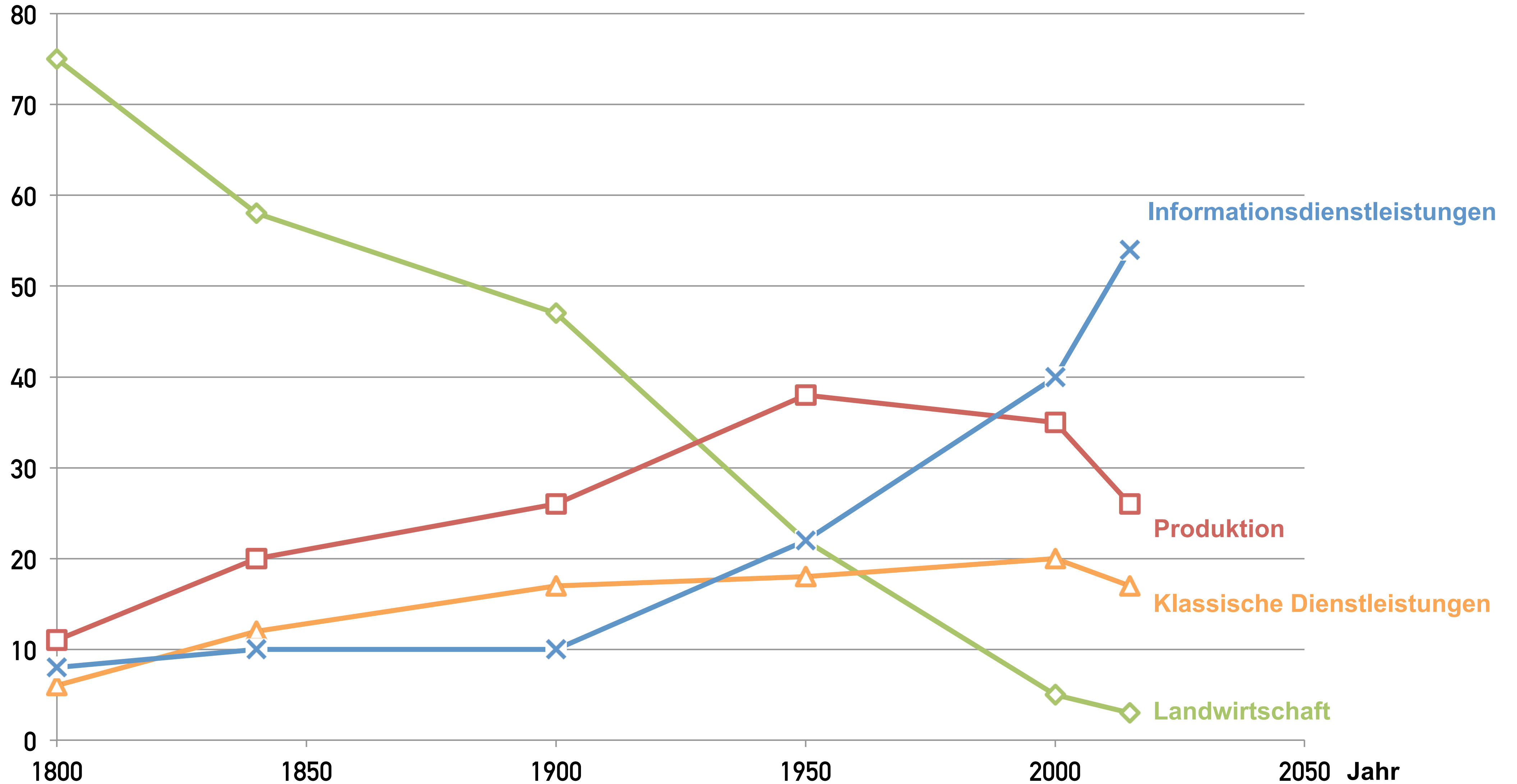


Langfristiger Strukturwandel

[Aktualisiert nach Gries, W.: Dienstleistungen für das 21. Jh – Chancen nutzen, Risiken bewältigen. In Bullinger, H.-J. (Hrsg.): Dienstleistungen der Zukunft – Märkte, Unternehmen und Infrastrukturen im Wandel, S. 3-23, Gabler 1995]

