



*To Whom It May Concern!*

**Born in the Free Hanseatic City of Bremen: my mother was playing the organ at the main cathedral, my father was teaching physics. To overcome this contradiction between exact science and the fine arts was a permanent challenge and a trigger looking for solutions.**

**Fighting for survival and success – with all kinds of means – this I noticed as early as my first encounters in mainland China in the mid 70th. Since then, many relations were established alongside this theme: in science as well as in the field of arts.**

**How do we encounter our „own“ history in Germany – and in China? Following the observations and guidelines of the Europe-China Cultural Compass (ISBN 978-3-939670-59-9) we’ve developed digital tools of media production and distribution since the mid 80th.**

**Since then we were involved in the development and implementation of digital technologies like ISDN, DVB, DAB, IP and 3D: deploying the first official German interactive TV-program, the first digital TV-transmission, the first On-Air-Radio-Show out of a flying plane, the first digital live-event cinema screenings, the first stereoscopic-HD-transmission - in order to re-decipher past and future challenges.**

**This means: Augmented-, Mixed-, Virtual Reality... all these „futuristic“ technologies are not new to us. We encountered first applications with my students as early as the Expo 2010 in Shanghai . Since then, many new applications and projects were created and implemented on the basis of „Design-Thinking“ strategies from Stanford (CA) and in the Berlin-Brandenburg region.**

**Based on this experience of more than 30 years of digital tools and themes our offer is simple and complex at the same time:**

**The acceptance of Chinese A-shares in the MSCI-Index from 2018 on has to be joint by a transformation and acceptance of new Chinese digital technologies from AR to VR in the key-European and American markets.**

**Coming back to my own family: my daughter holds three European passports and I do hold long-term i-Visa in respect to my East- and West-Coast US-activities .**

**With us, there is no better hub to start exploring theses markets but in the Berlin-Brandenburg region.**

*Dr. Wolf Siebert 施歌德*

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