





A 4 : 3

**POWER
POINT®**

Presentation

© IRIS® Media
Berlin 2023/08/02

by Dr. Wolf Siegert



IRIS[®] Media

<https://www.linkedin.com/in/wolfsiegert/>



Dr. Wolf (施歌德) SIEGERT (He/Him)

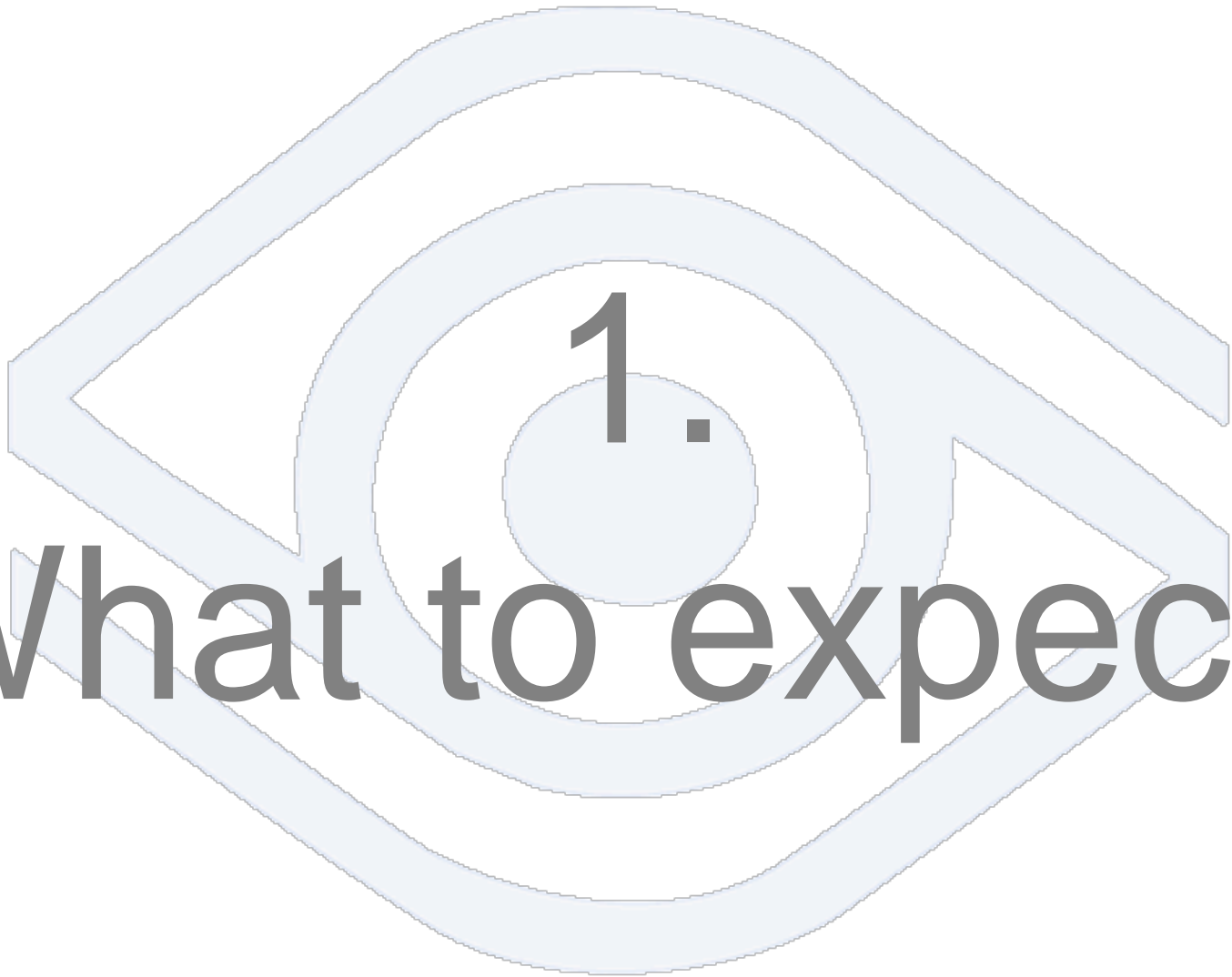
Founder & Director IRIS® Media

Berlin, Berlin, Germany · [Contact info](#)

[500+ connections](#)