Prozentanteil der Arbeitstätigen

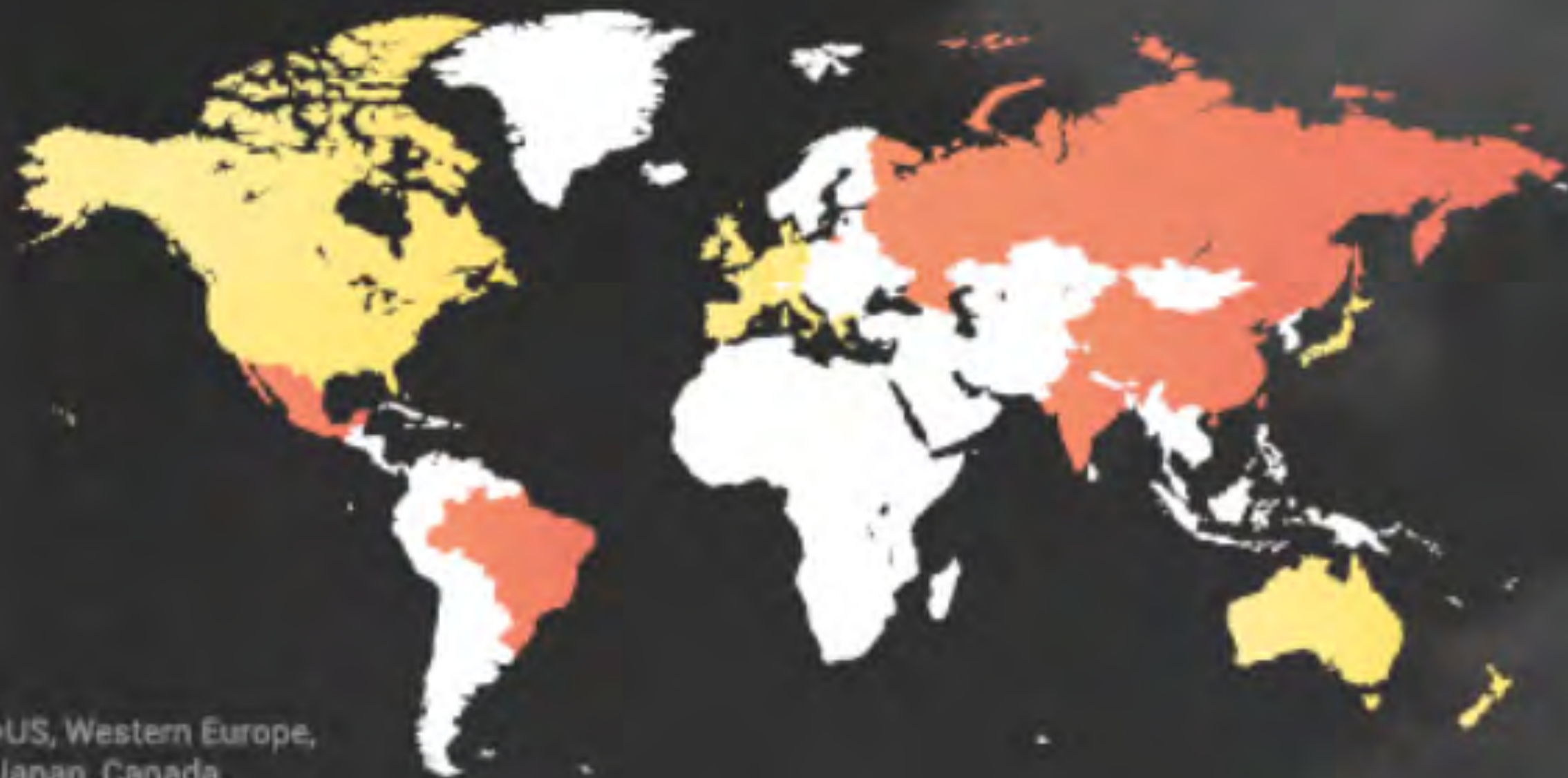


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Dynamisierung von Wirtschaft

Langfristiger Strukturwandel nach Gries

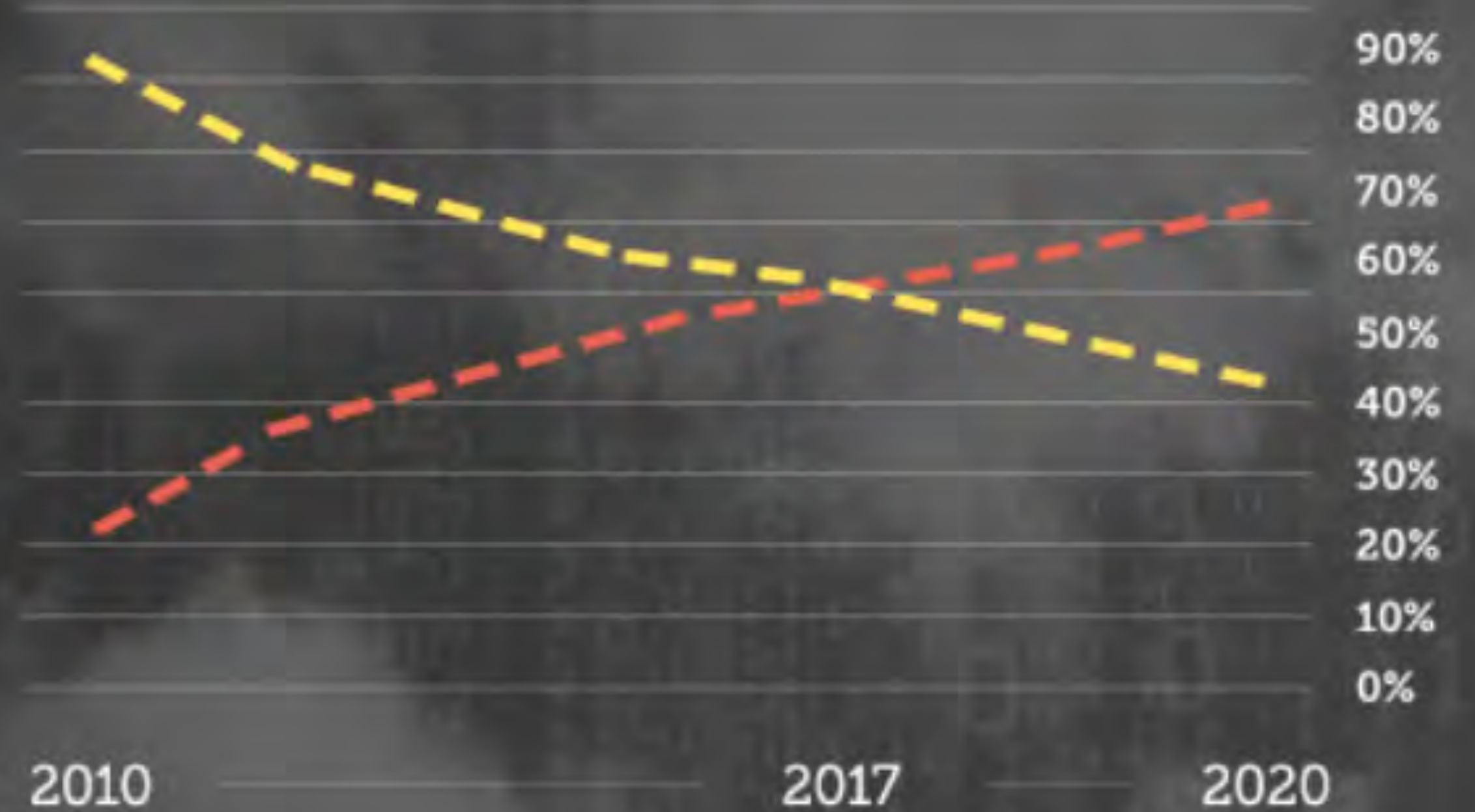
Emerging Markets Will Surpass Mature Markets by 2017



*US, Western Europe,
Japan, Canada,
Australia, NZ
Source: IDC, 2014

% of TOTAL DIGITAL UNIVERSE

■ Emerging Markets ■ Mature Markets



»Off the beaten path«

Dynamisierung von Wirtschaftsaktivität im Kontext von Unternehmensnetzwerken und Gründungen

- ▶ Forschung und Projekte, Forschungsgruppe SPiRIT
- ▶ Trends aus dem Silicon Valley
- ▶ Regionalwirtschaft und globale Märkte: Wie passt das zusammen?
- ▶ Bewährte und neue Modelle der Gründungsunterstützung

1


Research & Projects

- ▶ SPiRIT Group Magdeburg
- ▶ Lab
- ▶ ROSI-3D
- ▶ Conferences

karriereLEBEN

SocialMedia-Portal for Career- and Alumni-Development



 Bundesministerium für Bildung und Forschung

gefördert durch:




Research group
Science Projects in Radio and Information Technology

ROSI-3D

RFID locating in consideration of moving objects in a radio field with 3D-simulation



