

Current News

CeBIT: HPI Presents All Aspects of the Lightning Fast Analysis of "Big Data"

CeBIT 2015

HIGHLIGHTS

Potsdam/Hanover. Hasso Plattner Institute (HPI) is among the largest CeBIT exhibitors in the subject area of „Research and Innovation.“ In Hall 9 at booth D44, the computer scientists present the results of their latest research and development in the world of "Big Data" for the "d!conomy" – the word coined for the "digital economy," which describes the transformation leading to a fully networked economy. At its booth space, encompassing on more than 380 square meters, HPI shows, for example, how corporate decision-makers have innovation data support at their fingertips during a meeting in a kind of "cockpit." A new financial simulation software is also being presented that enables lightning-fast profit analysis. HPI demonstrates the innovative possibilities for Big Data analysis not only in sports but also in disease containment on a global scale.

"The modern design of our HPI pavilion at CeBIT lives from the interplay between white and transparent surfaces, accentuated by the brand image of the Institute," said HPI director Prof. Christoph Meinel. A "clear simple line" offers open space for the interactive display of individual projects. The elements of the HPI logo are transformed into a dynamic motif. The visitor is given the impression of moving pixels, as data "travels" up the white surfaces and accompanies them as they move from the main booth to the "open space" across from it. Here visitors are invited to take a stroll, have a discussion or collaborate. The main topic is openHPI, the free, open, online courses for everybody.

With China as the partner country of this year's CeBIT, the Potsdam institute presents in Hannover also its long-time collaborative work with the Middle Kingdom in the area of research and e-learning. In the forefront are HPI's Massive Open Online (MOOC) courses. These courses have recently become available in Chinese for the 650 million Internet users in China, besides already being offered worldwide in German and English at the Internet learning platform openHPI. "Thanks to our offer, everyone can stay up-to-date with digital transformation, as they continue to acquire the latest academic knowledge in information technology for lifelong learning," said Meinel.

Meinel's subject area, Internet Technologies and Systems helps CeBIT visitors discover stolen identity data, and it also demonstrates to them how its

database for IT attack analysis can diagnosis security gaps and software vulnerabilities. Furthermore the HPI IT security experts show how companies and institutions can immediately detect and analyze complex cyber attacks.

The HPI subject area "Computer Graphics Systems," under the direction of Prof. Jürgen Döllner, presents innovative intelligent city maps, which enrich a digital three-dimensional city model with important extra information - crucial in planning the future cities of tomorrow. The future city is also the topic of Science Year 2015.

CeBIT visitors at HPI booth D44 in Hall 9 can also try their hand at transforming homemade, actual videos and photos into funny sketches, caricatures and comic pictures, which look hand-drawn, and sharing them in the Internet. The abstraction solution is sure to be great fun for the approximately 1,000 school pupils who will be special guests at HPI during the CeBIT Adventure Days. The selected participants are divided into small groups. They are then guided by HPI students to the specially chosen booths of well-known exhibitors where they have the opportunity to speak to specialists in the junior teaching staff training programs and product development. HPI is carrying out this action in conjunction with the high-tech association BITKOM.

Note to the editors:

You can find detailed material (texts, photos, videos) at our CeBIT website: www.hpi.de/cebit.

You can find interviews with prominent CeBIT guest on the topic of IT location Germany during the fair at www.it-gipfelblog.de.

Hasso Plattner Institute at a Glance

The Hasso Plattner Institute for Software Systems Engineering GmbH (HPI) (<https://hpi.de>) at the University of Potsdam is Germany's university excellence center for IT-Systems Engineering. HPI is the only university institution in Germany offering the Bachelor's and Master's degree in "IT-Systems Engineering" – a practical and engineering-oriented alternative to conventional computer science studies. Current enrollment is approximately 480 students. The HPI School of Design Thinking is Europe's first innovation school for university students. It is based on the Stanford model of the d.school and offers 240 places yearly for a supplementary study. There are a total of ten HPI professors and over 50 guest professors, lecturers and contracted teachers at the Institute. HPI carries out research noted for its high standard of excellence in its nine topic areas. Research work is also conducted at the Potsdam HPI Research School for PhD candidates as well as at its branches in Cape Town, Haifa and Nanjing. HPI teaching and research focuses on the foundation and application of large-scale, highly complex and distributed IT systems. The development and exploration of user-driven innovations for all sectors of life is an additional area of importance. HPI always earns the highest positions in the CHE university ranking. Since September 2012, HPI has provided an interactive Internet learning platform - openhpi.de. Its free open online courses are available to everyone.

Media Contacts: presse@hpi.de

Hans-Joachim Allgaier, M.A., Press Spokesperson, Marketing and Public Relations Manager, Tel. 0049 331 5509-119, Mobile 0049 179 2675466, Mail:

allgaier@hpi.de; Rosina Geiger, PR and Marketing Manager, IT-Gipfelblog, Tel.: 0049 331 5509-175, rosina.geiger@hpi.de