

Press release

MediaMarktSaturn and Dishbrain launch first award for artificial intelligence in the user sector

Together with Dishbrain, MediaMarktSaturn is setting an example for the broad application of artificial intelligence in everyday life and is presenting a new award. Innovative AI entrepreneurs - from small SMEs to school classes - can apply in six categories. The focus is always on solutions that make everyday life better.

Ingolstadt, July 22, 2024

MediaMarktSaturn and the AI hub Dishbrain are taking off with the introduction of the "Dishbrain Awards". Unlike previous awards, the new award focuses for the first time on practical benefits as well as intelligent and user-friendly AI solutions for end consumers and small and medium-sized enterprises. Prizes will be awarded for ideas and application examples that make everyday life easier, more efficient and more cost-effective and solve complex problems. The application phase begins in fall 2024.

"MediaMarktSaturn has been supporting customers with technical innovations for over 40 years. It is therefore our duty to show them which AI solutions make sense for them and how they can positively change their lives. We want to help ensure that the use of AI applications progresses quickly and becomes a natural part of everyone's life. With the Dishbrain Award, we not only want to honor outstanding innovations, but also create a platform for new ideas and exchange," says Dr. Karsten Wildberger, CEO of MediaMarktSaturn.

Six awards for AI entrepreneurs

The Dishbrain Award provides an opportunity to spotlight outstanding projects and applications of artificial intelligence in the business world and private life. In contrast to other awards, which focus on professionals and large companies, the award concentrates on users and small and medium-sized enterprises.

Companies and private idea providers are invited to submit their innovative solutions and successes for the following categories:

Award	Description
Dishbrain - Medium-sized business	Award for medium-sized companies that have successfully integrated AI into their processes.
Dishbrain - Research & Development	Award for researchers and developers who have broken new ground with AI.
Dishbrain - Sustainability	Award for projects that use AI to promote sustainability.
Dishbrain - Customer service	Award for the best use of AI in customer service.
Dishbrain - Everyday	Award for people or projects that use AI innovatively and effectively in everyday life.
Dishbrain - Health & Fitness	Award for health promotion through the use of AI.

Further details can be found here on [LINKEDIN](#). The application phase starts in fall 2024.

The Dishbrain Award celebrates the creativity, progress and possibilities offered by AI. The award presents simple but ingenious applications that can already increase productivity and make everyday life easier.

"We also present visionary projects that show the way forward for small and medium-sized enterprises and help them prepare for future developments. At Dishbrain, we understand the importance of this connection - it's already embedded in our name. Dishbrain symbolizes the fusion of old-fashioned communication technology (Dish) with advanced intelligence (Brain) to create a new dimension of thinking and acting," emphasizes Michael Caudera, Managing Director of Dishbrain.

The collaboration between Dishbrain and MediaMarktSaturn is based on the common goal of facilitating access to modern technology and optimally reaching and supporting a broad target group. Dishbrain brings a valuable network of contacts in the AI field and new ideas, while Europe's leading electronics retailer MediaMarktSaturn uses its experience and reach to make the innovative approaches to artificial intelligence accessible to a wider audience. The award aims to gradually establish itself as the leading prize for AI applications and build a community that shapes the future together.

About MediaMarktSaturn Retail Group

The MediaMarktSaturn Retail Group is Europe's leading retailer of consumer electronics and related services. As part of its strategic realignment, the company is evolving from a pure product retailer into a solution-oriented omnichannel platform that incorporates the topics of customer and sustainability into all aspects of its business. MediaMarktSaturn uses the term "Experience Electronics" to describe its repositioning and at the same time its range of services for its customers, with the electronics retailer focusing on the customer experience and personal advice with its portfolio of formats and brands. The company includes the core brands MediaMarkt and



Saturn, which comprehensively network their approximately 1,000 brick-and-mortar stores in 11 European countries with online sales platforms, occupying market position 1 or 2 in nine European countries. The own brands PEAQ, KOENIC, ISY and ok. round off the portfolio. MediaMarktSaturn employs around 50,000 people and is majority-owned by CECONOMY AG. The company's sales amounted to around 22.2 billion euros in the 2022/23 financial year, with online sales including third-party providers accounting for 22 percent. With around 2 billion customer contacts per year across all channels, the electronics retailer has an enormous reach. More information at www.mediamarktsaturn.com. (Data as at 30.09.2023)

About Dishbrain

Dishbrain is an AI hub that connects experts and companies in the AI sector in order to make innovative AI solutions, applications and services accessible, especially for SMEs. Dishbrain also supports the marketing and licensing of AI developments and offers investments in companies. Founded by three experienced entrepreneurs with extensive expertise and an international network in the fields of finance, technology and marketing. Dishbrain also sees artificial intelligence as a great opportunity for small and medium-sized companies to scale their expertise, services or offerings. AI enables these companies to work more efficiently and flexibly use existing business models or develop new ones in order to react to or help shape changing market conditions.

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