

SXSW Interactive 2015 QUOTES

“Today, SXSW Interactive is a convergence point across technology, user experience, marketing, startups and science celebrities, representing a glimpse of the future. As the importance of interactive platforms increases in our daily lives, so it does in Austin, with the interactive portion of the conference now hosting more than 30,000 attendees.”

-AdAge, March 9, 2015

“The melding of tech and health is everywhere these days, but nowhere is the trend more visible than right now at South by Southwest.”

-AdWeek, March 14, 2015

“Every year, the tech world descends on Austin to participate in one of the hottest tech meets on the planet: SXSW. And one of the most anticipated events of the festival is the SXSW Accelerator startup competition.”

-Alleywatch, March 23, 2015

“The most outlandish ideas of the future and tech trends shaping the world today will be in focus as the freewheeling South by Southwest Interactive Festival kicks off Thursday.”

-Associated Press, March 11, 2015

“As SXSW Interactive launches its 22nd year at the intersection of American capitalism, hipster cool and tech-geek pride, the Lone Star State’s capital features a high density of smartest-kid-in-your-high-school-math-class types. So it’s fitting that this carnival of knowledge-seeking wraps itself around a once-in-a-lifetime confluence of mathematics and time-keeping — the Pi moment of the century.”

-Chicago Tribune, March 12, 2015

“For all the grouching about how this annual festival has gotten too big for itself, with more than 30,000 registrants descending on Austin just for the interactive portion, it still brings droves of tech-savvy designers, digital developers, big-thought pondering academics, hopeful entrepreneurs and sharp-eyed venture capitalists.”

-Chicago Tribune, March 12, 2015

“Having already established itself as a springtime hotbed of music, film and tech, South by Southwest has expanded its offerings deep into the intersection of fashion and tech.”

-Fashionista.com, March 12, 2015

“SXSW is a giant, three-week technology, film and music festival, but it is South By’s first week, SXSW Interactive, with which technology and start-ups are obsessed.”

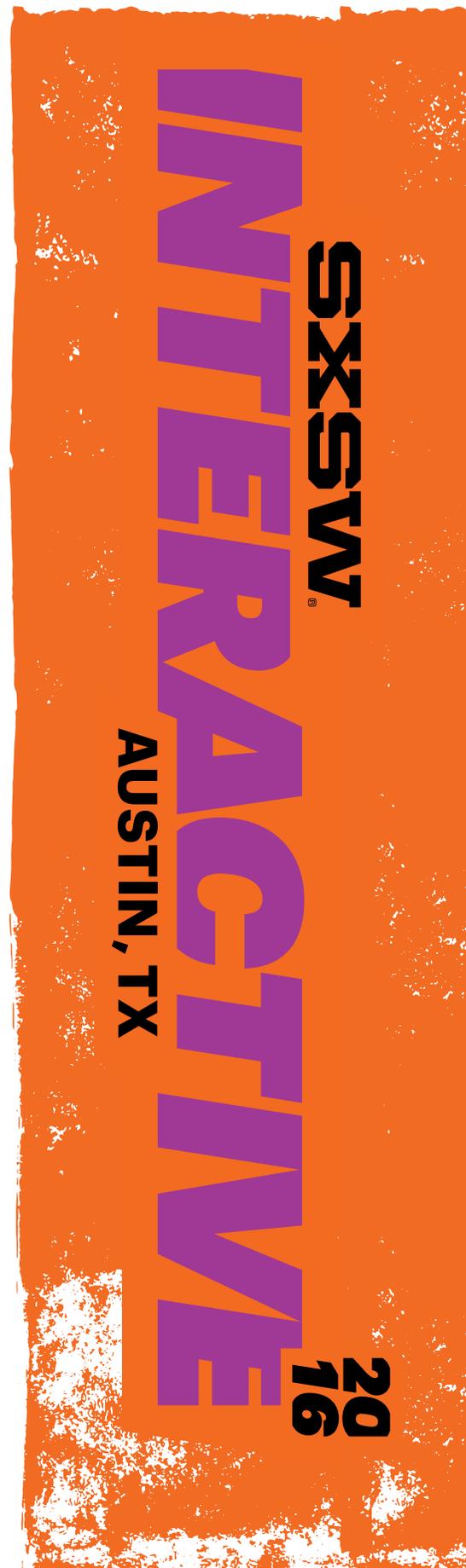
-Financial Times, March 10, 2015

“What was once a special event for geeks like me has become a must-attend week of ideas for anyone who’s building a future-forward business. Marketers, entrepreneurs, creatives and developers all have something to learn and share at SX — and thousands of them will be gathering in Austin to do just that March 13-17.”

-Forbes, March 11, 2015

“SXSW Interactive has become a go-to conference for emerging technologies and a key event to jump-start new business relationships and ventures.”

