

Annual Press Conference ²⁰¹⁹ Innovative Offers on all Channels



Bertelsmann Alexa-Skill

The Bertelsmann Alexa skill lets you use voice commands to listen to our new podcasts, retrieve the latest company news, or ask questions about Bertelsmann.
bertelsmann.com/alexa



Bertelsmann Podcast

All key information about Bertelsmann and the Annual Press Conference, delivered directly to your ear with the Bertelsmann Podcast.

iTunes: tinyurl.com/iTunes-Bertelsmann-Podcast

Soundcloud: tinyurl.com/soundcloud-Bertelsmann-Podcast



Livestream

The Annual Press Conference will be streamed on our website and on the Bertelsmann Facebook channel.

bertelsmann.com/AnnualPressConference

facebook.com/Bertelsmann



Bertelsmann TechLounge

Augmented Reality, 3D sound and Artificial Intelligence: The Bertelsmann TechLounge provides a space for discovering and trying out the latest technology trends.

It features the following gadgets:

HoloCircle: An innovative display technology projects a seemingly floating colorful B into space.

Dirror: The digital mirror can be used to retrieve more than 600,000 Windows Apps and control the building's technology.

AR glasses by Magic Leap: Magic Leap's Augmented Reality glasses allow you to experience a reality enhanced with digital content.

3D sound: A video of the annual report becomes a 360-degree listening experience with customary headphones.



Coffee Printer

This gadget turns ordinary coffee foam into a real eye-catcher: The coffee printer prints photos of the press conference participants onto the coffee foam using a special ink made of food coloring.



Online Annual Report

Beyond the company information and the financial section, the online report features various extras, including several videos and reading samples.

ar2018.bertelsmann.com



#apc19
#WhatDrivesUs

Social Media

Our Social Media channels provide an overview of Bertelsmann's activities in the social networks.

facebook.com/Bertelsmann

twitter.com/bertelsmann_com

instagram.com/bertelsmann_erleben

youtube.com/Bertelsmann

socialcloud.bertelsmann.com