IRIS® Media

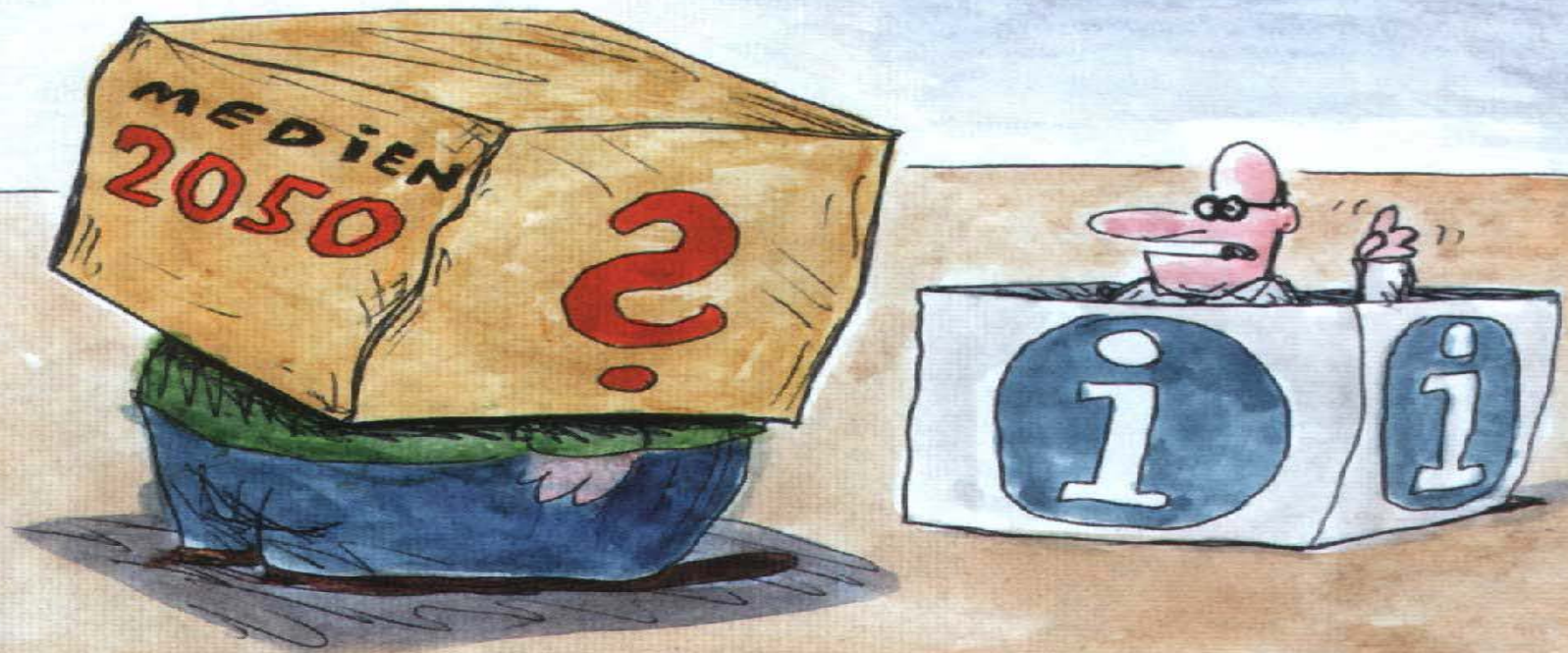


What to expect?

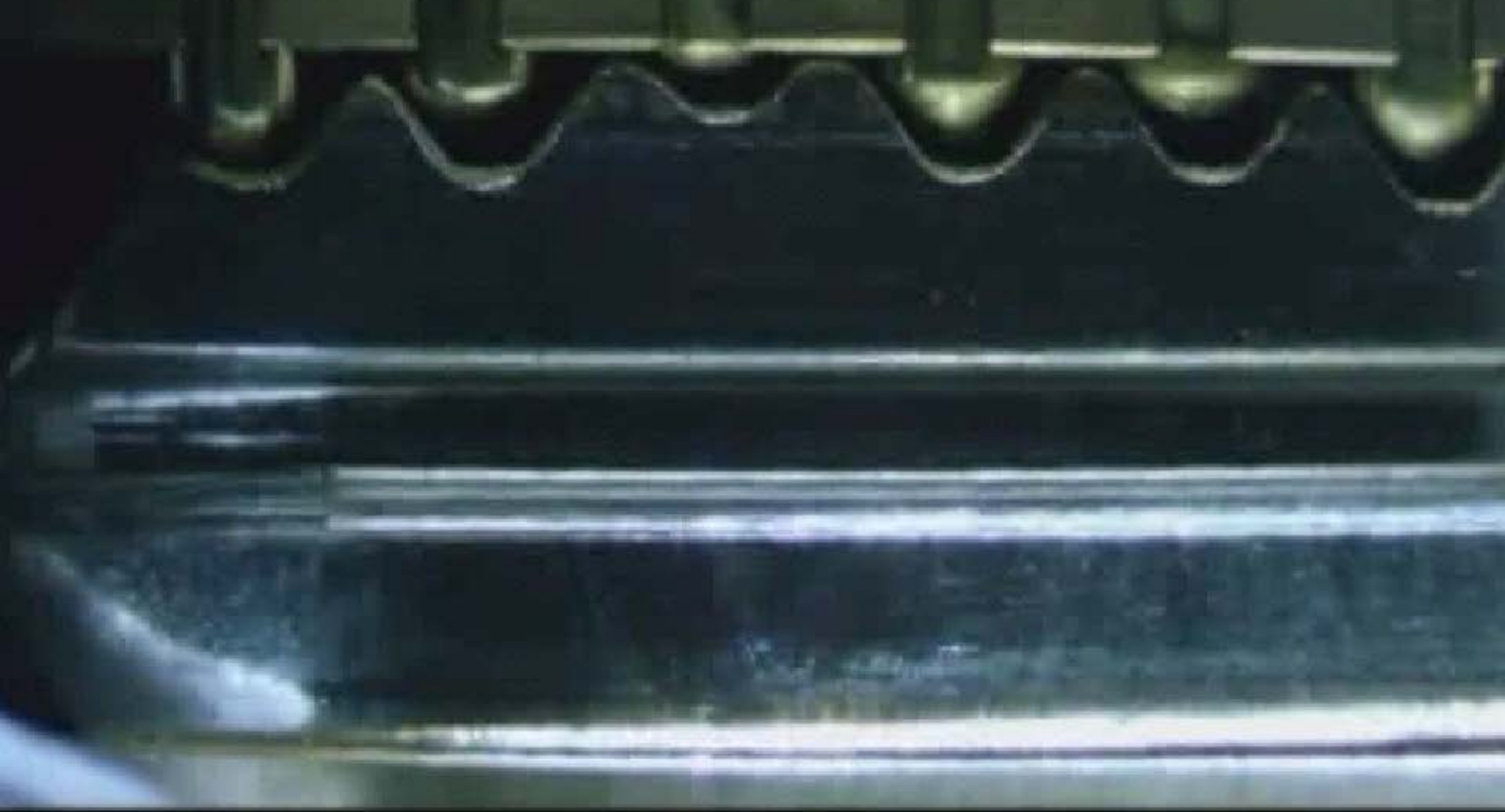
A key note ?



