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Press release

4 July 2008

## SeeReal Technologies is one of the 100 most innovative medium-sized enterprises in Germany

Lothar Späth awards *Top 100* seal of approval to technology company from Dresden

*Dresden* - SeeReal Technologies GmbH is one of the 100 most innovative small and medium-sized companies (SMEs) in Germany. The company has been awarded a seal of approval in the 16th *Top 100* corporate benchmarking competition for its systematic, well thought out and successful innovation management. Lothar Späth, former state premier of Baden-Württemberg, will present this prestigious award to SeeReal Technologies at an official ceremony in Düsseldorf's Meilenwerk building on Friday, 4 July 2008.

As patron of the SME project he will be recognising SeeReal's achievements in the five key categories of "Climate of Innovation", "Innovative Processes and Organisation", "Innovations Marketing", "Successful Innovations" and "Innovation-friendly Senior Management".

The company generated revenue of about €4.3 million in 2007. It focuses on developing technologies which it licenses to display manufacturers and companies in the consumer electronics sector. It is currently working on a quantum leap in technology involving a new type of display in which objects in the form of light waves are reproduced in three dimensions - thanks to the holographic technology developed by SeeReal.

But it is not just developmental efficiency that enables this Dresden-based company to create projects such as these, they are the result of its senior management team taking responsibility for the development process. 90 per cent of management time is spent on new products and the direc-

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tors are directly involved in every detail of all innovation processes. Their tasks include formulating development tasks, defining and monitoring projects as well as generating ideas

and encouraging, prioritising and evaluating inventions. Everything at the company revolves around the project meetings and reviews that take place at least once a week and which are attended by both R&D staff and management. In 2007 alone SeeReal Technologies GmbH spent over €4 million on generating innovations and this 31-strong company holds a total of 140 patents.

To qualify for the award, the company had to undergo a stringent two-stage process devised by the Vienna University of Economics and Business Administration. Professor Nikolaus Franke assesses the innovative capabilities of the entrants and selects the top one hundred, which this year include 49 German market leaders and 17 global market leaders. The results in other categories also illustrate the exceptional position of the top 100 companies, as shown by a benchmarking survey undertaken by Vienna University. This reveals that the top 100 companies are twice as successful in terms of innovation as other SMEs in their peer group. In the past three years they generated 67 per cent of their profits from innovations and innovative improvements - compared with 35 per cent in the sample of similarly structured companies. 58 per cent of the top 100 companies provide "internal venture capital", i.e. money for employees to pursue their own innovative ideas - compared with just 2 per cent of the average SMEs questioned. "I was very impressed by this figure, but not surprised by it. After all, if you want to launch radically new products and to succeed with them, you have to be willing to take certain risks" says Professor Franke. With such tough competition, SeeReal is even prouder of its place in the *Top 100* as CTO and founder Dr Armin Schwerdtner confirms "We are now one of the 100 most innovative SMEs in Germany, which proves to us that we are on the right track".

All 100 companies are featured in the book "*Top 100 - the 100 most innovative companies in Germany's SME sector*" in-

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roduced by Lothar Späth and on the website [www.top100.de](http://www.top100.de). The Top 100 project is organised by compamedia GmbH, Überlingen, Germany. Overall, more than 342 companies entered the *Top 100* competition this year. The next round of this prestigious competition for SMEs begins in September 2008.

#### Mentor, partners and coordination

The project's patron is Lothar Späth. Partners in the project are: Fraunhofer Society for the Promotion of Applied Research, the German Centre for Productivity and Innovation (RKW), the Association for Electrical, Electronic & Information Technologies (VDE) and the Association of German Engineers (VDI). Its media partner is the *Süddeutsche Zeitung* newspaper. The project is coordinated by Professor Nikolaus Franke of the Institute for Entrepreneurship and Innovation at the Vienna University of Economics and Business Administration.

#### Organiser: compamedia GmbH

compamedia specialises in organising benchmarking projects for medium-sized German firms and in developing networks of such companies. It runs the "*Top 100* - the 100 most innovative companies in Germany's SME sector" project, the employers' benchmarking award "*Top Job* - Germany's 100 best SME employers" and "*Ethics in Business* - pioneers of ethical conduct".

This text is available in digital format from [nakoinz@compamedia.de](mailto:nakoinz@compamedia.de); photographs of the awards ceremony will be available in the *Press* section of [www.top100.de](http://www.top100.de) from Saturday, 5 July. Your contact can provide pictures of the prize-winning company.

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