UNEXPECTED FRENCH TOUCH

Austin, Texas
March 12-22-2015
France is undergoing a start-up renaissance driven by a new generation of entrepreneurs, investors, engineers, designers, and other talented people. It is a new Start-up Republic, home to vibrant tech hubs and a hotbed of talent, impregnated with a strong entrepreneurial culture.

The name of this movement is “La French Tech”, a banner shared by French startups and the French government which supports them. Launched in 2013, the €200 million initiative promotes French startups under a single brand, both in France and abroad.

For the second consecutive year, Business France, the national agency supporting the international development of French businesses, is bringing la French Tech to South by Southwest.

Among the French companies that will be present are ambassadors of French chic, such as Chanel or Canal+, as well as startups pushing the boundaries of music, marketing communications, video and connected objects. These include Phonotonic, which turns your gestures and your whole body into a musical instrument, or Neoh, a home cinema experience in your headphones from 3DSoundLabs, and 3DRUDDER, a sophisticated feet-controlled 3D navigation and motion controller. These startups follow iconic companies that preceded them like Deezer, Withings or Openclassroom.

The French presence this year will be structured around various initiatives to promote its artists and startups at SxSW:

**Le French Tech Club**, The French Legation Museum – once the diplomatic headquarters of France in the independent Republic of Texas – will host Le French Tech Club, a rallying point for the French presence at the festival. Over 6-days the wooden house and its gardens will host a conference, meetups, a press room, a showroom full of startups, two film premiers in the US, DJ sets, and two gourmet restaurants (one with a Michelin star).

**The French Tech Pavillon** Business France, the national agency supporting the international development of French business, will exhibit 15 startups selected for the festival.

**Part of the official selection of SxSW**, the Cultural Services of the French Embassy to the United States presents panel discussions on the theme “Think of our societies in the digital age.”

**An eclectic and dense musical program** (supported by the Export New York Office) led by the new darling Christine and The Queens.
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The French Tech Pavilion
at the Trade Show

The French Tech Pavilion will host 15 startups selected by Business France and representative of four cultural market sectors:

1) Music with 3D Video Labs, Edjing, JELLYNOTE, MELUDIA, NILAND, Phonotonic,
2) Marketing / Communication with BOOST, SEPAGE, Slashe;
3) Internet of Things with 3D RUDDER, LEDGER, POLLEN;
4) Video with Adways, Catopsys, Giroptic, RACONTR.

These startups are presented in more detail on pages 8 to 22.

For this second edition of the French Tech Pavilion, the delegation has grown by a third, with 15 startups – all selected by a panel of experts - compared to 10 last year. They were chosen due to their innovative nature, business plan, talent and international potential. They will alternate their presence on the stand.

Good news for the French Tech: 2 startups have been selected as finalists in the SxSW Accelerator program. These are Leger in the Innovative World Technology category and Weezic in Entertainment and Content. Picked from 500 participants, they join the chosen 48 startups - mainly American – who will pitch to a panel of industry experts. The Awards ceremony will take place on 15 March.

Regular startup pitching sessions and startup demos will be held at the French Tech Pavilion. There will other activities – such as an aperitif for ‘Le Slip Francais’ (discover what this means - it promises to be sexy!). Detailed program in annex.

Of course, the French presence at SxSW doesn’t stop at the French Tech Pavilion. French companies can be found all over the conference, including Deezer, Meiso, Openstreet Map France, Open Class Room, Qobuz, Sounds, and Digital Art in the Startup Central (directions) and Carmat, Medtech and Vizeat in the Speaker’s Lounge.
Promising French companies

➤ 3D Rudder
➤ 3D Sound Labs
➤ Adways
➤ Augment
➤ Catopsys
➤ Djit
➤ Giroptic
➤ Jellynote
➤ Ledger
➤ Meludia
➤ Niland
➤ Phonotonic
➤ Pollen
➤ Racontr
➤ Slashe
Liberate the feet!

In the digital era, legs and feet have been relegated to useless appendages hidden under desks. This puts undue strain on hands and fingers, but also denies feet their traditional role in navigation.

