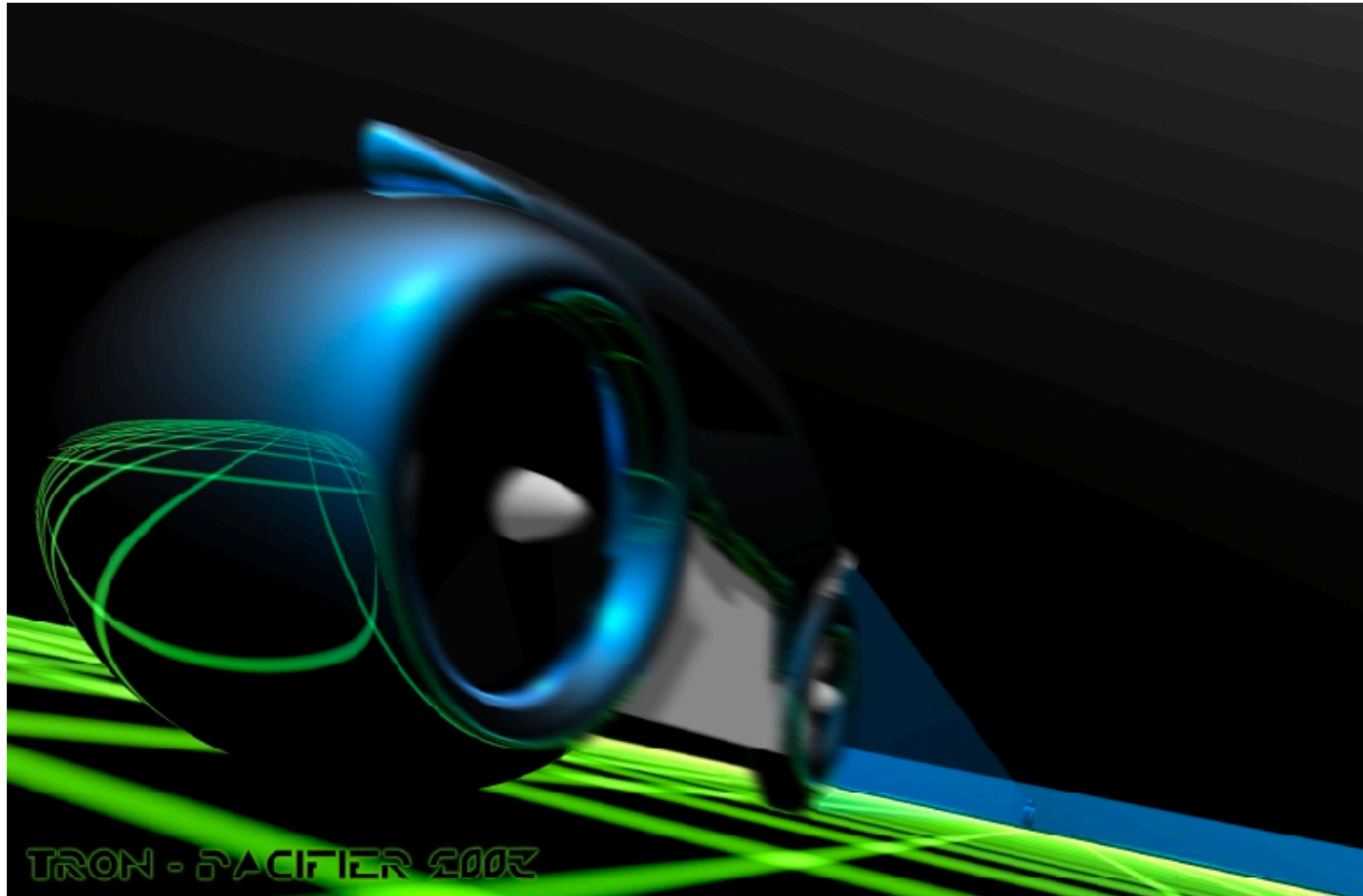
18:45 Discussion with Speaker and Audience

19:30 Networking, Drinks and Food

IT's ABOUT TECH #5 — introduction
the mythical smart fridge becomes true



IT's ABOUT TECH #5 — introduction
the cyber space is back (1982)



IT's ABOUT TECH #5 — introduction

long lasting archetypes (1966)

Welcome to

```
EEEEEE LL      IIII  ZZZZZZZ  AAAAA
EE      LL      II    ZZ      AA  AA
EEEEEE LL      II    ZZZ      AAAAAA
EE      LL      II    ZZ      AA  AA
EEEEEE LLLLLL IIII  ZZZZZZZ  AA  AA
```

Eliza is a mock Rogerian psychotherapist.

The original program was described by Joseph Weizenbaum in 1966.

This implementation by Norbert Landsteiner 2005.