 Bundesministerium für Bildung und Forschung

gefördert durch:

profUnt 
Forschung an Fachhochschulen mit Unternehmen



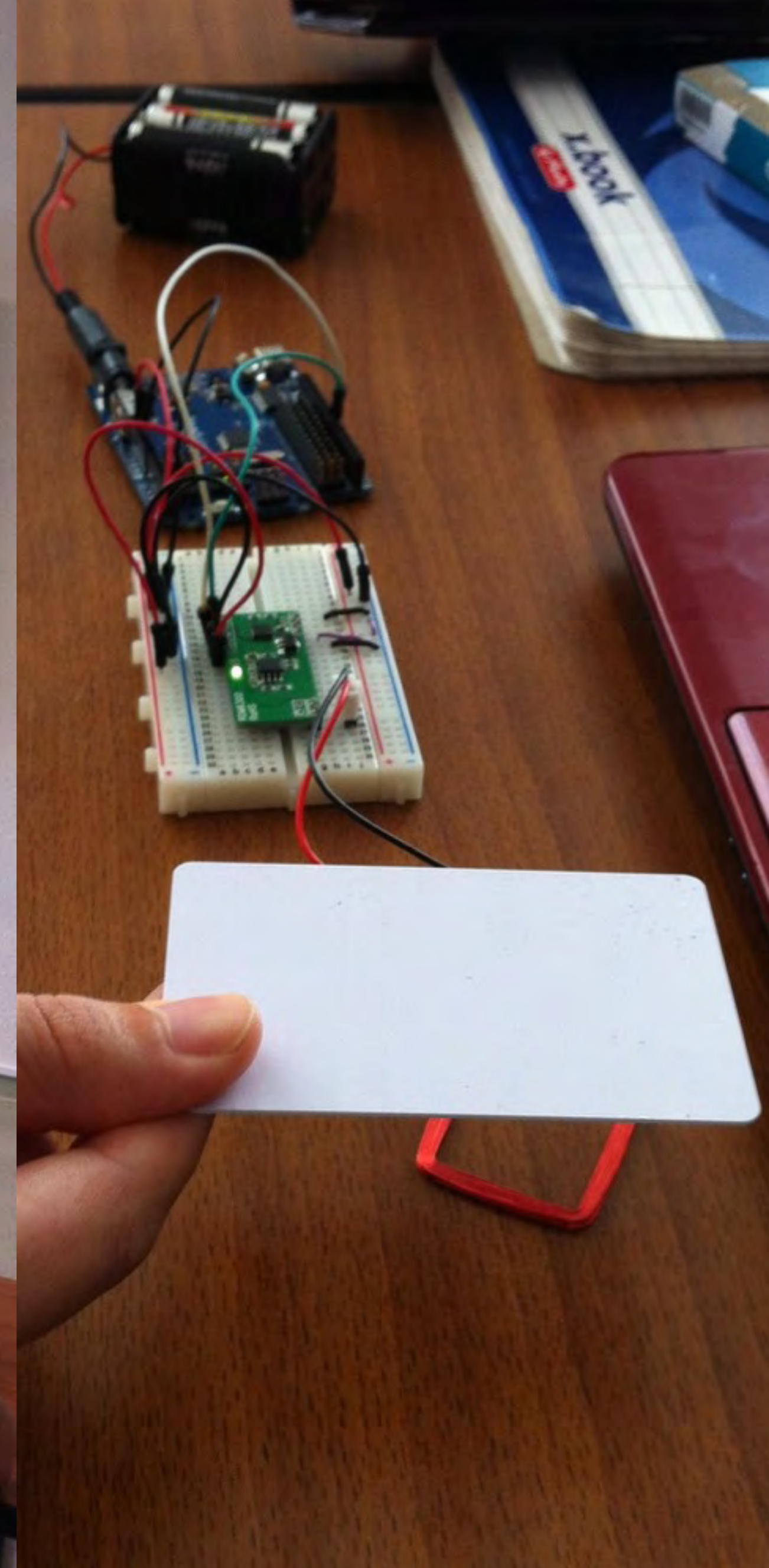
18/02