A team of 3D and Virtual Reality passionates became obsessed with returning to feet their natural navigation function in the digital world - and establishing a more efficient use of both hands and feet. They invented a device called the 3DRUDDER, a sophisticated feet-controlled 3D navigation and motion controller that has evolved from experiments with a colander attached to a chopping board. The user rests their feet on a connected device whilst seated, and tilts in the direction he or she wishes to move in the virtual world. A pedal enables the user to move up or down. Hands are free to work with the keyboard, the mouse, or the joystick.

The 3DRUDDER is intuitive – and incredibly precise. By allowing hands and feet to work in harmony, as they do in the ‘real’ world, the 3D world is transformed. The device encourages better posture, and the user is less fatigued.

The 3DRUDDER is specifically designed for the worlds of its inventors: gamers and 3D professionals (designers, 3D infographists, architects, etc.). But it can be used by anyone who uses a computer and whose hands would appreciate a digital work-share with feet.
Introducing Neoh, a home cinema experience in your headphones.

3D SOUND LABS wanted to create the most immersive wearable sound experience, for everybody, everywhere.

So they made Neoh, the world’s first smart 3D audio headphones.

3D sound is what you hear in real life. Neoh headphones create a full 360° environment with sound sources perceived as coming from any distance or direction. That means cinematic sound quality is available in the small, intimate space of the headphone, including real-time head tracking and advanced audio processing.

Compatible with all your movies and music formats, this head-turning sound innovation will be demonstrated at SxSW.

Come and experience a new world of sound!
For the generation that wants it ‘my way,’ Adways Studios has developed a video content management system for interactive communication.

Videos edited on Adways’ cloud-based platform allow viewers to explore what they want to see, creating their own pathways: from the movie star’s dress to an e-commerce portal where it can be purchased, or from television shows to the twitter conversations they provoke.

The intuitive and easy-to-operate process allows everyone to make clickable and interactive videos that can be viewed on any device.

Because viewers are more interested and engaged, interactive video ads click rates are 11 times higher than classic video ads. And people watch for longer.

Every click is tracked, affording a true and meaningful record of viewers’ interests and engagement.

The system enables a more intimate relationship between content providers and viewers. We call it the Adways Touch.

Adways has offices in Paris, New York and Singapore serving the e-commerce, e-learning, advertising, or corporate communication needs of clients such as Havas, the Discovery Channel or BNP Paribas.
Augment is a mobile App that helps sales representatives show the full potential of their products – allowing customers to visualise them as if they were already purchased.

Available on iPad, iPhone and Android, Augment offers a range of possibilities to the salesperson – for example showing a shop keeper how a display case would look in store, or how a product looks on the shelf. Once a purchase order is made, the product can be delivered to the exact location specified by the customer.

Salespeople love it because it makes their job easier.

Customers no longer need to visualise in their heads how something might look: they can see it for themselves.

But don’t take our word for it:
• More than 1 million downloads in 200 countries
• 80000 monthly active users

At SxSW, Augment for Salesforce will be available on Salesforce’s AppExchange, offering new possibilities to hundreds of thousands of salespeople.

In the meantime, download the App for free and give it a try!

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For gamers seeking a real three dimension experience, why not dive into your TV?
French company CATOPSYS has designed a virtual reality projector that allows you to do just that. Sort of. Without the need to climb into a flat screen, Immersis augments the experience of watching television by effectively bathing the projected image across 180 degrees, filling your entire field of view.
Using 3D scanning tools that map the chosen room and the objects in it - from the sofa to the fishtank – Immersis is able to project game graphics that fit the size and shape of the space. It does this through anamorphosis algorithms that distort video game graphics to make them look correct when projected onto irregular surfaces.
More realistic than immersive screens and headsets, Immersis makes for a more social experience as it is designed to be experienced by a group, collectively. Immersis can be used with any video game developed with a real-time 3D engine, and the first specific plugin has already been developed for Unity 3D, the most important game engine on the market.
Created for and by passionate video game enthusiasts, Immersis can also be enjoyed by anyone seeking a panoramic video experience, at a reasonable cost.
CATOPSYS recently completed a successful $100,000 Kickstarter campaign.
Who needs physical decks or turntables to hold the best parties?

edjing is the world’s #1 DJ application that allows anyone with a smartphone or tablet to mix anywhere for free.

The editor behind edjing is DJIT, specialized in the development of mobile music applications since 2012. With more than 40 million downloads across 182 countries, DJIT is the world’s #10 largest mobile music application publisher.

