Swiss ICT Award 2017 for automation software and learning algorithms

Lucerne, 14 November 2017 – The leading accolade in the Swiss IT industry has gone to two pioneering companies: Nomos Systems AG has been presented with the Swiss ICT Award 2017 for its IoT automation software for universal applications, with Advertima AG picking up the Swiss ICT Newcomer Award 2017 for its Experience Management System based on learning algorithms.

From the ten innovative IT-based projects and companies nominated, the interdisciplinary panel of experts judging the Swiss ICT Award 2017 chose Nomos Systems AG and its IoT automation software, which can be used universally. It can read all currently known automation protocols for multimedia, software, services and buildings and can be connected up to proprietary IoT apps as desired. The Newcomer Award went to Advertima for its Experience Management System (EMS), which can use machine learning algorithms to learn from historical data and thus continuously improve its performance capability. Some 800 guests from the Swiss ICT industry, research and the worlds of business and politics attended the awards ceremony.

Swiss ICT Award 2017 – the panel explain their decision:

Anyone using the IoT for the first time will quickly notice that most protocols, software and hardware are proprietary models that are incompatible with one another. The solution? A piece of IoT automation software that can read all automation protocols for multimedia, software, services and buildings and can be connected up to proprietary IoT apps as desired.

Applauding the vision and courage behind this project and how it has been implemented, the panel declared Nomos Systems the winner. With the number of IoT components and protocols set to grow rapidly over the next few years, facilitating simple, integrated operation will become increasingly important. And the modular nature of its platform has given Nomos Systems a strategic edge in this regard.

Swiss ICT Newcomer Award 2017 – the panel explain their decision:

This year's winner of the Newcomer Award is an impressive example of how technology can improve the efficiency of advertising and information. Advertima combines public advertising with the ability to target it at specific groups thanks to state-of-the-art technology. Its electronic billboard uses sensors to capture key biometric data in anonymised form whenever someone approaches it, enabling it to categorise the person by gender, age and other profile information relevant from an advertising technology point of view.

The panel were swayed by the overall concept and named The Experience Management System (EMS) from Advertima AG the winner. Machine learning allows EMS to learn from historical data and thus continuously improve the quality of its targeting. These kinds of machine learning algorithm are breaking new ground and are capable of yielding applications that are much more astonishing still.

Swiss ICT Special Award 2017

The Swiss ICT Special Award 2017 was presented to Urs Hölzle, Senior Vice President of Technical Infrastructure at Google.

Urs Hölzle, who grew up in Liestal/BL, began his Google career in 1999 as its eighth employee. Previously a professor at the University of California, Santa Barbara, the Swiss IT expert was Google's first-ever Chief Engineer. In this role, he was responsible for "30 PCs with improvised cabling" and gave himself the job title "Search Engine Mechanic" because there "was always something that needed some hands-on mending". As Senior Vice President of Technical Infrastructure, he is currently in charge of the Internet giant's entire global technical infrastructure, which he played a key role in developing and expanding. In his role, Urs Hölzle is also firmly committed to reducing energy consumption in data centres.

As well as Switzerland's high standard of education and the fact that the Federal Institutes of Technology in Zurich and Lausanne were nearby, Urs Hölzle himself also had a hand in Google's decision to launch operations in Zurich with a handful of staff in 2004. And it would probably not have been possible to expand the Zurich office into Google's largest development centre for machine learning outside the US had it not been for the Swiss IT specialist. Not for nothing does Patrick Warnking, Country Director of Google Switzerland, refer to him as the "godfather" of the project.

When the company moved into its new offices on Europaallee in early 2017, Google Zurich was home to 2,000 staff, with as many as 5,000 people set to be based in Switzerland within a few years' time. Carmen Walker Späh, Cantonal Councillor and Head of the Department for Economic Affairs for the Canton of Zurich, had this to say at the opening ceremony in January 2017: "Google is a key employer, university partner and figurehead for Zurich as an ICT centre. With the opening of its new development centre on Europaallee, Google is further strengthening the Zurich region's standing as an international springboard for digital transformation and I am delighted by this vote of confidence in our business appeal. Google and its staff deserve my heartfelt thanks for the trust they have shown in our region.

Swiss ICT Public Award 2017

For the second time, the audience at the ceremony had the opportunity to join with readers of Swiss IT magazine and help to pick the winner of the "Swiss ICT Public Award". SwissCognitive proved the most popular candidate. The victor was chosen from amongst the finalists nominated for the Swiss ICT Award and the Swiss ICT Newcomer Award.

Videoportraits: swissICT Youtube Channel

Pictures of the Swiss ICT Awards 2017 (Source: Jonas Weibel)

Further information:

swissICT Award Press Office
Mr Andreas Schneider
c/o F+W Communications GmbH
Wasserwerkgasse 2, CH-3011 Bern
a.schneider@fwcom.ch / +41 76 410 09 67