2015

Dynamisierung von Wirtschaft

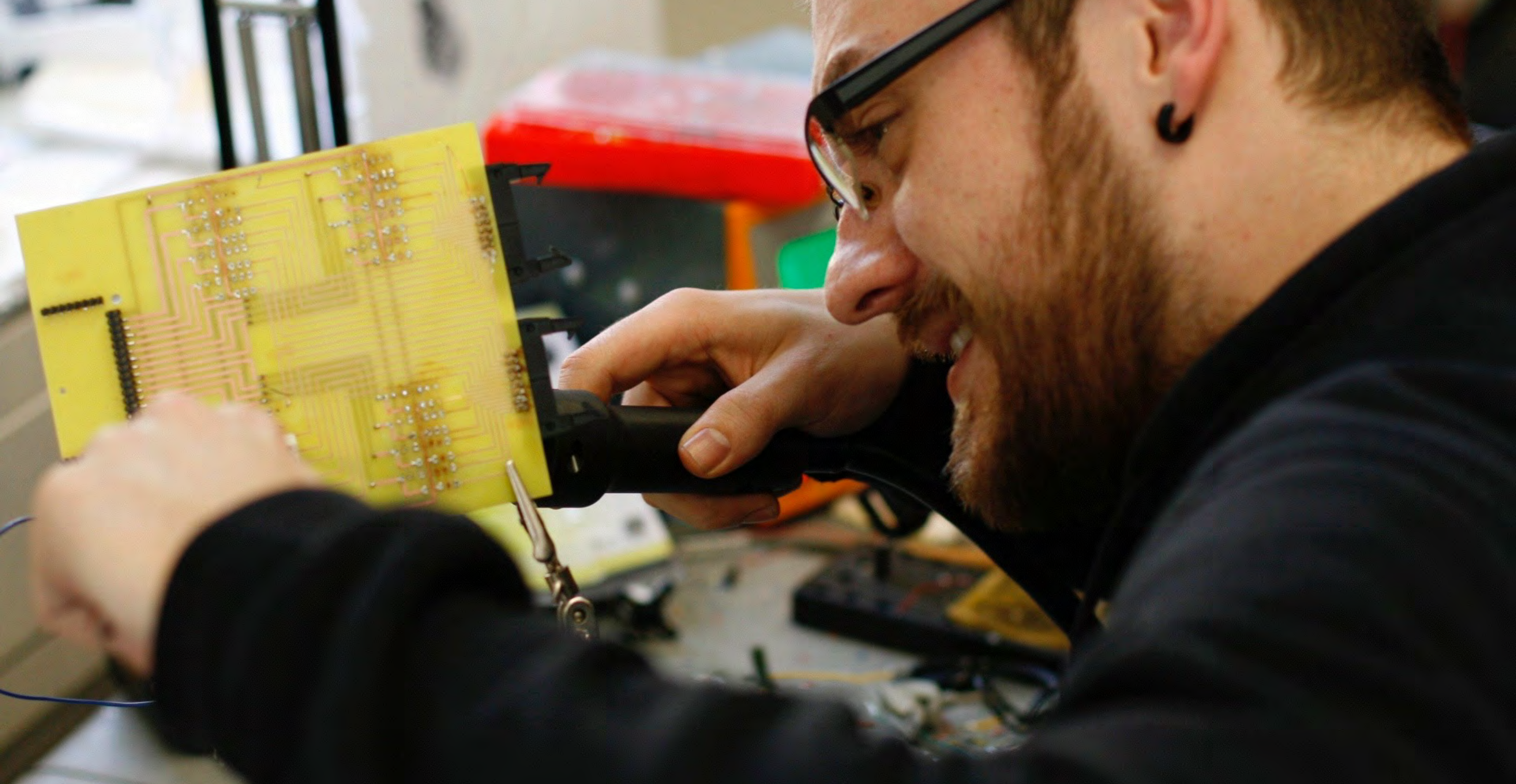
Research • SPIRIT







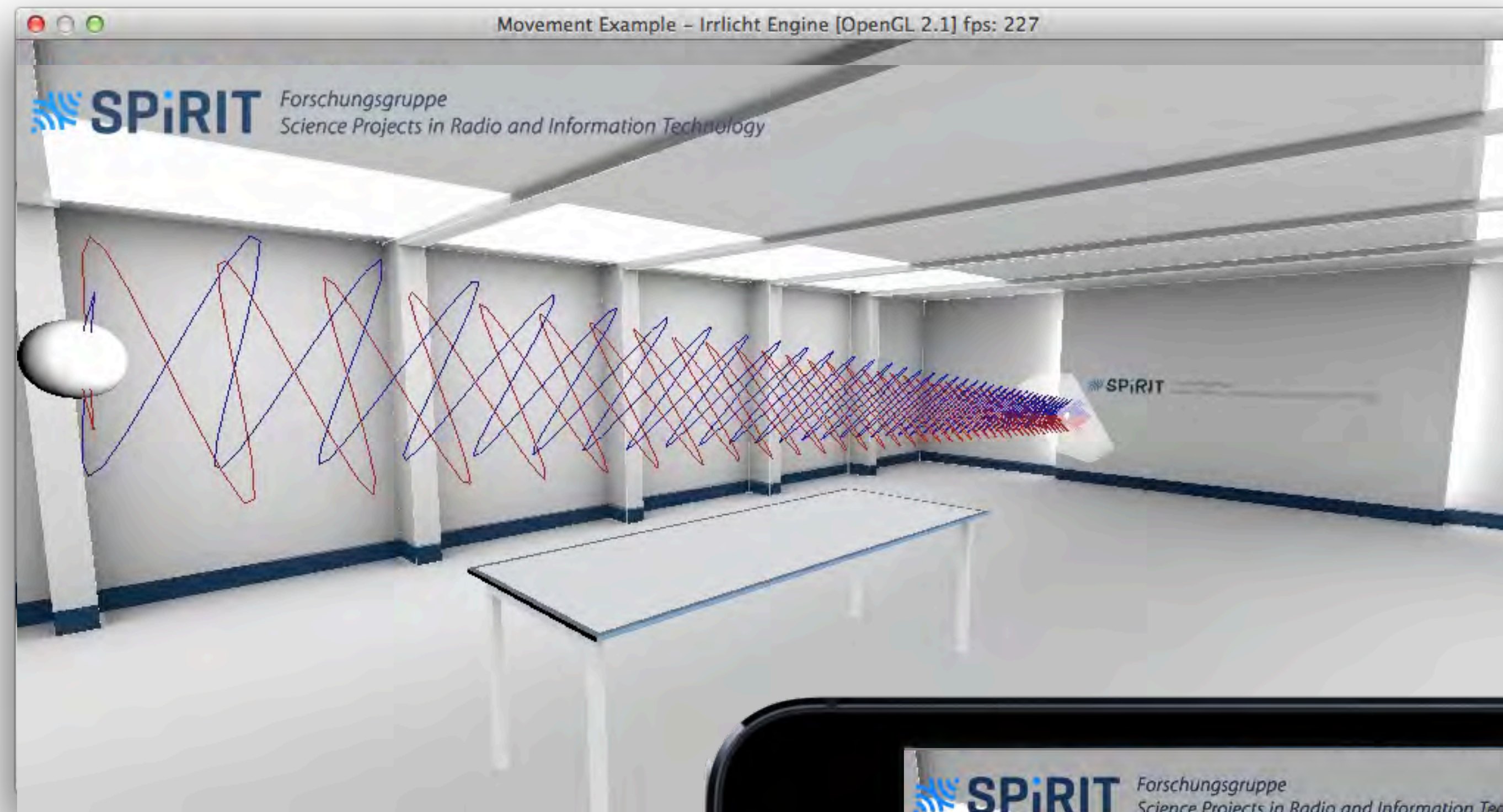




