



PRESS RELEASE 05

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Hasso Plattner honours specialist for batteryless wireless sensors as Start-up of the Year

Potsdam/Munich. The Bavarian company EnOcean GmbH, which supplies batteryless and maintenance-free wireless sensor technology, is Germany's Start-up of the Year. SAP co-founder and Supervisory Board Chairman, Professor Hasso Plattner, was joined by Gabriel Tal, Director ISV & Developer Relations of the IBM Software Group, and Eran Davidson, CEO of Hasso Plattner Ventures Management GmbH (HPV), in handing over the award to Markus Brehler, managing partner and founder of the Oberhaching-based company. The occasion was the second Annual Forum of the venture capital fund Hasso Plattner Ventures (HPV), which was attended by over 250 young entrepreneurs and investors (www.hp-ventures.com). The IBM-sponsored event was held in the Hasso Plattner Institute for Software Systems Engineering (HPI) in Potsdam.

In the run-up to the forum, Plattner carried out a survey of leading venture capital funds and experienced young entrepreneurs asking them which German start-up in their opinion had scored the greatest achievement in 2005. The most nominations went to EnOcean GmbH (www.enocean.com), a company founded in 2001, whose radio switches and sensors play a special role in building automation, industrial manufacturing and automotive technology. The young company, which has its premises close to Munich, has already received a number of other awards, including the Bavarian Innovation Prize.

Plattner, who intends to make the Start-up of the Year award a regular feature of Potsdam's Annual Forum on Entrepreneurship, congratulated EnOcean, a spin-off from the research department of Siemens AG, for its "groundbreaking and patented technology for generating and managing energy". The slightest changes in pressure or temperature were sufficient to generate the power for the ultra-efficient sensors required to measure and transmit data. Cables and power supply units were thus rendered superfluous.

Taking EnOcean as an example, Plattner underlined how important it is for high-tech companies to go international at an early stage if they are to gain global recognition as technology leaders. He drew attention in this context to the upsurge of interest in the new German radio sensors on the American continent. Last year EnOcean, though still a young company, had succeeded in doubling its sales,

Plattner said. Leading European venture capital companies, such as SAM Private Equity, Wellington Partners, 3i, Siemens Venture Capital and Baytech Venture, were providing EnOcean GmbH with financial support.

Hasso Plattner Ventures begins by promoting two software start-ups

The venture capital fund, Hasso Plattner Ventures (volume: 50 million euros), announced at the forum in Potsdam that two German start-ups had just been admitted to Potsdam's Hasso Plattner High Tech Park. A decision would be taken shortly on promoting other promising young IT companies.

The young companies in question were FACTON GmbH (www.factor.com) and INCHRON GmbH (www.inchron.com). Factor software can be used to analyse, simulate and above all optimise the manufacturing costs for products from the moment of their initial conception. Inchron software can simulate – even before the first prototype is manufactured – the real-time behaviour of “embedded systems”, i.e. of electronic helpers which are invisible on account of being embedded in products and yet make everyday life safer and more convenient. Factor GmbH previously operated from Dresden and Hamburg, while Inchron GmbH was based in Erlangen.

Outlining the reasons for cooperation between IBM and Hasso Plattner Ventures, Gabriel Tal, Director ISV & Developer Relations, IBM Europe, the Middle East and Africa, said during a press conference: “This cooperation enables us to share our technological expertise with start-up companies and innovative firms; moreover the support we provide in the form of our PartnerWorld Industry Networks programme helps them to enter the market faster”. Tal stressed that IBM clients preferred innovative solutions based on open standards

***N.B.:** More information on Factor and Inchron can be found in a separate press release*

Please address queries to our agency Allgaier Communication. Hans-Joachim Allgaier can be reached by telephone on +49 (0)331 5509-119 or +49 (0)6081 577630 or +49 (0)179 2675466 (mobile); by fax on +49 (0)6081 962517; or e-mail at pr@hp-ventures.com or info@allgaiercommunication.de.