Djit has been certified “Top Developer” by Google, a highly selective label that rewards the best world’s best Android application publishers, alongside well-known players such as Facebook, Twitter or Netflix. DJIT also holds 3 prizes “Best App of the Year” on Google Play Store for edjing and Equalizer, its two first music applications.

edjing, its flagship product, is regularly featured by prestigious brands. Lately, edjing was highlighted by Samsung for the launch of Galaxy Note 4 and by Sony at 2014 Golden Globes Awards.

At SxSW, DJIT will unveil a new application as well as innovations in the Internet of Things.
Giroptic

A 360 HD CAMERA TO CAPTURE THE ROLLERCOASTER OF LIFE

The 360 Cam by GIROPTIC is the world’s first full HD 360 degree camera designed to see the world “Up, Down and All Around.” The palm-sized, waterproof 360 Cam records videos, takes still photos and streams real-time video over Wi-Fi from every angle.

The lightweight yet rugged GIROPTIC 360 Cam features three 185 degree fish-eye lenses, synchronized to simultaneously capture and stitch images in real time inside the camera. Built with a waterproof rating of IPX8, the versatile camera allows users to explore the aquatic world with crisp resolution.

Using the proprietary underwater lens cup accessory, users are able to capture distortion-free images and create no additional weight to the compact camera.

Aside from its universal mounting capabilities, the 360 Cam also features an exclusive line of accessories for additional functions. The light bulb adaptor allows the camera to be used as a smart home accessory and provides users with a home surveillance system.

Additionally, the Ethernet video streaming base can be used to stream unique footage in real-time.

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Have you always dreamed of being Jimi Hendrix or Wolfgang Amadeus Mozart? Jellynote can’t promise to turn you into a musical genius, but it can make the process of music creation and performance a lot more fun.

Jellynote is a new social media platform for budding musicians to work on problems together – and to share successes.

Built by musicians, Jellynote offers over 150,000 free high quality interactive music sheets for piano, guitar, bass, violin, trumpet and saxophone.

It is designed for both experienced musicians – who can create and share interactive music sheets, tabs and covers – and beginners who want to learn an instrument from scratch.

In learning mode, Jellynote shows you what to play and waits for you until you play the right notes. You can play the song at your rhythm and get feedback in real time.

In practice mode, you can play any song at a chosen tempo. JELLYNOTE then validates the notes you play well. At the end, you get a score and you can now keep track of your progress!

So go on! Let Jellynote unleash the rockstar or the classical composer in you.

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How do you trade securely in a virtual currency? And what happens when malware tries to steal your Bitcoins? Ledger, a specialist in digital identity security, has the answer.

Although Bitcoin transactions are very safe and decentralized by design, storing and exchanging them requires control of private keys – difficult to remember secrets attached to Bitcoin addresses. Handling these keys, also known as digital identities, is so complicated that most users need new hardware solutions to protect against theft and malware.

Ledger has developed two ways for secure handling of Bitcoins. The Ledger Wallet Nano is a small USB hardware wallet that uses banking smartcard technology to ensure transactions in the virtual currency are secure and trusted. The Ledger Wallet Blue builds on the Nano experience to allow safe Bitcoin transactions using Near Field Communication and Bluetooth Low Energy (BLE). Commercially available towards the end of the year, the Ledger Wallet Blue will be demonstrated at SxSW.

Ledger technology can also be downloaded directly onto the “secured zone” (TEE) of any computer, smartphone or tablet, acting as a virtual hardware wallet. Private keys are secured in a zone impenetrable from attack, without ever revealing them to the host architecture. This enables a secure environment that can handle hundreds of transactions per second with customized features such as built-in safeguards.

Following a successful funding round, the French company recently opened an office in San Francisco to be at the heart of the Bitcoin ecosystem.
Why is it so many of us like music, but so few know how to play?

Meludia believe a lack of innovation in the teaching of music - which has not evolved for 200 years - is holding us back. 90% of OECD population say they want to learn music, yet only 5% actually do. And 85% of children drop music before the age of 15.

Meludia’s goal is to make music learning pleasurable for everyone. The more enjoyable music becomes, the better we can play and create it.

Based on cognitive science about the way we analyse sound and process music – “our musical ear” – Meludia has developed technology that makes learning music more effective.

They aim to reach 100 million music learners and recover some of the $1.3 billion spent annually on music lessons.