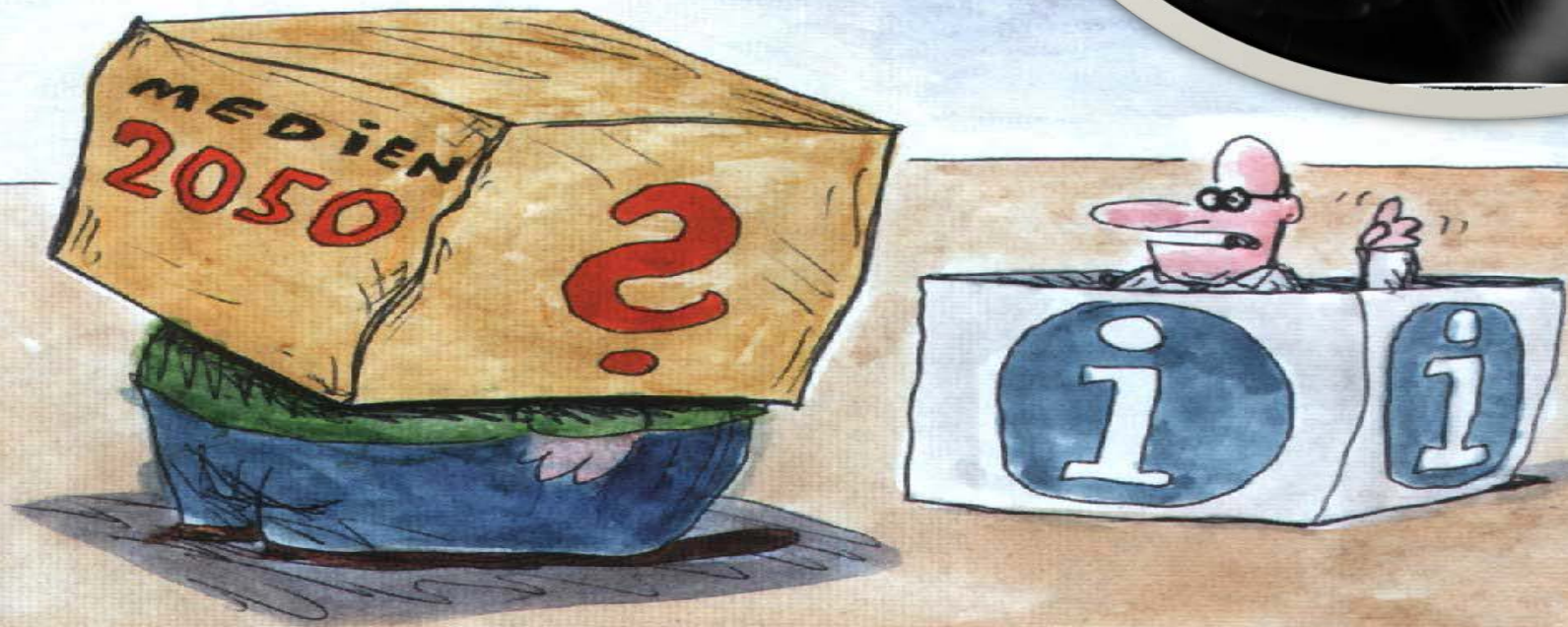
A long term guideline ?



A „Turn Key“ solution ?



Short term valid answers?





2.

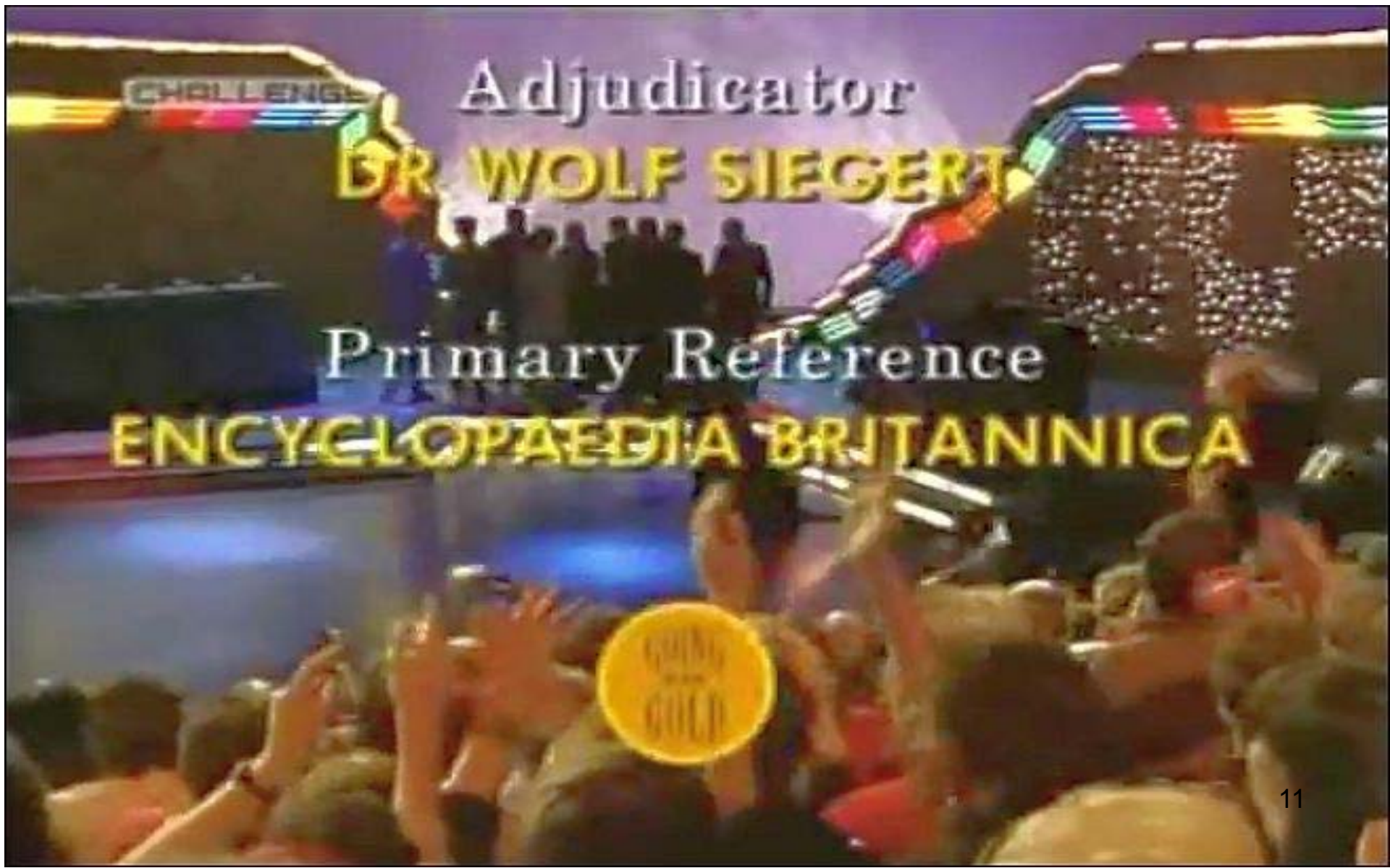
Wolf:

