

SONOBEACON

PRESS RELEASE

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SonoBeacon and Wismar University strengthen their collaboration with a cooperation agreement

Partnership for knowledge transfer and innovation

SonoBeacon and Wismar University have signed an official cooperation agreement to enhance collaboration between academia and industry. This partnership aims to promote knowledge transfer, drive innovations in mobility, retail and tourism and provide students with practical learning opportunities in international projects.

Promoting innovation and collaboration

As part of this new partnership, SonoBeacon will work closely with Wismar University to jointly develop new ideas and technologies, granting both access to hands-on projects. “We are very excited about the partnership with Wismar University. It will help us further expand our innovative capabilities and offer students valuable practical perspectives,” emphasizes Olaf Stepputat, CEO of SonoBeacon. “This example demonstrates how science and business can achieve success together.”

Opportunities for students and the regional economy

The collaboration primarily focuses on students in the business informatics program. They will have the opportunity to gain valuable experience in cooperation projects with SonoBeacon and expand their knowledge in real market scenarios. “The collaboration with SonoBeacon provides our students with direct access to concrete application areas and demonstrates modern application of business informatics. Furthermore, they learn how to handle data responsibly and utilize disruptive technologies,” explains Prof. Dr. Marianne Schmolke, professor at Wismar University.

About SonoBeacon

SonoBeacon is a leading technology company specializing in the digital analysis of pedestrian flows. Through motion data intelligence, customers gain valuable insights to optimize business processes and make informed investment decisions. Representative and GDPR-compliant analyses, such as those of transfer relationships in public transport or movement and conversion rates in retail and events, provide a unique added value. SonoBeacon supports companies and public institutions in operating infrastructures efficiently and sustainably while simultaneously increasing customer satisfaction. www.sonobeacon.com