-Forbes, March 3, 2015



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"And while you're here, don't forget that there's more to SX than just the panels. Be sure to leave yourself enough time to enjoy the synergies that happen in the spaces that fall between all the panels and parties. That's where I've met future partners, clients and friends — and even generated the first sparks of some amazing new ideas. I hope you will, too."

-Forbes, March 11, 2015

"SXSW is a startup accelerator unlike others. While there are entrepreneur events and even official accelerator events, it is this uncoordinated MSN [multi-stakeholder network] action that is the real star-maker, albeit in communications technologies in particular."

-Forbes, March 16, 2015

"SXstyle gives the fashion crowd a reason to care about SXSW."

-Huffington Post, March 12, 2015

"Every year, SXSW Interactive gathers people who work in tech. And given that technology touches all aspects of our lives today, the SXSW audience reaches far and wide, including media entrepreneurs, healthcare specialists, and a range of digital artists. Below, meet three of the women whose work stands out as forward-looking and vital to women worldwide" (Christy Haubegger, Lizzie Velasquez and Martine Rothblatt.)

-Makers, March 16, 2015

"Geeks, techies and innovators rejoice: It's that glorious time of year again, when South by Southwest's Interactive conference unites startups, bright minds and tech industry leaders to examine the most groundbreaking trends impacting our modern world. Some of the planet's most forward-thinking technology companies embrace SXSWi as a showcase and testing ground each year, and 2015 is no exception."

-Mashable, March 18, 2015

"...the most technologically-focused of the big music and culture events in the United States..."

-Pando Daily, March 3, 2015

"Opening today in Austin, SXSW Interactive is an opportunity for creative thinkers and business to share their visions for a technology-enhanced future."

-PSFK, March 13, 2015

"As SXSW Interactive wraps up in Austin, the tradition of startup launches was carried on in 2015 with the seventh annual SXSW Accelerator startup competition, which presented the world's most innovative technology solutions."

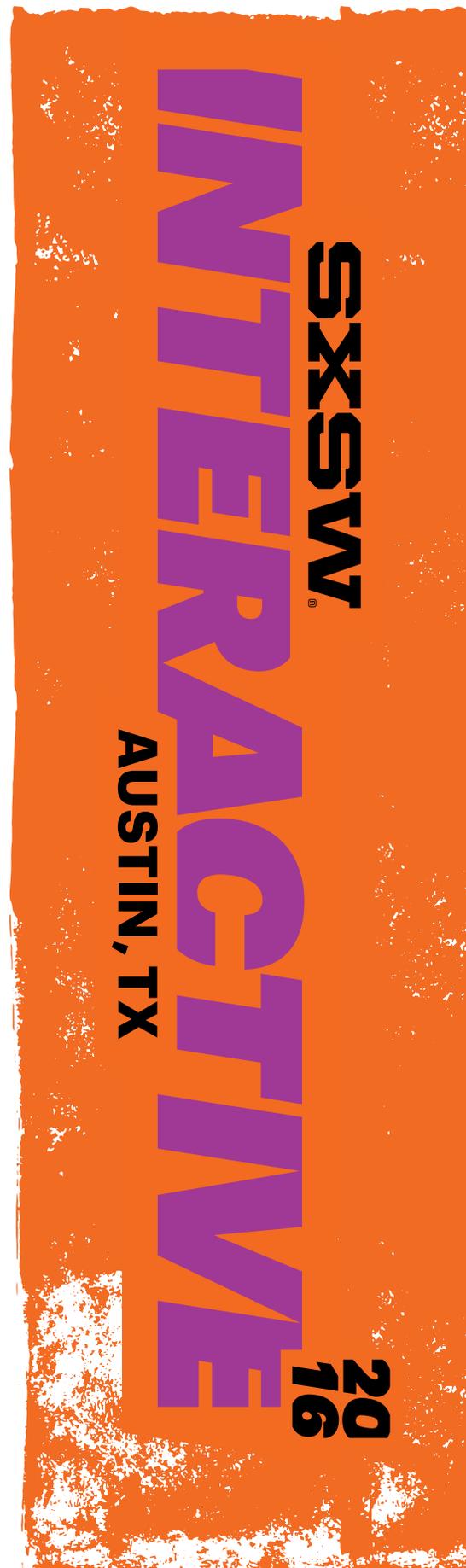
-Tech.co, March 17, 2015

"...SXSW, one of the major gatherings of tech influencers, movers and shakers."

-USA Today, March 18, 2015

"...SXSW is about ideas, future talk and networking."