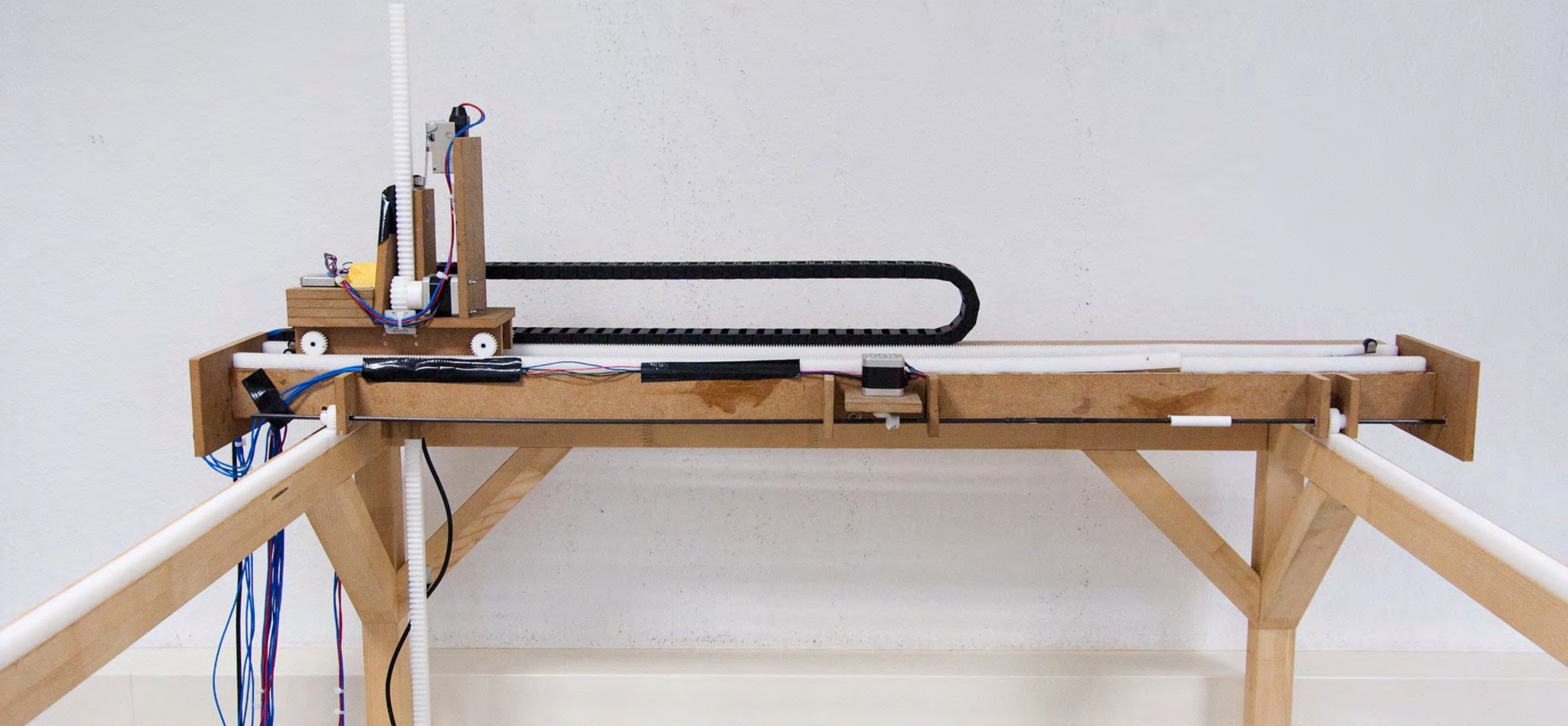


ROSI-3D

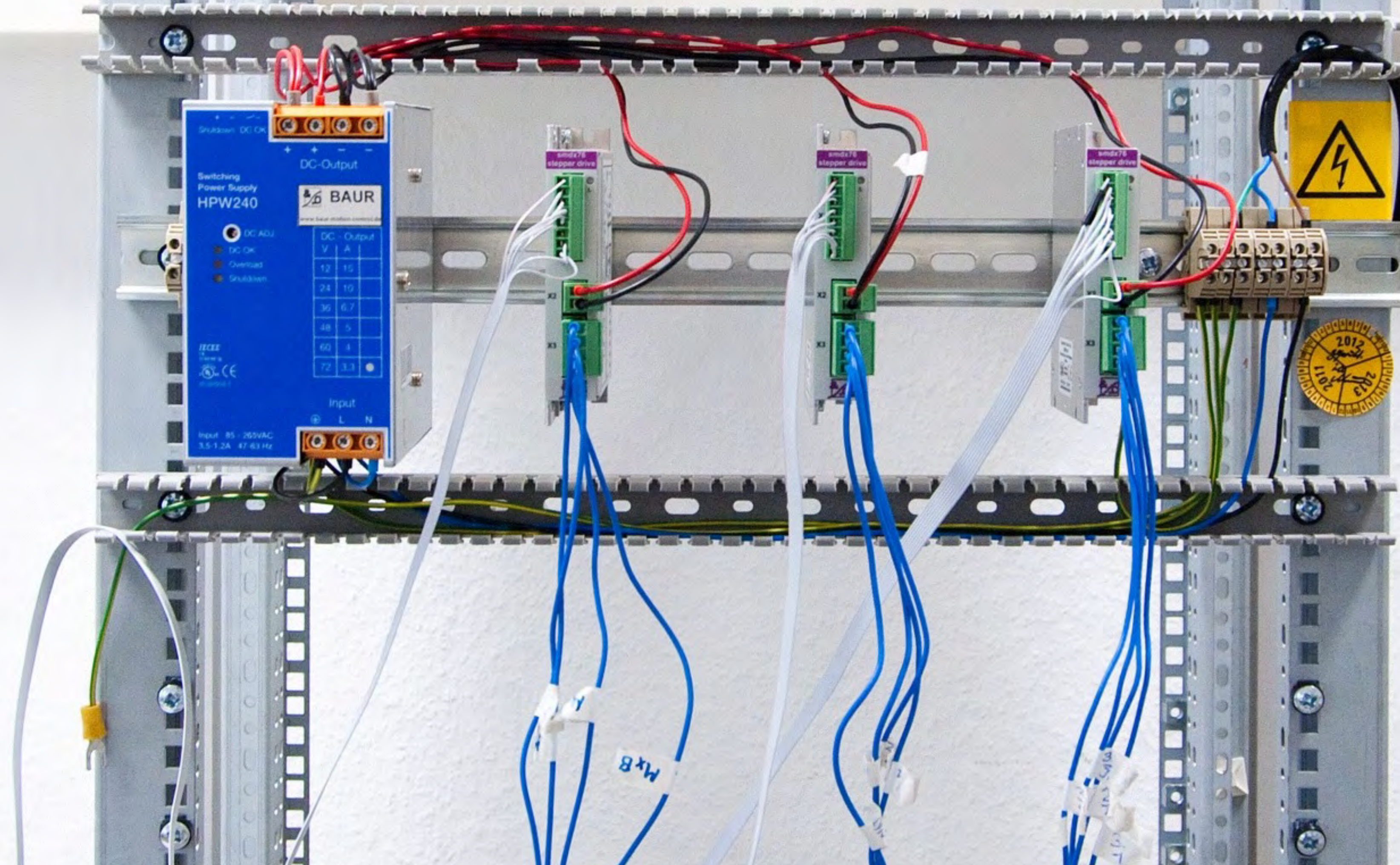
RFID locating in consideration of moving objects in a radio field with 3D-simulation