ELIZA: Is something troubling you ?

YOU: Men are all alike.

ELIZA: What is the connection, do you suppose ?

YOU: They're always bugging us about something or other.

ELIZA: Can you think of a specific example ?

YOU: Well, my boyfriend made me come here.

ELIZA: Is it important to you that your boyfriend made you come here ?

YOU: He says I'm depressed much of the time.

ELIZA: I am sorry to hear that you are depressed.

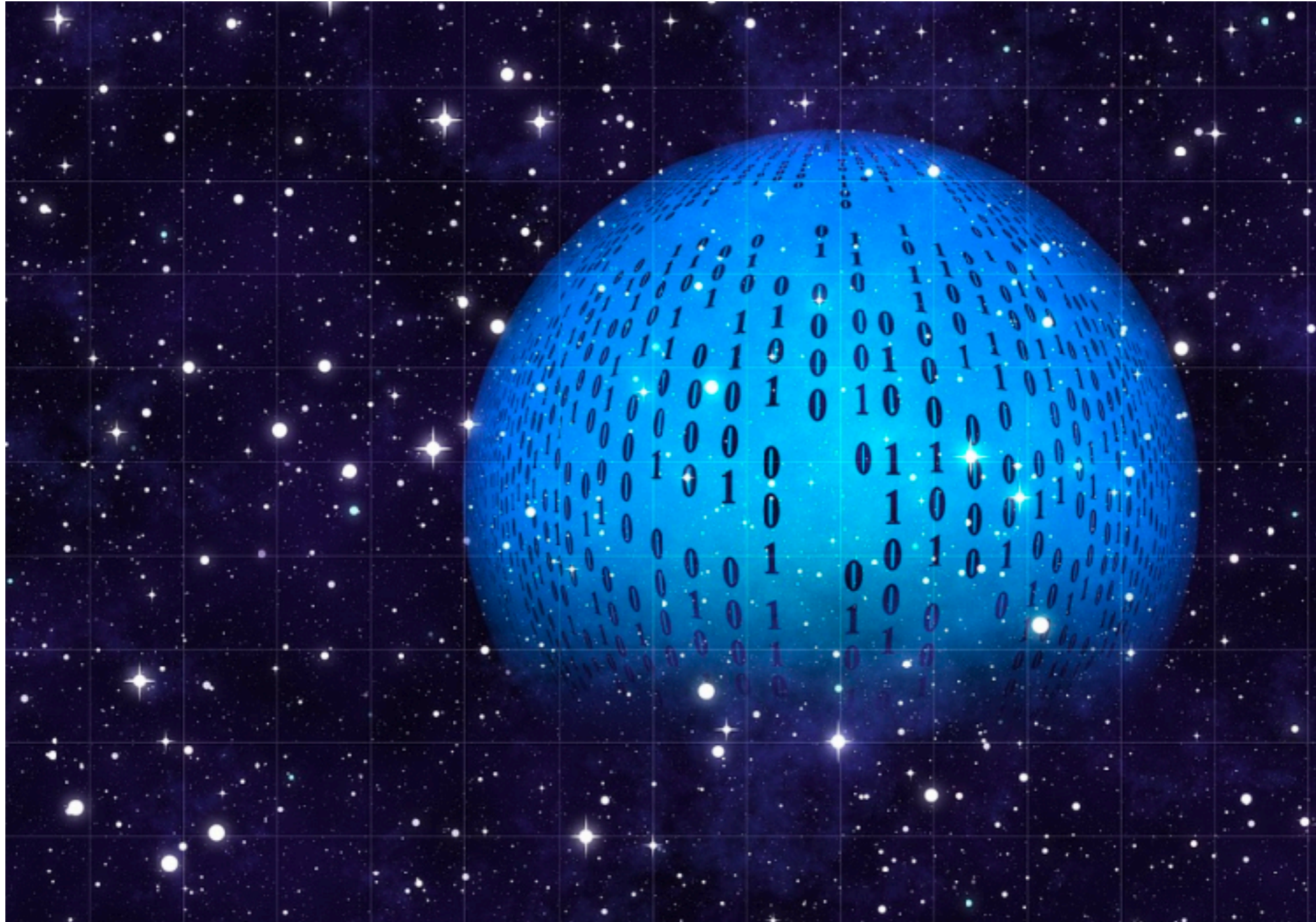
YOU: It's true. I am unhappy.

ELIZA: Can you explain what made you unhappy ?

YOU: █

IT's ABOUT TECH #5

what's the digital experience?



IT's ABOUT TECH #5

what's the digital experience?