-USA Today, March 18, 2015



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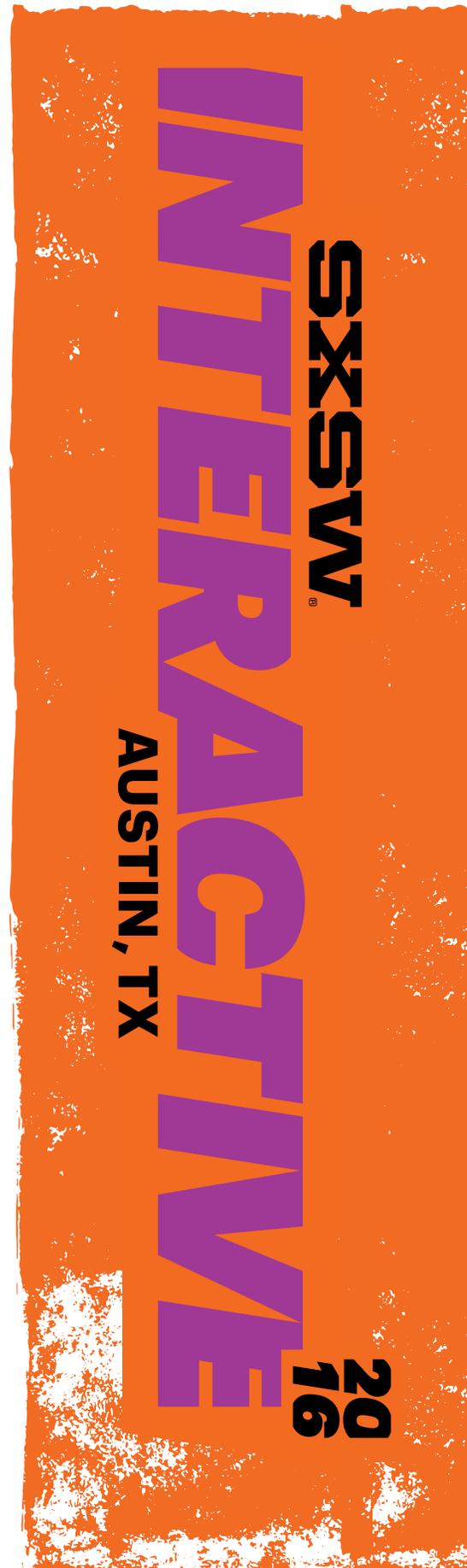
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"A major force emerged this year at South By Southwest: Women in technology. A greater number of women made keynote speeches, were featured speakers, spoke on panels and attended the conference than in years past, making their presence known amid the robots, geeks, Meerkatters and virtual-reality demos at this sprawling tech and marketing confab."

-USA Today, March 19, 2015

"...ultimately this is a reconnaissance mission to the cutting edge of technology. I owe it, not just to my agency and clients, but to myself to learn about and bring back stories of where our industry is heading in the future."

-The Drum, March 12, 2015



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"With astute, innovative rock bands like Spoon and TV on the Radio among the festival's biggest names, and a giant wave of next-generation talent on hand, there was the feeling that South By, as it is known, was back where it belongs."

-Wall Street Journal, March 24, 2015

"Since its inception, SXSW has tried to serve all music fans with a healthy dose of underground and unsigned acts representing nearly every musical genre imaginable. This year was no different with over 2,200 acts that descended upon the Lone Star State's capital for five days and nights."

-PremierGuitar.com, March 27, 2015

"It's a somewhat representative inevitability of SXSW, being shoulder to shoulder with the same guys you might see in your local East London boozier. That's no depreciation though; rather it's what helps make the festival so charming to out-of-towners - that you can descend here and it feel like home. There will always be people you know to share this amazing town with."

-The Line of Best Fit, April 13, 2015

"The internet of everything is discussed again and again at South By Southwest (SXSW), but the event itself has become the conference of everything. The annual Austin, Texas festival may sub-divide into interactive, music and film festivals, but there's considerable space within and crossover between each of these categories to allow the festival to encompass so many different themes and topics."

-The Irish Times, March 19, 2015

"It's a vast undertaking... and the sheer volume of information flowing around on the person-to-person level makes it compelling. The appetite to be involved with music, when you see it so illustrated across quite so many individual examples, is an astonishing thing to witness."

-Boilerroom.tv, March 2015

"The Summit of the Americas is for international diplomacy in the Western Hemisphere what South By Southwest (SXSW) is for indie music and tech companies: a place where ideas are introduced and finished pieces are premiered."

-LatinTimes.com April 8, 2015

"... there are a ton of exhibits to see at SXSW. While we enjoyed checking out the trade show and looking at some killer new musical gear, we were most excited for Flatstock 48, a gathering of the world's greatest gig poster artists. Our expectations were high, but the event blew us away."

-diffuser.fm, March 21, 2015

"You weather well for the rest of the year after a good South By Southwest. You see bands you'll be talking about and writing about in the months and years to come.... You come across speakers and talks and ideas and sparks during the Interactive run which resonate for ages and crop up in the strangest of places and at the weirdest of times afterwards. You also usually see a movie or two as well which go on to become hits on the big or small screen. You go to Austin and the rest of the year is mapped out."

-The Irish Times, March 24, 2015

