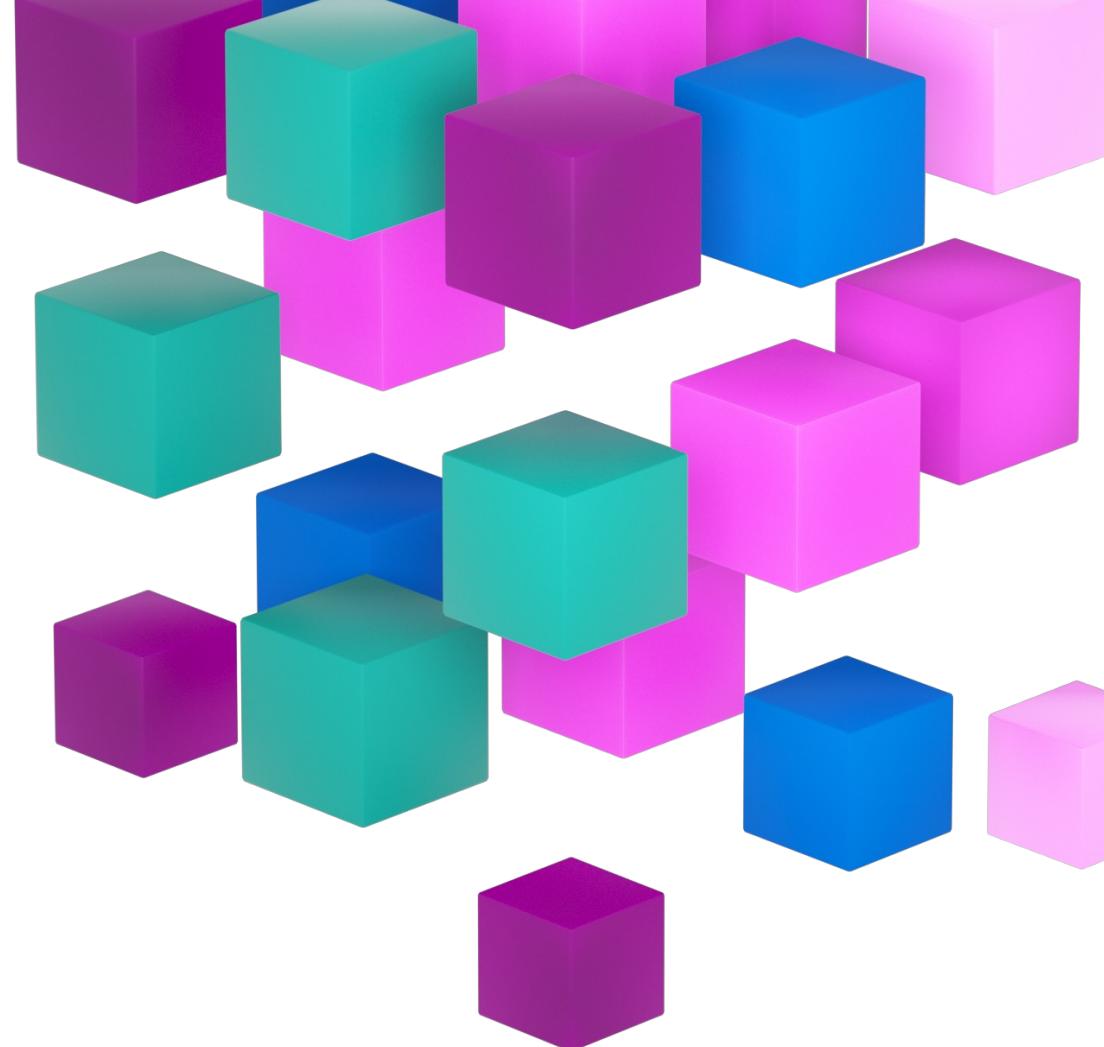
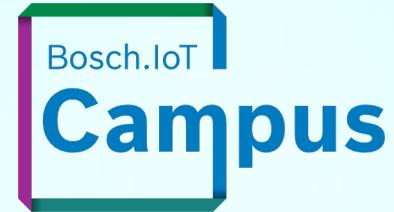


Welcome to the Bosch Metaverse Hackathon





Welcome to the Bosch IoT Campus



BOSCH

Invented for life

Where is the Bosch IoT Campus?