IT's ABOUT TECH #5

Panel Discussion

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Valentin Spiess, Founder and Chairman, iArt

Tiziano Schacht, Software Engineer, TI&M

Angie Born, Lead User Experience L//P

Tom Buser, CEO aiaibot

Luc Richner, CEO Vigia

Pitt Weiss & Ramon De Marco, Founders, Audiobreeze

Thomas Brenzikofer, swiss made software, moderation

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Presenting Partner:



Supporting Partner:



IT's ABOUT TECH #5 Co-Host:





Thank you!



Conference

18.10.2023 18-19 Okt.

Baloise Park and Markthalle



Von Kooperationspartner

BaselOne 23 Konferenz

Die Software - Entwicklungskonferenz
über 220 Teilnehmer darunter die 25 bekanntesten Unternehmen
aus allen Industriezweigen (IT, Pharma, Versicherung, Banking, ...

MORE




Von Kooperationspartner

 28.10.2023

28-29 Oct.

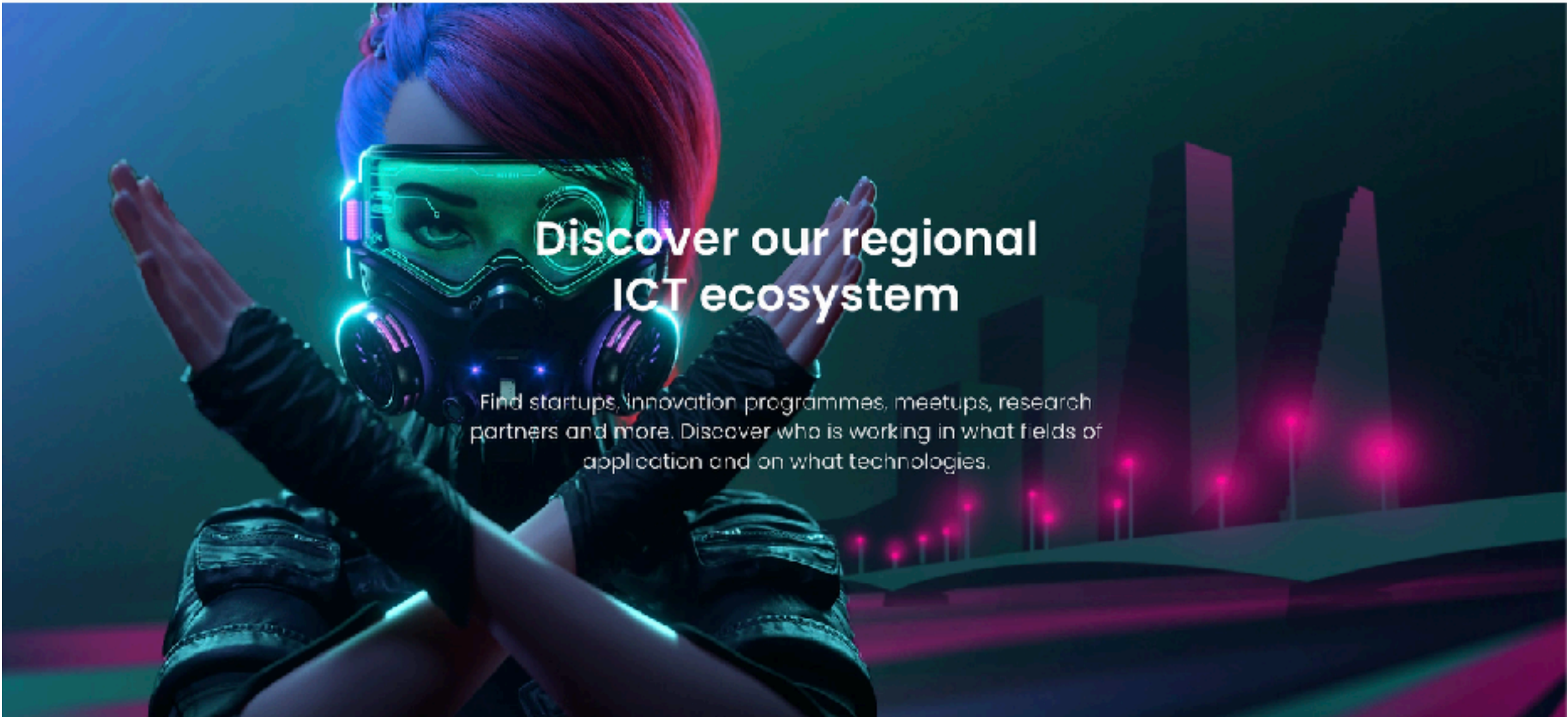
Hackathon

 HDW Pratteln

Basel Hack 2023

BaselHack is the hackathon for Basel, Northwestern Switzerland and bordering Alsace and Südbaden. The BaselHack hackathon has been held annually since 2017. Young and young-at-heart ...

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IT's ABOUT TECH #6

November 28

How to build a software company?