PRESS RELEASE /

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Bright Pixel initiative gathers technology students, enthusiasts and specialists

SONAE PROMOTES TECHNOLOGY AND INNOVATION CHALLENGES AT PIXELS CAMP

BIT, the tech unit within Sonae, partnered up with Bright Pixel and will be promoting a group of innovation workshops and challenges for the Pixels Camp initiative. This event, which will take place between 6 and 8 October at LX Factory, in Lisbon, will join technology students and interested parties with some of the industry's greatest national and international specialists.

David Alves, CIO of Sonae, claims, “Having Sonae BIT participate in Pixels Camp falls within our strategy of openness to the community, seeking to make it easier for new solutions to surface that can improve people's lives by stimulating creativity and innovation. We will be promoting innovation workshops and challenges, sharing knowledge and contributing to new perspectives on technology."

Pixels Camp is a 3-day non-stop event, with conferences, workshops and a programming competition (hackathon), which promises to stimulate creativity among the participants for 48 straight hours.

During the event, Sonae will be promoting two talks on Predictive Analysis and New Digital Architectures. It will also be making its e-commerce Api’s and Business Intelligence (BI) data sets available to challenge the community and promote alternatives to its conversational commerce and machine learning prototypes. Likewise, sustainability and big data are on the schedule, exploring technologies that can reduce food waste and also help in the product-client relation. “We aimed to challenge the community as well as ourselves, providing the foundations upon which some of our prototypes are based, in order to improve our customers' experiences”, added Bruno Mourão, IT Labs Lead of Sonae BIT.

SONAE
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Sonae is a multinational company managing a diversified portfolio of businesses in retail, financial services, technology, shopping centres and telecommunications. Present in over 70 countries, it reached a turnover of more than 5 billion euros by the end of 2015.
Find out more at www.sonae.pt

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Therefore, the challenges created are stimulating for any tech fan, putting abilities and knowledge to the test, without overlooking applicability to the real world and the ultimate goal of helping improve people's lives.

PROGRAMME

Talks

#1: PREDICTIVE ANALYTICS IS THE EDGE, WILL YOU FLY OR FALL?		
Day 2: October 7, 12:00	**at** Bright Stage	**by** Isabel Portugal
Summary: More and more businesses are starting to (if not already) investing on predictive analytics, i.e., assessing the probability of certain future events from the current and historical data, as a game changer. This field has been growing exponentially on demand and on complexity and is now facing some new challenges as the technology is becoming so powerful that you can do things that you couldn't in the past.		
#2: GETTING READY FOR THE NEW DIGITAL ARCHITECTURES FOR CONVERSATIONAL COMMERCE		
Day 2: October 7, 20:00	**at** Stage 2	**by** Rui Veloso
Summary: Chriss Messina from Uber coined the term conversational commerce in 2015 to describe the intersection between app messaging and commerce. Funny stories are happening with bots when applied to business concerning maturity, security and misunderstandings.		

Challenges

#1: SONAE MC
Title: The Grocery Retail Challenge
Summary: Building upon a set of API´s that pretend to simulate some of Continente's e-commerce capabilities, you race to unleash the power of conversational commerce for online grocery retail with an original, intuitive and streamlined customer experience. Make online groceries sexy, but keep it family-friendly.
#2: SONAE Sports & Fashion
Title: Rage Against the Machine
Summary: Armed with your mastery of machine learning, you will take on one of SONAE's predictive algorithms head-to-head and compete against it and fellow contestants for accuracy.
#3: Worten
Title: Worten Own Brands App
Summary: Give to the costumers the possibility to have access only in one place to all own brand products information and future APPs designed for them. Avoid to have different information spread on different places which isn't quick and difficult the search.
#4: Food
Title: Food Waste
Summary: Food waste is a major concern of current times. The Portuguese Assembly of

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Republic has approved a resolution (65/2015) declaring 2016 as the National Year for the fight against food waste. Thus, how should technology help tackle food waste?

More information about Pixels Camp at http://pixels.camp

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