UK & USA

Japan & China & France

& Germany

B B C





NABSHOW®

L I V E 2 0 1 3



NAB Show Live! - April 8, 2013



NAB Show Live! - April 8, 2013

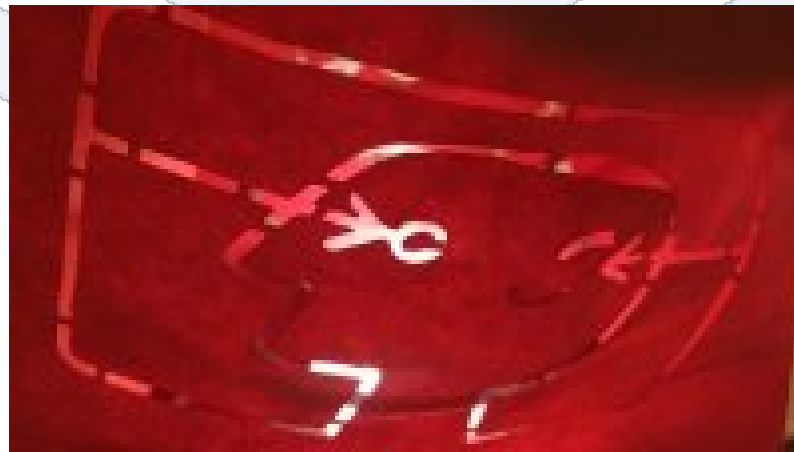


https://www.youtube.com/watch?v=Px0VWK_IDDg



Show**Stoppers**[®]

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IIIIII Messe Berlin



ARD



"The situation is familiar: You are watching a TV program. The moderator talks to somebody on the phone. You see the moderator, but not the person on the other end of the line!



ARD, the first German TV producer and distributor, and IRIS [®] Media attempted to change this situation, so that the audience could see the caller. During the 'Internationale Funkausstellung' (International Audio and Video Fair Berlin) IFA'89, the interactive picture-phone was put into action for the first time on TV. A new situation, this time unfamiliar. The audience could see on their TV screens that all people involved in the live program were participating from their hometowns. All over West Germany. In sound and picture.

CeBIT

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Es läuft Sendung 10



CeBIT TV

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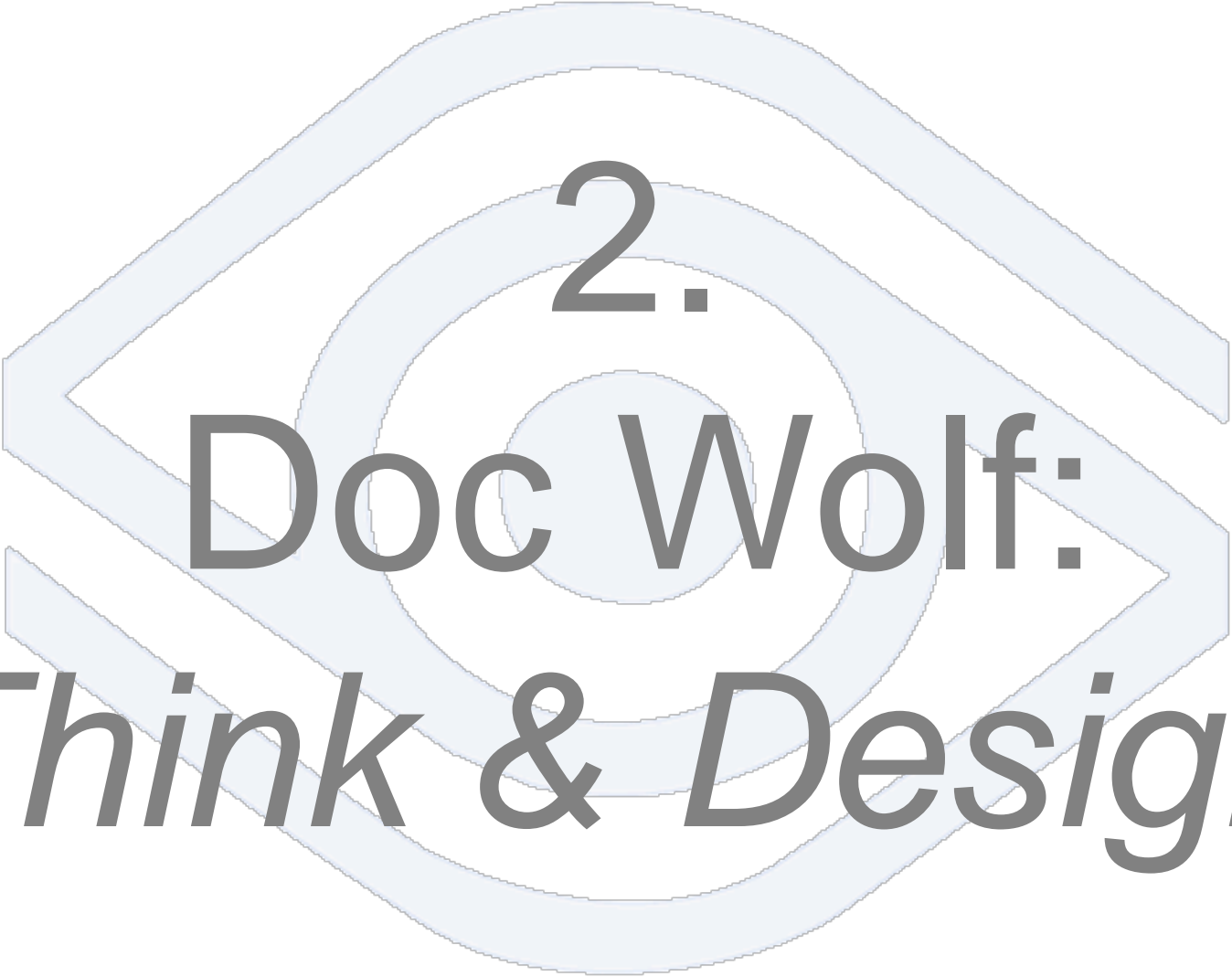
*Arnold Schwarzenegger
(2009)*