Analysis of the Radio Propagation Model at RFID Applications



Analysis of the Radio Propagation Model at RFID Applications

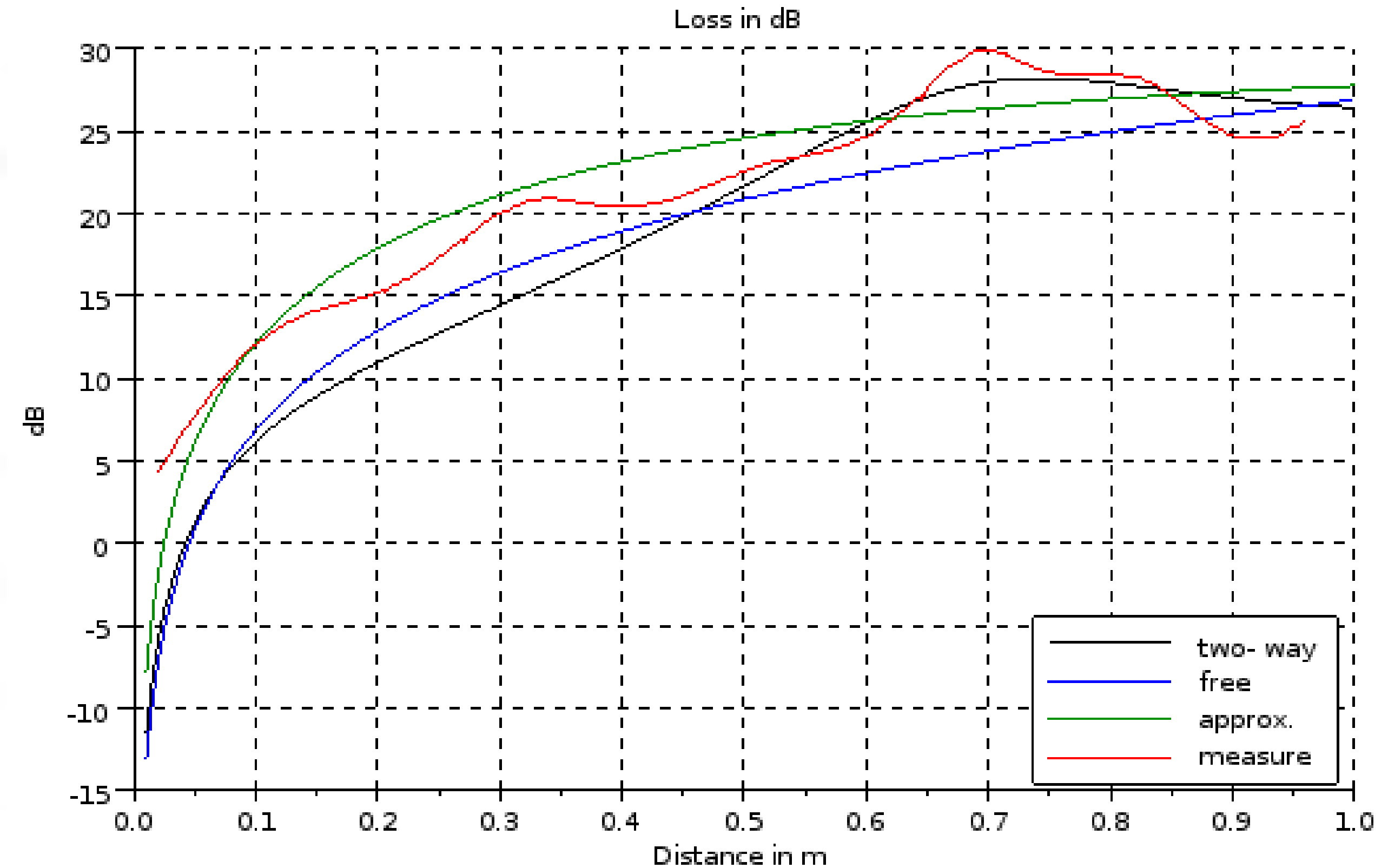
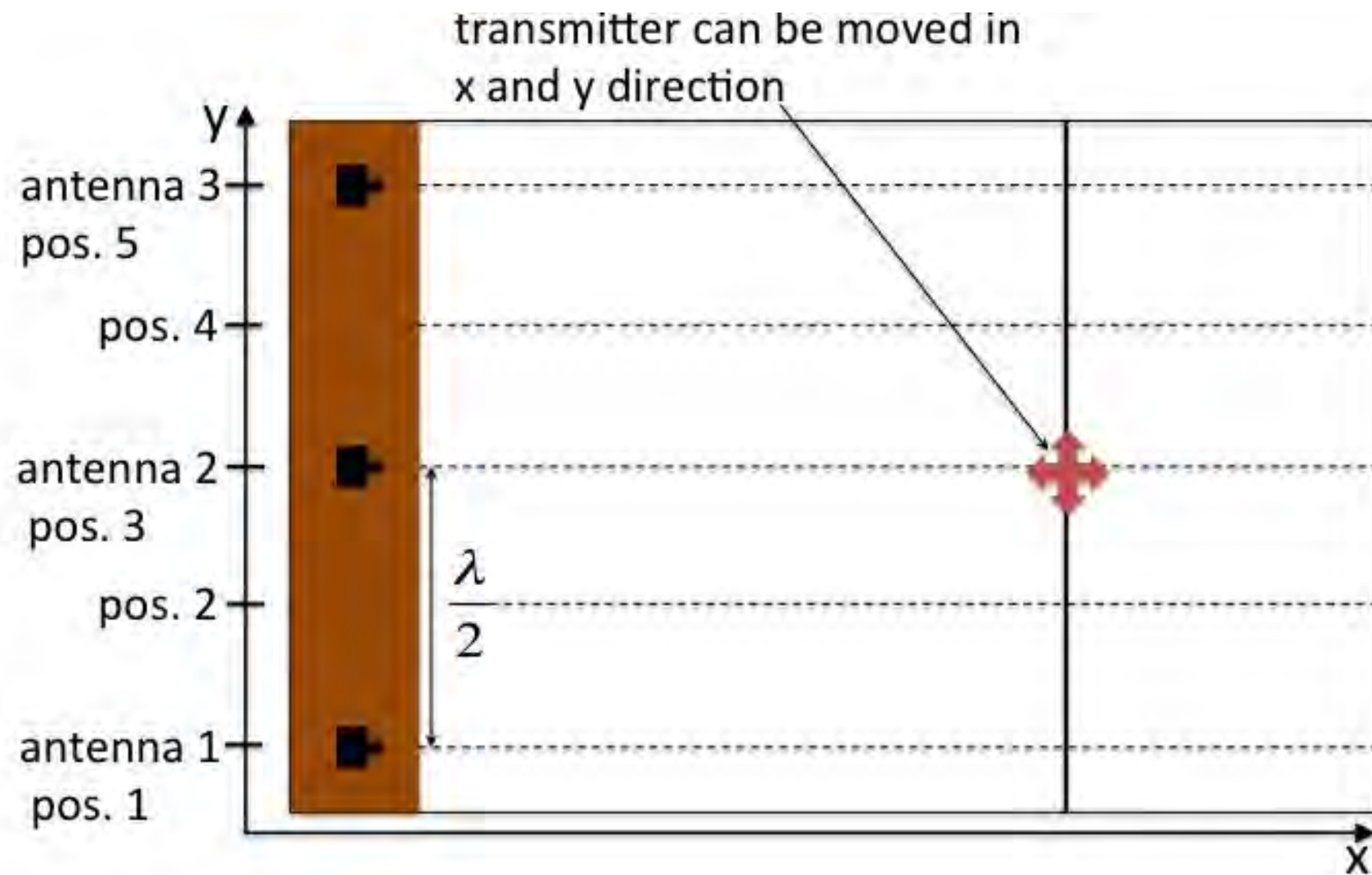


