

programm.

- 15:00 – 15:10 **PROF. DR. ANDREAS ALTMANN**
Rektor, MCI Management Center Innsbruck
Begrüßung
- FH-PROF. DIPL.-KFM. BERND KIRSCHNER**
Leiter des Departments Wirtschaft & Management
MCI Management Center Innsbruck
Einführung Business Friday
- 15:10 – 15:50 **UNIV.-PROF. DR. KURT MATZLER**
Professor an der Freien Universität Bozen
Professor an der Universität Innsbruck
The Crusade of Digital Disruption
- 15:50 – 16:10 **MICHAEL BREDEHORN**
CEO und Co-Founder Swarm Analytics GmbH
How Deep Learning on a toaster can help urban traffic management
- 16:10 – 16:30 **GERALD STRENG, BSC, MSC**
Hochschullektor Department Mechatronik, MCI
MCI-Entwickler für Stylus (Holo-Light Imprint)
**Artificial Intelligence and Augmented Reality
in Industrial Applications**
- 16:30 – 17:00 PAUSE**
- 17:00 – 17:20 **SIMON MEINSCHAD**
Geschäftsführer, hollu Systemhygiene GmbH
Our Digital Pathway – Challenges, Opportunities, Risks
- 17:20 – 17:50 **DR. DIPL.-ING. DIPL.-WI RÜDIGER FOX**
Inhaber und Founder, GCH-Institute
Riding the Disruptive Wave
- 17:50 – 18:30 **Plenumsdiskussion**
- Ab 18:30 Uhr CHILL OUT & HAPPY NETWORKING**