Ernst Raue



*Jack Mǎ Yún
(2015)*



2.

Doc Wolf:

Think & Design!

Lecturer & Visiting Professor *in*:

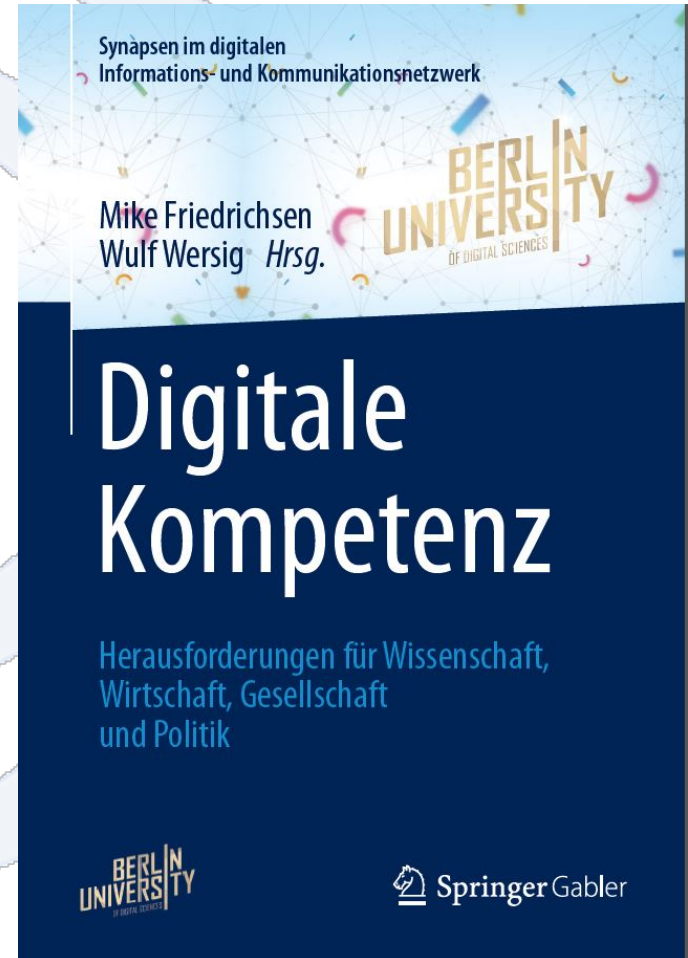
<https://siegert.berlin/spip.php?rubrique8#lehrevorlesungenforschungsgremienarbeit>

- Berlin
- Bremen
- Hong Kong
- Stanford
- St.Pölten
- Taipeh
- Tokyo
- Vincennes

Book-Publications *by*:

<https://siegert.berlin/spip.php?rubrique2#publikationen>

- Album (2007 – 2014)
- Brandes & Apsel (2022)
- BMBW (1978)
- DaybyDay ISSN 1860-2967 (since 2003)
- Editions ESF (1986)
- Focus (1974)
- Gabler (2020)
- Herbert von Halem (2018)
- Hong Kong University Press (1982)
- IDATE (1987)
- Peter Lang (1983)
- mabb (2002)
- Magazin 2006 / klick.ohnline /2003-2006)
- Müller (1979)
- Rowohlt (1976)
- Schauspiel Frankfurt (1977)
- **Springer** (since 2016)
- Suhrkamp (1983)
- Tamkang University (1984)
- UVK (2014)
- Westermann (1984)