Analysis of the Radio Propagation Model at RFID Applications



Analysis of the Radio Propagation Model at RFID Applications

$$L_{mp} = g_s g_r \left(\frac{4\pi d}{\lambda} \right)^2 \left| 1 + \sum_{n=1}^N \Gamma_n \frac{d}{d_n} e^{-jk(d_n - d)} \right|^2$$



Friedewald, O., Papenbrock, J., Herzog, M.: Analysis of the Radio Propagation Model at RFID Applications
 In: VDE ITG/IEEE European Conference on Smart Objects, Systems and Technologies, Smart Systec 2013

Krause, R., Haase, M., Hatscher, B., Herzog, M., Goutrié, C.: Overcoming the gap between digital and analogue Board Games.
In: Blashki, K., Xia, Y.: Proceedings of Game and Entertainment Technologies Conference (GET 2014), MCCSIS Lisbon, IADIS Press 2014



Empirische Studien

▶ SocialMedia Studie LSA 2012

- Sens, L., Herzog, M., Albers, E.: Chancen und Risiken sozialer Medien im Unternehmen. Eine Studie mit Schwerpunkt in Sachsen-Anhalt. In: Fischer, A.: 14. Nachwuchswissenschaftlerkonferenz ost- und mitteldeutscher Fachhochschulen, VWH Verlag 2013

▶ ICT Sustainability 2013

- EcoCom 2013 Konferenz, <http://eco-com.net>
- Herzog, M (ed.): Economics of Communication. ICT driven fairness and sustainability for local and global marketplaces. GITO Verlag 2015 (to be published)

▶ AutoID Studie Automotive 2014 (abgebrochen)

▶ AutoID + IoT Studie Gesundheit 2015 (In Arbeit)

▶ CrossTeaching Studie in Kooperation mit der JKU Linz seit 2010

- N>600, 12 Publikationen, u.a.
- Katzlinger, E., Herzog, M.: Wiki Based Collaborative Learning in Interuniversity Scenarios. In: Ciussi, M. (ed): The Electronic Journal of e-Learning EJEL, Volume 12 Issue 2, pp 149-160, ECEL, Academic Publishing International, May 2014
- Katzlinger, E., Herzog, M.: Intercultural collaborative learning scenarios in e-business education. Media competencies for virtual workplaces. In: Issa, T., Isaias P., Kommers, P.: Multicultural Awareness and Technology in Higher Education: Global Perspectives. IGI Global Press, 2014

The Economics of Communication Communication in Business Cycles



Web and Internet technologies initiated the fourth industrial revolution in less than 20 years since their entry into mainstream communication scenarios, significantly changing economics and society. **Digitization** and mobile technologies speed up **communication** and

The conference was held on November, 8th 2013. Location: Landesvertretung Sachsen-Anhalt in Berlin, close to Berlin Central Station.

▶ **Video statements of speakers and committee**

Our Partners

Alcatel-Lucent Stiftung for Communications Research, Joint Competence Center, Berlin
German Informatics Society (GI)
Ministry of Economics and Sciences of the State of Saxony-Anhalt

- ▶ Virtual models for a sustainable economy?
Moderation: Prof. Dr. Michael A. Herzog
- ▶ Think virtually local – the ecology of new economic models
Jesse Marsh (Innovation Policy Consulting USA | Italy)
- ▶ Sociality of Online Market Interactions – Challenges and Implications
Prof. Dr. Matthias Trier (Copenhagen Business School | Denmark)
- ▶ Does the WEB have a past and a future?
Moderation: Ontje Helmich (Hochschule Magdeburg-Stendal)
- ▶ Can the web be turned into a science?
Prof. Mag. Johann Mittendorfer (Johannes Kepler Universität Linz | Austria)
- ▶ A Closer Look at Web Archives and Accessibility – Key Ingredients for Sustainable Digital Data Preservation. Dr. Martin Klein (Los Alamos National Laboratories | USA)
- ▶ ICT as a catalyzer for a sustainable development?
Moderation: Dr. Erich Zielinski (Alcatel Lucent Stiftung)
- ▶ ICT as an instrument for more sustainability: Why it is not so easy.
Prof. Dr. Drs. h.c. Arnold Picot (Ludwig-Maximilians-Universität München)
- ▶ Emerging ICT-Markets: Are they reliable? A story from Berlin.
Prof. Dr. Volker Wiedemer (Magdeburg-Stendal University of Applied Sciences)
- ▶ ICT markets are going green. The other story from Silicon Valley.
Florian Brody (Brody & Partner San Francisco | USA)
- ▶ Bridge: ICT for Connecting Knowledge and Knowing
Dr. Viktor Dörfler (University of Strathclyde Business School Glasgow | UK)

