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 Siegert 施歌德