Springer Reference

LIVE



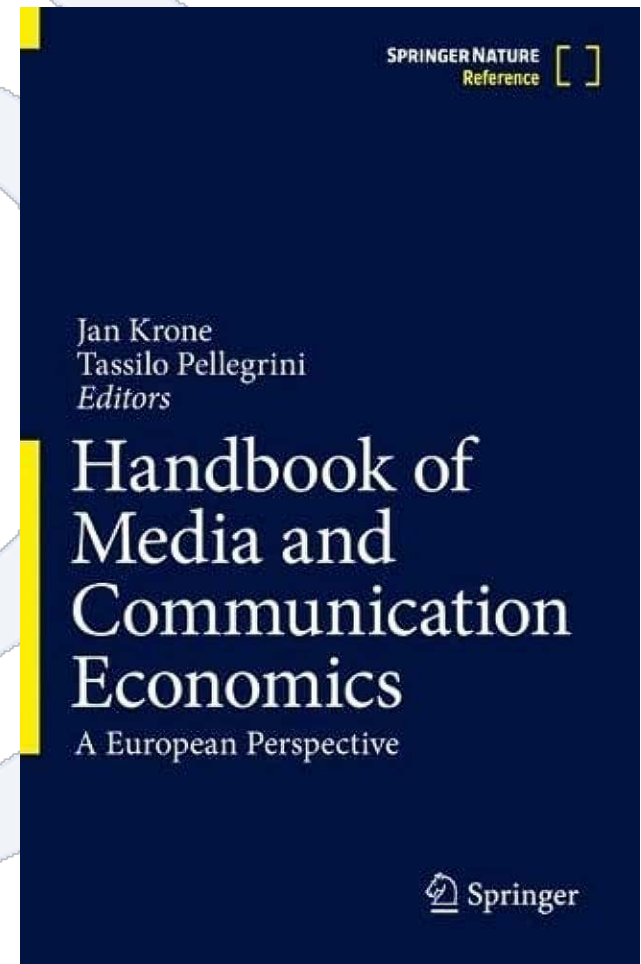
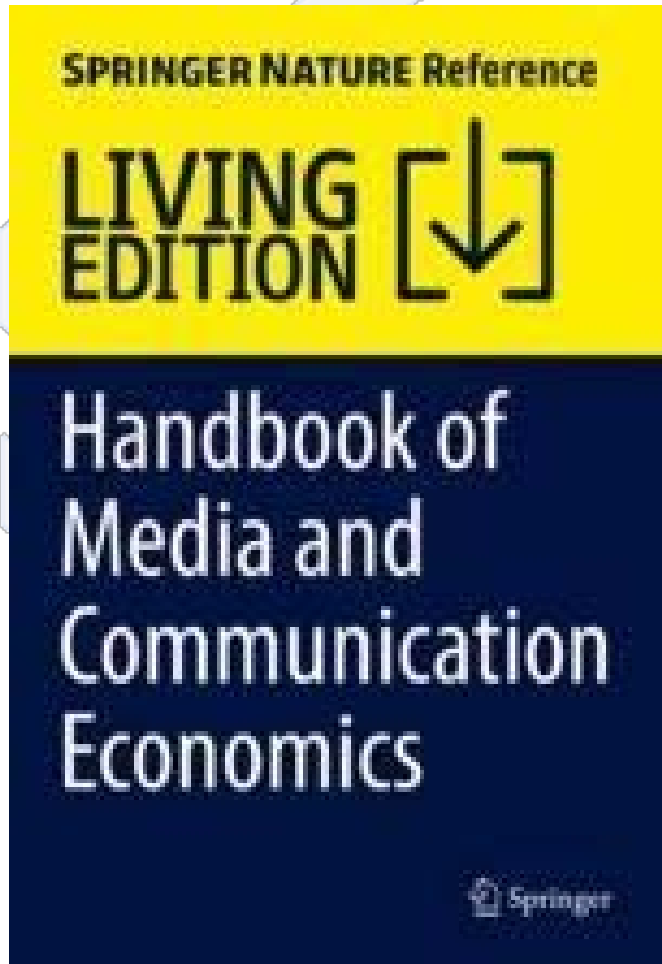
Handbuch Medien- ökonomie

