

## Andreas KOCH

entrepreneur, digital author and inventor

Managing Director

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photo: Pierre Delaunay

Born on June 5<sup>th</sup> 1959 in Amsterdam, The Netherlands, I am the third son of Ernst-Günther Koch, a senior civil servant in the German Foreign Office, and Ellinor Koch, a physician and housewife. In consequence of my father's postings I grew up in The Netherlands, Germany, Canada, Morocco and again Germany, where I obtained the "Abitur" certificate, the German higher education entrance qualification.

In Bonn, Germany, I founded a real estate agency, and later a café-bistro. I completed my national service in a reconnaissance unit of the German navy. And went on to study Business Management at the University of Applied Sciences of Cologne, Germany (Technology Arts Sciences).

In 1992 I was employed as Production Director in Paris, France, by a pioneer company in the field of multimedia.

In January 1993 –together with my alter ego since, Laurent Larssonneur, a French engineer graduated from the prestigious "École Centrale de Lyon",– I founded and headed a multimedia company in Paris. I designed and developed interactive kiosks, the precursors of websites before the advent of the internet, and, in the field of cell biology, the very first computer-graphics films in stereo (3-D) and Virtual Realities (VR). Further, I organized for 13 consecutive years the Air Liquide shareholder-meetings, the biggest of their kind in France, with an emphasis on the use of animated visuals to underline the speech of the chairman to his shareholders.

In pursuit of a better quality of life we transferred the company in 2001 to Angoulême, the chef-lieu of the département Charente in the South-West of France renowned for the biggest Comic Book Festival in the world.

In 2006 I founded and have since headed Cortex Productions. I act as digital author and art director of films, VR and serious games, all using 3-D computer-graphics, dealing with complex topics of science, one frequent theme being the human cell biology. Scientifically accurate and at the same time an artistic interpretation of nature, these media have accompanied major worldwide launches of pharmaceutical drugs. Striving to ensure that the desired messages reach their target audience, I invent and develop new tools, anticipating the needs of my clients.

It is the fusion of two realms –the magic of the large 3-D screen and the persuasive force of VR, where the user himself controls the plot–, that has led me to invent a large-display and multi-user Virtual Reality technology, the Tumulte®. The necessary R&D for this project started in 2011 and a first step had been achieved on October 7<sup>th</sup> 2013 with the inauguration of the prototype by Nicole Bricq, French Minister of State for Foreign Trade.

In September 2014 I was invited at the Élysée Palace to lunch with François Hollande, President of France, talking about Tumulte® and public policy of research funding for small enterprises. Tumulte® has attracted financial support from a wide array of public entities: city of Angoulême, community of agglomeration of Grand Angoulême, county of Charente, region Nouvelle-Aquitaine, the French Republic and the European Union.

In 2015 Tumulte's® pilot installation was inaugurated by Susanne Wasum-Rainer, German Ambassador to France, in the presence of numerous public personalities and was experienced for the first time by the general public. A satisfaction survey including 561 persons revealed 97 % satisfied users!

In 2018 the Tumulte® received the French-German Hesse/Nouvelle-Aquitaine Innovation Award by Mark Weinmeister, State Secretary for European Affairs of the German state of Hesse, at the Congress of French-German Business Clubs.

I have partaken in various civic activities: from 1999-2001 in the work group at the French Senate on new digital technologies and their influence on society, in 2013 I initiated "Prenez du Relief" (literally "take 3-D"), an association campaigning for 3-D in films and VR, and over the past years as activist and patron for a wide range of cultural and educational activities in my chosen home town, Angoulême.

I am an elected member of the Chamber of Commerce and Industry of the county of Charente, initiated and head the committee "Creative and Cultural Industries"; Angoulême's business cluster (over 140 companies) and campus (16 schools of higher education) is after Paris the 2<sup>nd</sup> largest animated film production cluster in France. I chair the steering committee of school of animated film, "École des Métiers du Cinéma d'Animation", generally considered as one of the 3 best animation schools in France.

I have one daughter – Katharina – born in 1994.