Their first product offering is the Meludia Ear Training app, which directly enhances the brain processes related to music hearing, playing, singing and composing. It can be used by anyone, whatever their level or style of music, from classical to modern music.

It is already used in 140 countries and by many schools and conservatories.

Soon, the Meludia Music Awareness Index will offer an online standardized...
Even before the Internet – yes such a time did exist – keeping track of new music required dedication.

In theory, music-on-demand and streaming services should have made finding great new music easier.

But with 150,000 new tracks released each month, more than 12 hours of new sound uploaded every minute on Soundcloud, and more than 30 million tracks available on platforms like Spotify or Deezer, it’s easy to get lost in the music.

That’s where French music technologist Niland can help. They have developed powerful music search and recommendation engines based on a simple premise: put music back at the centre of recommendation systems.

Unlike the faulty statistical and metadata approaches used on popular streaming services, Niland algorithms understand music. Whether its emotion, rhythm, structure or genre you are looking for, Niland will change the way you discover music.

Designed for music services, Niland’s technology can help create meaningful playlists and content curation at scale. Because it is not biased towards mainstream tastes, it serves those with eclectic tastes, for example offering a range of French styles – rather than orienting fans of French punk, rock, pop, R&B and reggae all towards Serge Gainsbourg!

Niland was formed by researchers from IRCAM, an acknowledged centre for music technology research. Their deep learning and machine listening algorithms automatically capture all musical and emotional characteristics from the audio signal.
Imagine playing air guitar, and making actual music. Well PHONTONIC is sort of like that. Or, a form of Karaoke, without the words.

It was developed by a group of musicians, designers, engineers and researchers, frustrated by the time it takes to learn an instrument. They set about finding a way to enjoy making music for would-be musicians who can’t play instruments.

Their invention, PHONTONIC, is so much fun. Solo musicians can control the beat and the melody of a given song with a connected object that tracks the way they move. The object talks to the app via bluetooth, and turns these movements into music in real time. Musicians who want to be part of a group can split melody and rhythm on two or more PHONTONICs – for even greater entertainment.

It’s become more than just a way of making music for amateurs. For example, take the sensor from the object and place it somewhere else – such as in your sock - then rock out. Performers and dancers looking for something fresh adore it.

PHONTONIC is the fruit of ten years of extensive research at IRCAM, the world leading lab in music and sound technology. The technology was awarded 1st prize at the Margaret Guthman Musical Instrument Competition, an annual event to find the world’s best new ideas in musical instrument design, engineering, and performance, held at the Georgia Institute of Technology. It has also exhibited at MoMA, NYC.

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It’s been hailed as bigger than the industrial revolution – but it hasn’t even started.

3D printing has been getting a lot of attention recently, but the technology has been around for decades – and it’s still, mostly, clunky. Even at the highest and most expensive end, 3D printing machines are only good at rapid prototyping. Many are difficult to operate, and require un-ecological expensive materials.

Enter Pollen AM, whose mission is to lead the 3D printing industry away from prototyping and model making, towards the autonomous manufacturing of bespoke high-end goods.

The French company has engineered the first 3D Printer to produce fully functional objects that don’t require hours of treatment when they come out of the machine. Their machines will also be able to make multi materials products from regular materials (such as polymers, silicone, metals or ceramics), rather than expensive chemically engineered substances.

With the first machines available this year, Pollen AM are eyeing the luxury goods market. Imagine designer sunglasses or shoes made especially for you.

They call it “The rise of Personal Manufacturing”.  

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Storytelling is an ancient art, as old as the human race itself.

Yesteryear’s tellers of stories relied on a powerful voice and an ability to manipulate words to connect with their audience, but today, the art is increasingly practised online.

So what happens to storytellers who lack digital skills? Since 2011 French creative lab Djehouti has been creating interactive storytelling toolkits for people who don’t know how to code. Their latest offering, Racontr, is the first global platform for interactive storytellers offering total freedom of creation.

Without any technical skills, storytellers can use Racontr’s intuitive and easy-to-use interface to drag and drop photos, videos, audio and text to create exactly what they have in mind. More technically ambitious storytellers can also integrate other services or add their own code.

Racontr was developed to allow writers, journalists, directors, artists, photographers, designers, producers to harness the new creative formats that are defining the future of storytelling: from i-docs to interactive videos, serious games, desktop and mobile apps, and long-form articles. It can be used on any computer, and its interactive stories can be viewed on any device.