 Springer VS

Jan Krone
Tassilo Pellegrini *Hrsg.*

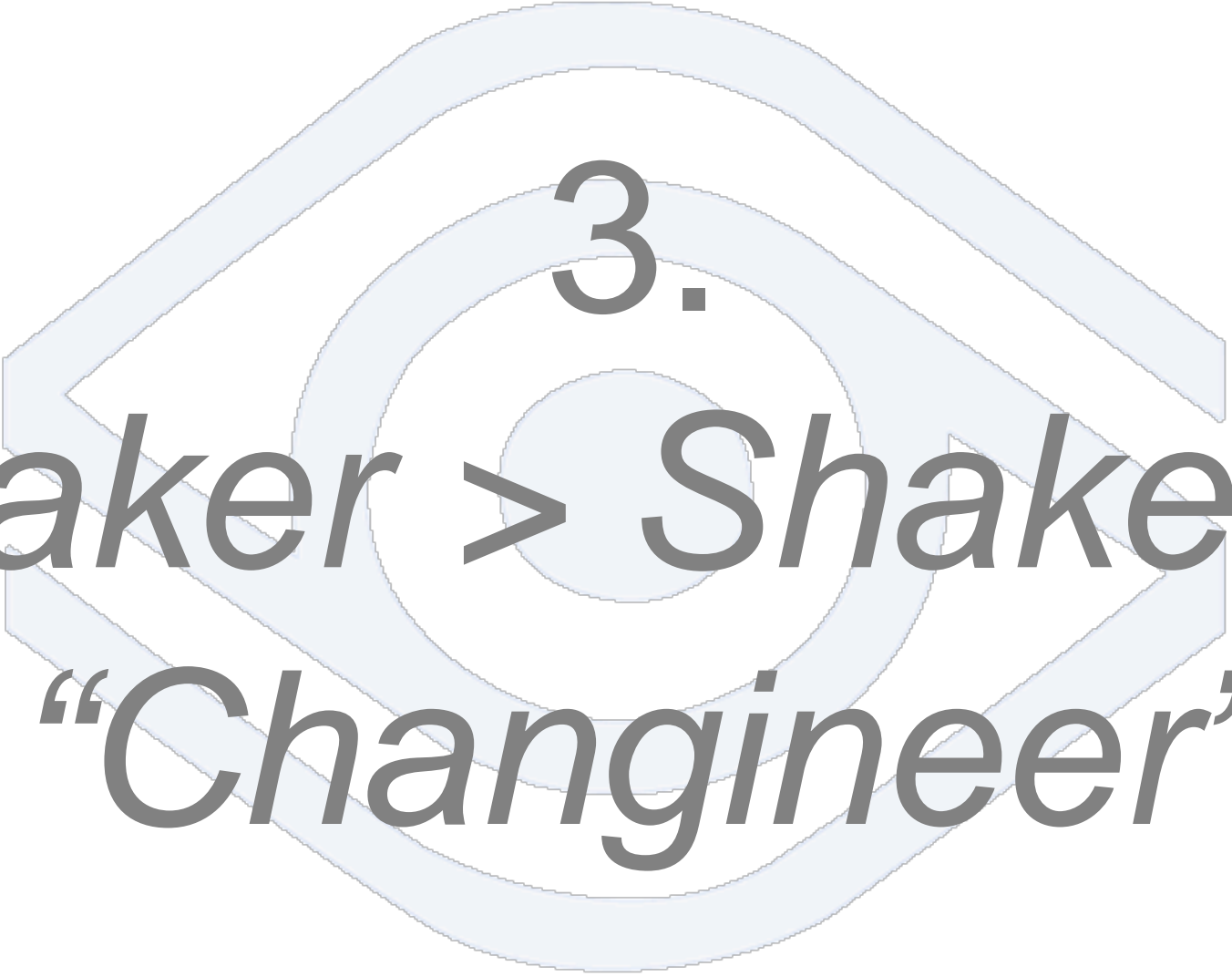
Handbuch Medienökonomie

 Springer VS



2024: Beyond Digital





3.

Maker > Shaker >

“Changineer”

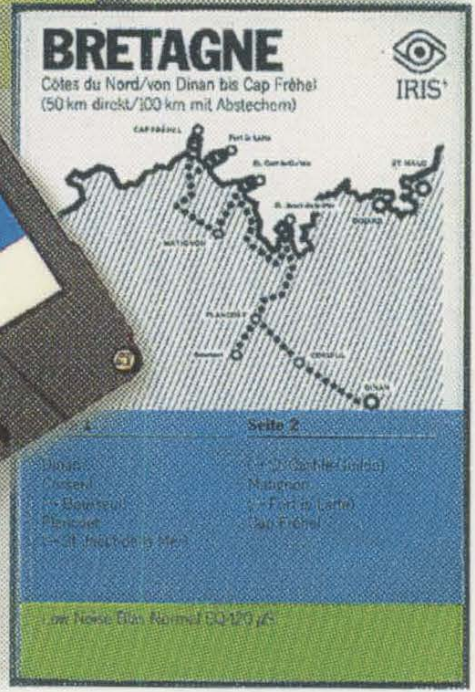
IRIS® Start-up

Corporate Design
Iris Medien
1980

»Ursprünglich sollte unter dem Namen IRIS eine Bibliothek von akustischen Reisebegleitern vertrieben werden, die per Tonkassette während der Autofahrt abzuspielen sind. Später hat sich das Unternehmen unter der Leitung eines Journalisten und eines Medienfachmannes von der Verlagstätigkeit gelöst und sich bei den sogenannten *Neuen Medien* einen Namen gemacht. Das Firmenzeichen übersetzt grafisch den Namen IRIS, indem es an ein Auge erinnert und zugleich damit Begriffe wie *Sehen, Erleben und Berichten* symbolisiert.»

»Originally a library of acoustic travel companions, which are to be played by audio cassette during the car journey, was to be distributed under the name IRIS. Later, under the direction of a journalist and a media expert, the company moved away from publishing activities and made a name for itself among the so-called *new media*. The company logo graphically translates the name IRIS by reminiscence of an eye and symbolizing terms such as *seeing, experiencing and reporting*.»





