

## Information

### **DLD: Europe's leading digital conference to be held in Munich** **International experts will discuss cloud computing, internet politics, video networks,** **philanthrocapitalism and diversity under the title "New Realities"**

Europe's leading digital innovation conference, DLD (Digital Life Design), is taking place from 25 to 27 January 2009 in Munich for the fifth year. Around 800 selected entrepreneurs, thinkers and creative leaders from a variety of sectors will gather at this synergy exchange at the invitation of Hubert Burda Media, to compare their experiences between panel sessions from high calibre specialists. All panels at the English speaking conference will also be broadcast on the DLD video portal ([www.dld-conference.com](http://www.dld-conference.com)), which has been realised by sevenload. On Sunday 3sat will report live from the conference in the TV show "neues" from 4.30 pm.

In 2009 the DLD conference title is "New Realities", and it is calling on its participants to formulate perspectives for the future of their markets and sectors after an eventful year. In the digital area new business models, video networks, cloud computing, internet politics and online education will be among the themes. Philanthrocapitalism, education, sustainability and diversity are new challenges which globally active entrepreneurs will debate. Sustainable city design and product design, as well as the interfaces between art and education will supplement the interdisciplinary series of themes at DLD. Regionally, particular attention will be paid to the growth markets in South America and Eastern Europe this year.

The group of 80 speakers will include successful entrepreneurs such as René Obermann (Deutsche Telekom), Martin Halusa (Apax) and Abigail Disney (Daphne Foundation); thought leaders such as Daniel Kahnemann (Nobel laureate for economics), Nassim Taleb (author of "The Black Swan"), Matthew Bishop (author of "Philanthrocapitalism") and Arianna Huffington (The Huffington Post), and creative stars such as Rem Koolhaas (architect), Ross Lovegrove (designer), Fernando Sulichin (film producer) and Michael Schindhelm (cultural manager).

DLD co-founder Steffi Czerny explains the conference's approach: "DLD is interdisciplinary, creating interfaces and networks catalysing people from the most different worlds." Three days before the World Economic Forum in Davos, DLD will effectively set the agenda for 2009, and it is attracting numerous international guests to Europe. DLD co-founder Dr Marcel Reichart says: "DLD offers an intensive networking platform for developing new models of thinking and of business." Numerous partners have supported DLD for years and have become part of the DLD community along with their innovative areas. The main partners in 2009 are Deutsche Post, Lufthansa and Mercedes-Benz.

DLD is taking place in the Hypovereinsbankforum where renowned artists such as Taryn Simon and John Armleder exhibit their works. One high point will again be the award of the Aenne Burda Awards for Creative Leadership by Dr Hubert Burda on Sunday. A fixed part of the supporting programme is also the DLD Starnight presented by BUNTE.de, which is taking place on Monday evening in the Haus der Kunst. Furthermore, DLD will be extended to the World Economic Forum in Davos for the first time – the traditional Burda nightcap on Wednesday evening will be presented by DLD.

All further information, the complete programme, videos of all the discussions and the DLD documentary from last year can be found on [www.dld-conference.com](http://www.dld-conference.com).

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