Whatever the story, scenario, navigation or design might be, Racontr makes ideas come to life.

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The future of brands is in the hands of Generation Y, the digitally literate ‘Millennials’ who are increasingly driving the global economy.

That’s why Slashe created Slashtag, an online platform for creating content that responds to the way Millennials consume.

For global brands, Slashtag increases viewer loyalty by captivating the Millennials attention in new and novel ways.

Slashtag has two faces, a TV channel and a social network.

Through a proprietary technology with audio recognition, Slashtag makes interactive audio-visual content for any device. Brands can insert their content in real time, linking Millennials to e-commerce sites, social media and other data streams.

With a simple click, the Millennial can buy George Clooney’s favorite coffee capsules or a famous anchor’s mascara as they watch a reality TV show. Product positioning becomes part of the content, from a Dior reality show to a Quicksilver documentary.

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List of French exhibitors


STARTUP EXHIBITORS

3D Rudder | 3D Sound Labs | Adways | Augment | Catopsys | Edjing | Jellynote | Ledger | Meludia | Niland | Phonotonic | Pollen | Racontr | Slashe | Weezic

STARTUP SPEAKERS

Carmat | Vizeat | Medtech | Withings

STARTUP VISITORS

Deezer | Meiso | Openstreet Map | France | Open Class Room | Qobuz | Sounds | Digital Art Device

The startup 3D Sounds Lab will be pitching their wares at the SxSW Startup Spotlight during the SxSW Interactive Festival at the Hilton Downtown Austin, Salon C within Startup Village from 4-6pm on Friday March 13 and Monday March 16.
The French Tech Club

802 San Marcos Street, Austin, TX 78702, USA

For the second consecutive year, the French Legation Museum will host the French Tech Club during SxSW, from March 15 to 20.

French entrepreneur Louis Montagne, President of a Paris and San Francisco-based digital agency, set up the French Tech Club with the help of Austin Angers Creative, a technology and creative project designed to deepen links between the two cities, and other partners and sponsors.

The program is centered around three key industries: digital, film and music. The French Bistro offers festival-goers access to French gastronomic expertise.

➤ 2014
3 days
3 000 people
4 debates
3 evenings of concert
15 major French media

➤ 2015
6 days
15 000 people expected
50 speakers
10 concerts
2 films

The gardens of the historic site representing the French presence in Austin will host:
➤ A space for debates and discussions, film screenings and live entertainment.
➤ A Showroom, hosting the best startups in digital, music and film, with many connected objects and works of digital art.
➤ A Media Room
➤ A French Bistro with Angevin chefs offering gourmet food to 50 diners every night.
➤ Live cooking in an “open kitchen”.

Louis Montagne, af83 CEO, Co-founder and Co-organizer of ‘Le French Tech Club’

“This new edition of ‘Le French Tech Club’, the French Pavilion during the SxSW global exhibition, will be very big and very colorful. More than 50 organizations are involved in creating a pop-up venue in Austin, Texas, which will serve as a showcase for French culture, with pride of place going to French startups and French cuisine. France will be out in force at SxSW as one big single team, with an ambitious program involving more than 40 startups, two exclusive US film previews, 10 concerts and DJ sets, and two pop-up gourmet restaurants, including one with a Michelin star.”
**Program for La French Tech in Austin**

**Le French Tech Club March 15-20, 2015**

**Venue:** The French Legation Museum, a historic building for French diplomacy in Texas  
802 San Marcos Street, Austin, TX 78702, USA

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**March 15, 2015**
- 12.30-1.30 pm: Startup Pitch
- 1.30-3.00 pm: Giant Meet up with French entrepreneurs
- 3.15-4.45 pm: “Austin’s Ecosystems for French companies and their families”
- 5.00-18.00 pm: Thylacine Dj set
- 6.00-8.00 pm: Movie Session

**March 17, 2015**
- 3.30-4.30 pm: Startup Pitch
- 4.45-5.45 pm: Low Entertainment DJ Set

**March 18, 2015**
- 4.00-5.45 pm: Movie Session - Hippocrates
- 8.00-9.45 pm: Concert

**March 15-20, 2015**
- Lunch and dinner at the French Bistro, prepared by leading chefs from Angers. (NB: reservation required)
French Tech Pavilion March 15-18, 2015