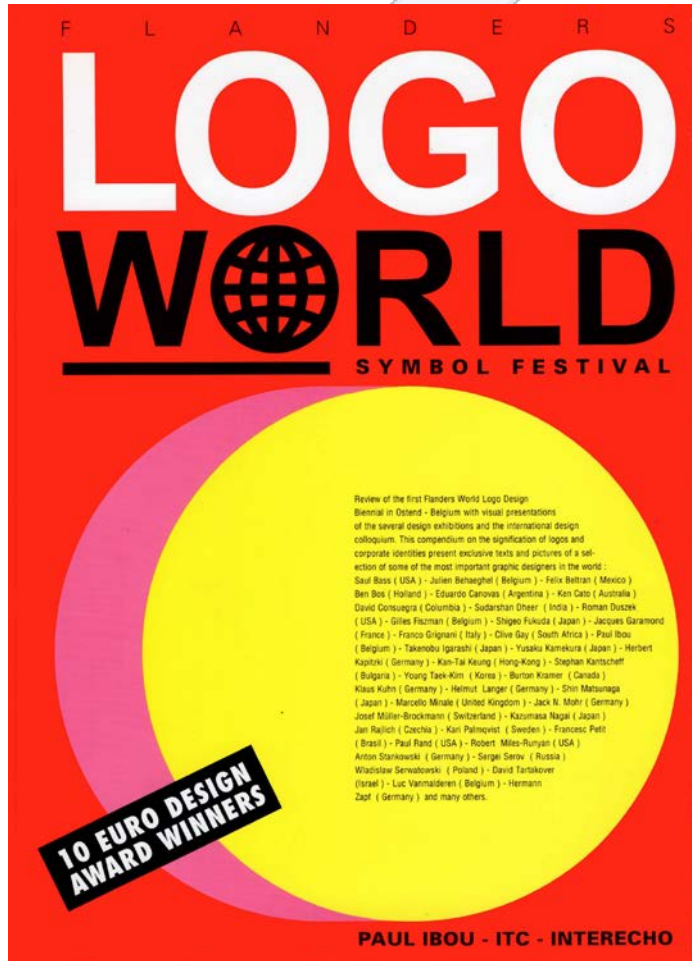

IRIS®

Schlickweg 8, D-1000 Berlin 38 Telefon: 030-802 67 08

**IRIS CASSETTE
- DIE AKUSTISCHE
REISEBEGLEITUNG**

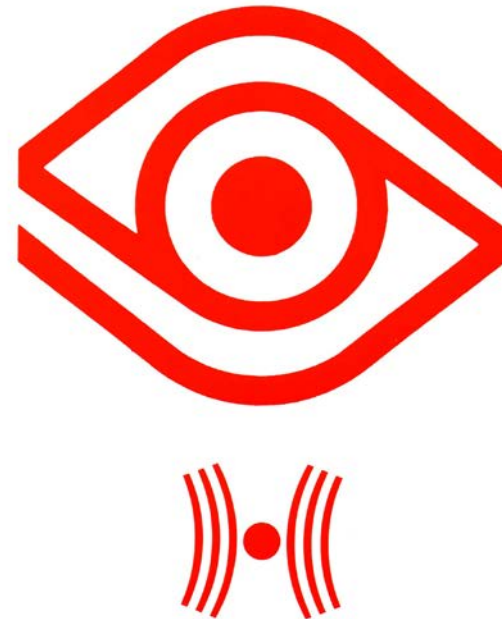
Idee und Regie:
Wolf Siegert
Marketing:
Joachim Rudolphi

IRIS® Logo



Logodesign by Jack Mohr (Germany)

1 Iris Medien - Audio Travelguide
 2 Computer Forum





ISBT' 93

国际广播电视技术讨论会(1993)

Mr. Siegert, Wolf

Speaker

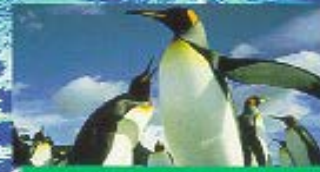


NHK

JAPAN BROADCASTING CORPORATION



Hi-Vision

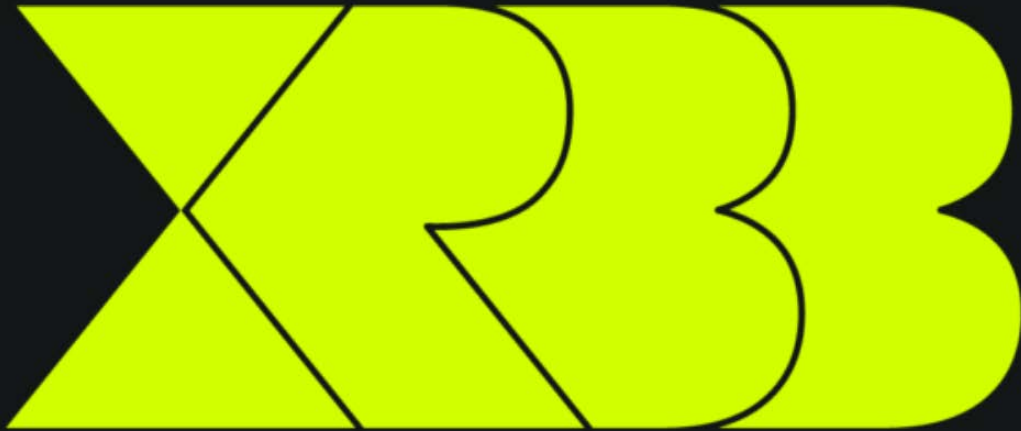


Hi-Vision : 1125/60 High-Definition Television

DCS



XRBB



Extended Reality
Berlin-Brandenburg e.V.

We are XRBB!

XRBB is a non-profit association and network dedicated to advancing the use of XR in the Berlin-Brandenburg region.

Our community brings together entrepreneurs, investors, creatives, educators, and representatives from various sectors.

Disclaimer



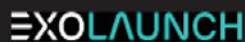
FOUNDERS



IRENE SELVANATHAN

CEO

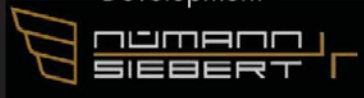
More than 9 years Experience in
Business & Hardware
Development | Space |
Electronics | Avionics



OLIVER SIEBERT

Legal

More than 12 years
Experience as a Lawyer |
Business & Target
Development



Oberlandesgericht
Brandenburg

GUSY & ASSOCIATES P.C. NY, USA

ADVISORS



Prof. Dr. GÜNTHER TRÄNKLE

Direktor

Ferdinand-Braun-Institut, Leibniz-
Institut für Höchstfrequenztechnik



Dr. WOLF SIEBERT

Founder & Director

IRIS® Media



Prof. Dr.-Ing ENRICO STOLL

Univ.-Prof.


Chair of Space Technology at
TU Berlin



MICHAEL WEISEL

Founder & CEO

FTI Engineering Network GmbH

The logo for IFA 100 years is a light blue, stylized graphic. It consists of a central circle with a smaller circle inside it. Surrounding these circles are several concentric, irregular shapes that resemble a spiral or a series of overlapping rings, creating a sense of depth and movement. The overall shape is roughly hexagonal or octagonal.

IFA 100 years

History,
a backbone

to design the Future

gfu 2023: 50 years



gfu 2023: 50 years