The Bosch IoT Campus building was built between 1991 and 1993 and has an area of

6.720 m².



The Bosch IoT Campus is situated in the Ullsteinhaus complex.

The Ullsteinhaus is an architectural monument, constructed between 1925 and 1927.

With a height of 77 meters, it was the highest building in Germany until 1957.



The name „Ullsteinhaus“ comes from the original owners, the Ullstein Verlag.

The Bosch IoT Campus enables collaboration across different Bosch divisions in the field of IoT.

The idea of bringing the Bosch family together in a business and social setting was a cornerstone of the original Bosch IoT Campus concept and has continued to be an integral part of the Campus culture.

Facts and figures

The Bosch IoT Campus has a capacity for over 400 employees, with over 330 desks and many other varied working spaces like silent zones, focus rooms and social areas.



The Ullsteinhaus has always been a place of innovation – for example, earlier innovative picture transmission was developed in the printing works.



About 300 employees currently work at the location.

Our Campus structure reflects the current needs of office users: the Campus enables meaningful face-to-face interaction in a creative environment.





Situated in a historic building complex, the Campus is well-connected to many hotspots within the vibrant city of Berlin.



- BCI
- BT/BUD
- C/ID
- C/IDI-EU
- C/LSD
- eBike
- M/NET
- M/BD2
- PS/XFH
- XC-DX/ESW
- XC-DX/ESB1

The Campus can host up to 400 associates and is currently home to 10 Bosch divisions.



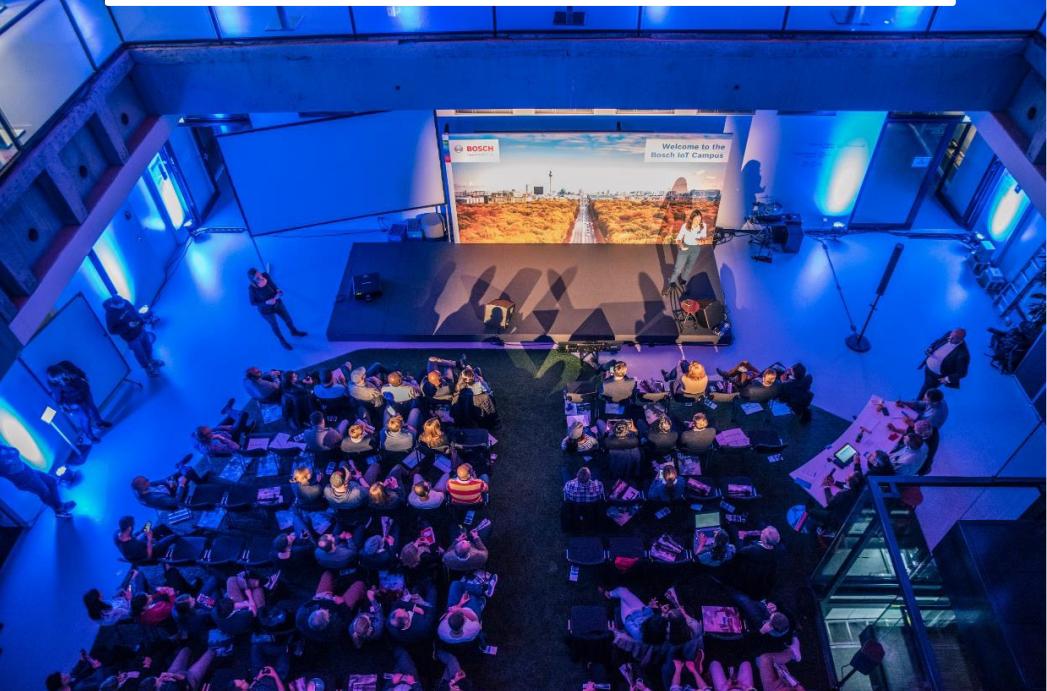
Join the family –
you can rent a dedicated teamspace, or a shared space if you have a small team (up to 2 members per division)