Venue: Trade Show, Austin Convention Center.
Exhibit Hall 3 (booth numbers 1011, 1013, 1015, 1110, 1112, 1114)

March 15, 2015
From 10.00 am ➤ Jellynote Demo: Learning music is easy
Ledger Demo: Become a (bitcoin) billionaire
3D Rudder Demo: Play with your feet in 3D

From 2.00 pm ➤ Phonotonic Demo: Don’t play music, be music!
3D Soundlab: Enjoy the first truly immersive sound
Weezic: Interactive music practice sheets “Connected Friends”
Shooting by Slashe

March 16, 2015
From 10.00 am ➤ Slashe Demo: A 360° tour of slashtag
Catpsys Demo: Make room for a new game
Meludia Demo: Who has the best ear

12.00 pm ➤ Air France rapid-fire pitch session

From 2.00 pm ➤ Edjing Demo: Discover the latest music app & many innovations of the world’s #1 DJ app
Orange Lab Demo: Let a French premium TV Channel (OCS – Orange) improve your television!
Adways Demo: Adways Demo: Interactive video at your fingertips

March 17, 2015
From 10.00 am ➤ Augment Demo: Dance inappropriately with left shark in augmented reality
Pollen Demo: the one minute 3D design process
Racontr Demo: master online storytelling today and invent the future!

12.00 pm ➤ Air France rapid-fire pitch session

From 2.00 pm ➤ Niland Demo: TBC
3.00 pm ➤ Le Slip Français kickstarter roadshow stop: meet Leo
4.00 pm ➤ Street Party, enjoy drinks and meet the startups

March 18, 2015
From 10.00 am ➤ Closing game session
For the second consecutive year, the Cultural Services of the French Embassy in the United States, with the support of Air France, will boost the French presence at the South by Southwest Festival.

“Together with our partners, we strive to amplify the voices of French content creators, CEOs, and thinkers on issues crucial for the future of our societies” said Thomas Michelon, Deputy Cultural Counselor of the French Embassy, “and to show that the digital revolution, which lies at the heart of our contemporary world, is as significant for culture and as it is for economic growth.”

“Imagining Our Society in the Digital Era”: three talks to take place as official SxSW events

The Cultural Services of the French Embassy, the French Digital Council, and the Institut Français have organized the following talks:

➤ **Out of Bounds: The Rise of A-National Companies**
   Large digital companies have a tendency to challenge the traditional limits of business operation. We need new governance processes to reconcile the public interests of citizens with the private interests of consumers and a-national companies in a new digital age (reforms in taxation, anti-trust regulation, intellectual property rules, employment policy, etc.).

➤ **Makers: Technology for Development and Innovation**
   In our digital era, data is no longer monopolized by the government. With the new open data wave, digital innovators empower society by creating open tools that increase democracy and transparency. This panel will gather entrepreneurs, civil society members, FabLab innovators, and researchers to illustrate how technology can serve humanitarian development and social innovation.

➤ **The Dystopia of Digital Plutocrats**
   Plutocracy driven by globalization and the technological revolution is difficult to criticize as the advancement of technology clearly also has upsides. How are we to evaluate the growing gap between the public and a new form of aristocracy driven by technology?
The Ideas Box: Digital innovation brings culture to vulnerable populations

In partnership with Libraries Without Borders (Bibliothèques Sans Frontières), the Alexander Soros Foundation and Air France, the French Embassy is delighted to support a presentation of the Ideas Box, a portable multi-media kit that boots up in just twenty minutes.

It was created by the NGO Libraries Without Borders, with support from the UN Refugee Agency, and designed by the world-famous designer Philippe Starck. The Ideas Box will provide populations at refugee camps and victims of disasters around the world with internet access, touch screen tablets, paper and digital books, and a portable cinema, with content geared at both children and adults. The Ideas Box has been selected for two SxSW categories—educational and digital—and will be offered maximal visibility, as it will be on display at the Social Good Hub (Trinity Hall - 311 East 5th Street, Austin) before being a finalist at LAUNCHedu (9-12 March, 2015), a startup competition for educational devices.

An eclectic French music program

A number of France’s up-and-coming musical acts will be out in force at SxSW, with several concerts selected by the organizers, with support from the Bureau Export New York. Artists will include Christine and the Queens, the recent winner of the French Victoires de la Musique Award.

