

Press release Merkle – a dentsu company

Merkle project DEVENIR awarded at the Webby Awards

Merkle DACH announced today that it has been named the People's Voice Winner Apps, dApps and Software Creative Production in the 27th Annual Webby Awards Internet Celebration. Hailed as the “Internet’s highest honor” by The New York Times, The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international awards organization honoring excellence on the Internet.

DEVENIR is an interactive installation that lets users control a digital world only with the power of their mind. By mixing data and emotion, we create pure and immediate interactions, sparking ideas and discussions on how digital can extend the human body. Created by the Emerging Experiences team from Merkle DACH.

DEVENIR named People's Voice Winner in the category “Apps, dApps and Software, Creative Production”. Full immersion into DEVENIR happens in 3 stages: the training stage where you learn to use the power of your mind; the rock stage where you release the light from the rock that is floating in a mystical quarry; and the final stage of the game where you build life in an alien world.

Technology behind the experience

The key technology for DEVENIR is the brain-computer-interface that lets you move, shape and grow objects on screen by just thinking about it, i.e. a Brain Computer Interface (BCI). By using pattern recognition the system learns to recognise patterns of brain activity and translating them into commands on the screen. The experience itself was created in Unreal engine. Using Unreal Chaos Destruction on top helps making every run of the game a unique experience, because movement of objects is not scripted but defined by physics.

*“DEVENIR has set the standard for innovation and creativity on the Internet”, said **Claire Graves, Executive Director of The Webby Awards.** “This award is a testament to the skill, ingenuity, and vision of its creators.”*

*“We're thrilled to win the prestigious Webby Award with this project that reimagines the future interactions between humans and technology”, says **Miika Puputti, Executive Creative Director, Merkle DACH.***

Hosted by comedian Roy Wood Jr (The Daily Show), the star-studded Webby Awards will take place in New York City on Monday 15 May. Fans can follow the highlights of the show on 15 May on the Webby Awards social channels (@thewebbyawards).

-ENDS-



The team behind DEVENIR:

Frederico Breslau — Creative Director
Jeremy Brialon — Emerging Experiences Engineer
Clément Cheguillaume — Emerging Experiences Lead
Ilija Demenesku — 3D Artist
Alejandro Reyes — Programming

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About The Webby Awards:

Hailed as the “Internet’s highest honor” by The New York Times, The Webby Awards is the leading international awards organization honoring excellence on the Internet, including Websites and Mobile Sites; Video; Advertising, Media and PR; Apps, dApps & Software, Social; Podcasts; Games and Metaverse, Immersive & Virtual. Established in 1996, The Webby Awards received nearly 14,000 entries from all 50 states and over 70 countries worldwide this year. The Webby Awards are presented by the International Academy of Digital Arts and Sciences (IADAS). Sponsors and Partners of The Webby Awards include Canva, WP Engine, Verizon, Omidyar Network, YouGov, NAACP, KPMG, Wall Street Journal, All Tech Is Human, Podcast Movement and AIGA.

About Merkle

Merkle is a leading data-driven digital agency for Customer Experience Management (CXM) and specialises in developing unique personalised and cross-channel customer experiences. With years of experience in data usage, technology and analytics, Merkle identifies customer needs and creates hyper-personalised marketing strategies and campaigns based on them.

More than 14,000 employees worldwide - including over 1,800 in the DACH region - optimise marketing successes and achieve competitive advantages for the top 500 companies throughout the region and in Eastern Europe. Our digital enthusiasts combine expertise in digital transformation strategy, MarTech platforms, creation, user experience (UX), customer relationship management (CRM), data, commerce, mobile and content management systems (CMS). Together we inspire digital transformation. We dream, we do, we deliver.

The merger of Namics and Isobar Switzerland and Austria created a leading player in the DACH region in the field of customer experience management, data-driven creativity and marketing technology. Merkle has offices in Switzerland, Germany and Austria, as well as locations in the Czech Republic, Serbia and Portugal. In 2016, Merkle joined the dentsu network and has since become the largest brand within the group. For more information, visit us at <http://www.merkle.com/dach/en> follow us on [LinkedIn](#).

About dentsu international

Dentsu international is part of dentsu and consists of 6 leading brands worldwide - Carat, dentsu X, iProspect, Isobar, dentsumcgarrybowen, Merkle and its other specialised agency brands. Dentsu international helps its clients to build relationships with their consumers and achieve sustainable progress for their business. With excellent services and solutions in the areas of Media, CXM and Creative, dentsu international operates in over 145 markets worldwide with more than 45,000 dedicated specialists. In the DACH region, dentsu and its agencies offer the complete value chain of marketing services and are present in 18 locations with a team of over 3,000 employees. www.dentsu.com