It's not just about renting a desk – membership at the Bosch IoT Campus provides you with meaningful collaboration opportunities, exciting and innovative alternative working zones and countless other perks.

Events

We host a wide range of events – from hackathons, to team building events or official receptions.



Bosch IoT Campus





Yousof Alsatom

Director Consulting &
Innovation at Bosch Digital



Zubair Mohammad

Expert Emerging
Technologies Consulting
at Bosch Digital

Join our campus tour



Welcome



B/S/H/

Google

htc

Magic Leap

Meta

Microsoft

NVIDIA

SYNERGYXR

BOSCH



Go to online
agenda

Bosch Metaverse Hackathon

September 11	
12:00 PM	Registration
1:00 PM	Welcome and Kick-off
1:30 PM	Campus tour
2:00 PM	Deep dive challenges
2:15 PM	Deep dive organizational topics
2:45 PM	Form your teams
4:30 PM	Start hacking
6:00 PM	Dinner
7:00 PM	Working in teams
10:00 PM	End of day

September 12	
8:00 AM	Start of hacking
12:00 PM	Lunch (grab and work possible @Share)
1:00 PM	Speaking Slot @ Garage Bosch Digital
1:30 PM	Speaking Slot @ Garage SynergyXR
2:00 PM	Speaking Slot @ Garage HTC
6:00 PM	Dinner
7:00 PM	Working in teams
10:00 PM	End of day

September 13	
8:00 AM	Start of hacking + preparation of your pitch
11:00 AM	Hand over pitch slide
11:30 AM	Lunch
1:00 PM	Join keynotes or panel discussion @ Atrium
3:20 PM	Pitch presentation at Metaverse Lab Opening Event @ Atrium
4:00 PM	Opportunity to join networking party

Hack Coach – Industrial Metaverse



Christian Hergt

Product Owner Simulation and Resource
at BSH Home Appliances Group

Hack Challenge – Industrial Metaverse

Co / Create and document:

How will we sculpt / create / built together new / existing product / machines / factories?
How should immersive sessions with suppliers be documented?

Cross-platform Metaverse

Exchange with internal and external customers should be seamless happening, independent from which device they participate from. (e.g.: AR + VR + PC + Tablet)

AI vision powered industrial

metaverse
XR devices should not only be spatially aware but also be content aware.

Hack Coach – Metaverse & AI



Christian Kerstan

Senior Expert Electrics/Electronics Architectures
at Bosch

Hack Challenge – Metaverse & AI

Get design guidance with AI

Do your products fulfill all the norms? Or different regions/ requirements? How can AI support?

Scale sales through AI

Can we have personalized salespersons on demand for different customers?

Training

Get training on demand for new products powered by AI avatars.

Hack Coach – Retail



Alexander von Gaisberg-Helfenberg

Director Global Product Management
at Bosch Automotive Aftermarket

Hack Challenge – Retail

Virtual Stores and Shopping

Do you want to try products before buying them? e. g. Fridge or other Home appliances?

Shopping experience

Do you want to shop together with your partner and friends? Do you want to explore benefits and limitations?

Training

Imagine to eliminate the need to travel for training, making special training available to a broader audience

Before you Hack ...



B/S/H/

Google

htc

Magic Leap

Meta

Microsoft

NVIDIA

SYNERGYXR

BOSCH

Hackathon Deep Dive



Let's Hack



B/S/H/

Google

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