For further information, please visit: www.francerocks.com.
A digital compilation of songs by artists performing at SxSW will also soon be available.

www.ideas-box.org
Talks
Venue: Hilton Austin Downtown - Salon K
March 15, 2015

9.30-10.30 am  ➤ Out of Bounds: The Transition from Multi-national to A-National corporations in the Digital Economy
- Benoît Thieulin, President of the French Digital Council
- Jacques Cremer, Director of Research CNRS, Toulouse School of Economics, Member of the Industrial Economics Institute (IDEI)
- Jeff Chester, Executive Director for the Center for Digital Democracy

9.30-10.30 am  ➤ Makers: Technology for Development and Innovation
- Erik Hersman, Founder of Ushahidi, non-profit tech company based in Nairobi
- Kat Borlongan, Co-founder and CEO of FivebyFive, managed the project Developers vs. Typhoon Haiyan in the Philippines (using open data to facilitate rescue coordination)
- Sename Koffi Agbodjinou, Initiator of the WoeLab project
- Rand HINDI, French entrepreneur, CEO and founder of SNIPS

12.30 pm-1.30 pm  ➤ The Dystopia of Digital Plutocrats
- Gaël Musquet, Spokesman, Open Street Map France, develops crowd-source maps to handle the outbreak of Ebola in Guinea
- Chrystia Freeland, former journalist, member of the Canadian Parliament, author of “Plutocrats: The Rise of the New Global Super-Rich and the Fall of Everyone Else”
- Jean-Baptiste Soufron, Former General Secretary of the French Digital Council
Concerts

### March 15, 2015

8.00 pm  ➤ Stromae  
Spotify house  

### March 18, 2015

TBC  ➤ The Inspector Cluzo  
405 Club  
TBC  ➤ Stromae  
Stubbs  

### March 19, 2015

8.00-8.40 pm  ➤ Air Bag One  
TenOak  
9.00-9.40 pm  ➤ Hooka Hey  
TenOak  
TBC  ➤ Stwo  
Vulcan Gas Company  
3.00 pm  ➤ Ibeyi  
Spotify house  

### March 20, 2015

2.00 pm  ➤ Ibeyi  
Waterloo Instore  
9.00-9.40pm  ➤ Baptiste W. Hamon  
Esther’s Follies  
10.00-10.40pm  ➤ Marianne Dissard  
Esther’s Follies  
9.30-10.10 pm  ➤ Ibeyi  
Central Presbyterian Church  

### March 21, 2015

TBC  ➤ Ibeyi  
Bungalow  
10.00-10.50 pm  ➤ Christine and the Queens  
Empire Garage  

### March 23, 2015

11.00 pm  ➤ Cleo. T  
Hilton Garden Inn Penthouse
France is at the cutting edge of innovation

France is a fast-growing technology hotspot:
➤ The Deloitte Technology Fast 500 EMEA once again ranked France top in 2014 for the fourth year running with 86 high-growth technology companies.
➤ It is ranked third in the Thomson Reuters Top 100 Global Innovators 2014, with seven of the world’s 100 most innovative companies or institutions.
➤ France is also ranked sixth in the world and second in Europe for gross domestic expenditure on research and development.

A thriving business landscape
Criteo’s recent IPO on NASDAQ and 1.7 billion dollar valuation as well as Sigfox’s 113 million dollar capital raising illustrate how dynamic and fruitful the French business landscape is. As a matter of fact, 1 billion dollars are invested every year in more than 700 companies, 30% of them being in the Software and internet sectors.

The success of emblematic companies like Criteo and Sigfox speaks for itself. They deliver sustainable business models while establishing themselves as leaders in their respective fields. And it all started in France!

Other success stories are illustrated by high profile exits…
➤ Neolane was acquired by Adobe for 600 million dollars
➤ Lafourchette.com was acquired by Tripadvisor for 140 million dollars
➤ MylittleParis was acquired by Au Féminin for 90 million dollars
➤ Webedia, allociné.fr and jeuxvideo.com were acquired by the Filmalac group for 275 million dollars
➤ Enovance was acquired by Redhat for 70 million dollars

…significant fundraisers…
➤ BlaBlaCar raised 100 million dollars in June 2014
➤ Intersec, which will be exhibiting in hall 5 at this year’s MWC, raised between 15 and 25 million dollars in the past 12 months
➤ Novapost raised 17.5 million dollars in May 2014

…And sustainable growth models:
➤ Coyote, which will be exhibiting in Hall 8.1 achieved 120 million dollars in sales last year
➤ Archos made a 165 million dollar turnover in 2013
Orange open innovation, a key strategy

- ORANGE IS DEEPLY INVOLVED IN THE WORLDWIDE ECOSYSTEM OF RESEARCH AND INNOVATION.

Open innovation is essential to build the world of tomorrow, a world open to ideas and to contributions coming from everyone.

Orange is committed to collaborate with innovative ecosystems, local markets and various partners such as large companies, SMEs, developers, start-ups and the academic world. This mix of approaches and viewpoints is a win-win situation for all concerned parties.

We are convinced that we are at the dawn of new opportunities that will help us imagine and conceive new experiences for users thanks to our expertise in technologies such as Ultra High Definition and 3D sound that allows us to create real immersive contents based on our cutting-edge network infrastructures.

We also believe that augmented reality will allow us to create a really interactive world for a new digital experience. Orange is leader on augmented reality in the framework of “new industrial France”.

We also believe that innovations created by start-ups anticipate mutations in the digital world.

So we support acceleration programs in emerging countries and created, since 2013, our international start-up accelerator network: Orange Fab.

Orange Fab is present in San Francisco (CA), but also in Europe, Asia, Africa and the Middle East.

More on http://orangefab.com/
The INPI is a self-financing public institution operating under the authority of the Ministry for the Economy, Industry and the Digital Sector. It is at the heart of innovation in French business.

Beyond its role in registering and granting property rights such as patents, trade marks and designs, the INPI fosters economic growth through awareness-raising actions and coaching programmes on innovation and its issues. On a day-to-day basis, it supports businesses in the creation, development and optimisation of their innovation strategy.

Industrial property serves to protect and generate value from innovation, thereby making your R&D a source of revenue, helping to expand your business and create jobs! In short, IP helps create wealth.

The INPI is extending its support to growing SME and mid-size businesses by implementing firm actions such as the IP Master Class and IP Pass coaching programmes, alongside a series of tools and services: new online capabilities (electronic design filing and trade mark renewal), coaching, more extensive field presence and much more.
Special thanks

Airbnb
Tagged by Fast Company as one of the ‘Most Innovative companies’ in the world, airbnb is a trusted community marketplace for people to list, discover, and book unique accommodations around the world.
Whether an apartment for a night, a castle for a week, or a villa for a month, Airbnb connects people to unique travel experience in more than 35,000 cities and 190 countries.

www.airbnb.fr

Le Slip Français
Le Slip Français takes you on its crazy conquest of the US with its Very Love Trip! Help Léo get back to Sherry on Kickstarter! Find Leo on March 17th from 3pm at SXSW.

www.leslipfrancais.fr
https://www.kickstarter.com/projects/1772149175/very-love-trip-le-slip-francais-on-the-road-to-the
About Business France

Business France is the national agency supporting the international development of the French economy, responsible for fostering export growth by French businesses, as well as promoting and facilitating international investment in France.

It promotes France’s companies, business image and nationwide attractiveness as an investment location, and also runs the VIE international internship program.

Founded on January 1, 2015 through a merger between UBIFRANCE and the Invest in France Agency, Business France has 1,500 personnel, both in France and in 70 countries throughout the world, who work with a network of public- and private-sector partners.

For further information, please visit: www.businessfrance.fr

About AF83

Founded in 2006, af83 is an innovative agency with offices in Paris and San Francisco, specializing in experience design, technology, and strategy. The agency helps companies turn their products, services and places digital to deliver innovation and value to their customers.

http://af83.com

About the Cultural Services of the French Embassy in the United States

The French Cultural Services of the French Embassy in the United States provides a platform for exchange and innovation between French and American artists, intellectuals, educators, students, the tech community, and the general public. Based in New York City, Washington D.C., and eight other cities across the US, the Cultural Services develops the cultural economy by focusing on six principal fields of action: the arts, literature, cinema, the digital sphere, French language and higher education.

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VC investors and journalists who would like to meet the most promising French startups at SxSW will be able to take a complementary shuttle service, powered by Business France, which will run for three days from March 15-17.