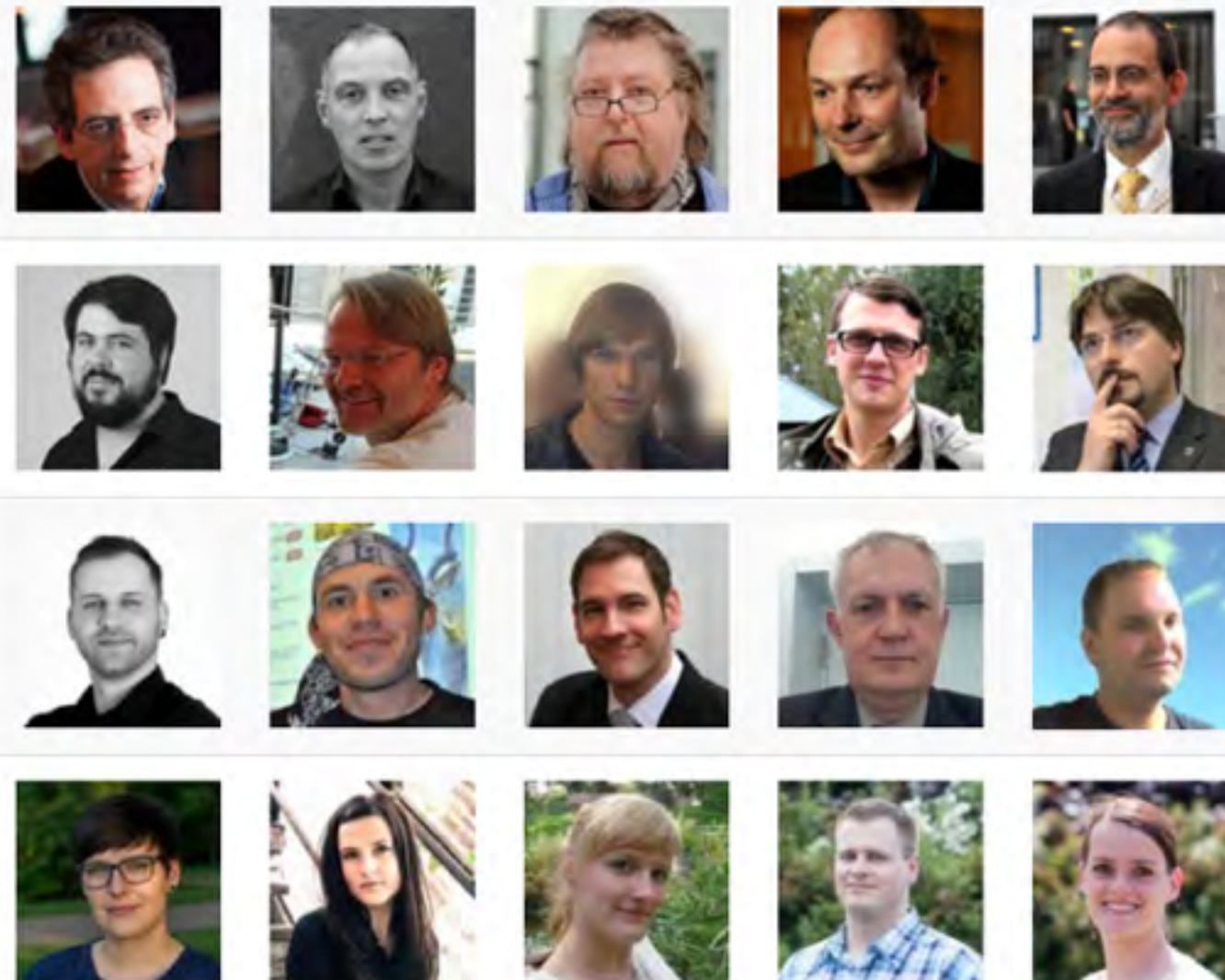
<http://eco-com.net>



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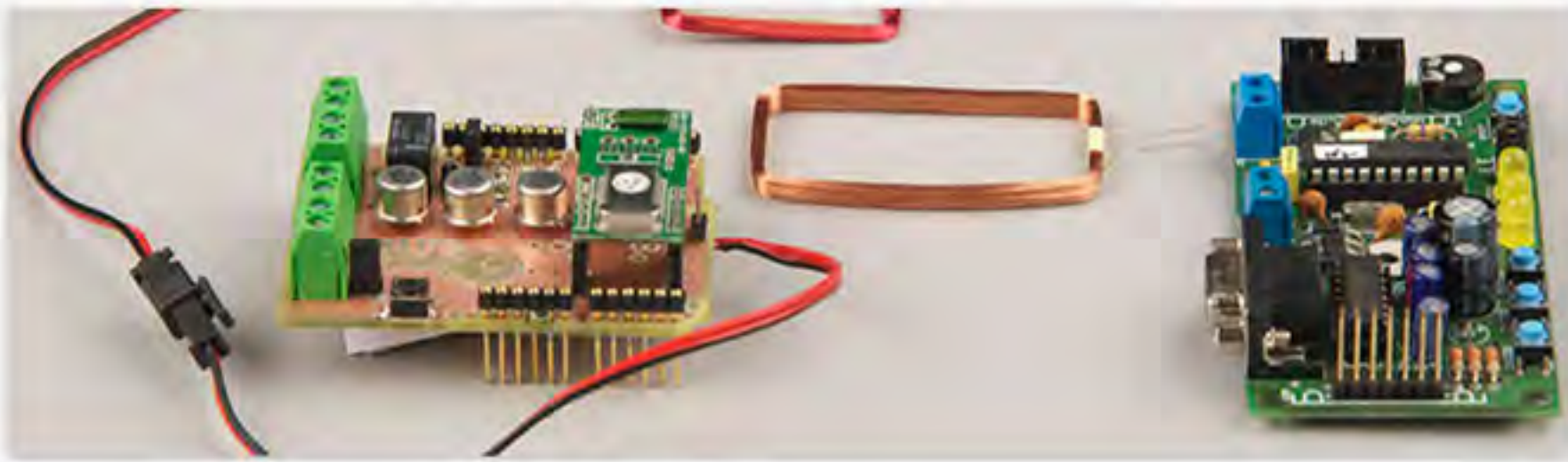
<http://h2bc.de>

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spirit.hs-magdeburg.de/spirit/index.php?id=7&L=0

SPIRIT Forschungsgruppe
Science Projects in Radio and Information Technology

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Deutsch English



Aktuelles
Projekte
Schaufenster
Mitarbeiter
Ehemalige Mitarbeiter
Leitbild
Veranstaltungen
Forschung
Studium
Kontakt


SPIRIT > Mitarbeiter

Michael A. Herzog
Prof. Dr.-Ing.; Wirtschaftsinformatik
Wissenschaftlicher Leiter der Forschungsgruppe SPIRIT

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Campus Stendal: Haus 3, Raum 0.11

Telefon: 0391 886 4805

E-Mail: [michael.herzog\(at\)hs-magdeburg.de](mailto:michael.herzog(at)hs-magdeburg.de)




[Zur persönlichen Webseite](#)

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E-Mail: [olaf.friedewald\(at\)hs-magdeburg.de](mailto:olaf.friedewald(at)hs-magdeburg.de)



Benjamin Hatscher
Bachelor Design
Masterstudent Interaction Design
Wissenschaftler Systementwicklung ROSI-3D

Ort: Campus Magdeburg: Haus 7, Raum 1.11

Telefon: 0391 886 4172



Tweets [Folgen](#)

SPIRIT @spirit_group 3 Jul
Forgot to post: First photo part at #h2bc Website #barcamp #stendal @hs_magdeburg h2bc.de/impressionen/ ...coming more soon
[Öffnen](#)

SPIRIT @spirit_group 3 Jul
More #h2bc photos by our great artist @mattse.
flic.kr/s/aHsjYFh5Jn #barcamp #stendal @hs_magdeburg
[Kurzfassung zeigen](#)

Michael A. Herzog @maherzog 29 Jun
Thank you @flobro for your lunch lecture »E-Business Financing« last week @hs-magdeburg! flic.kr/s/aHsjZfJuLc
Retweetet von SPIRIT
[Kurzfassung zeigen](#)

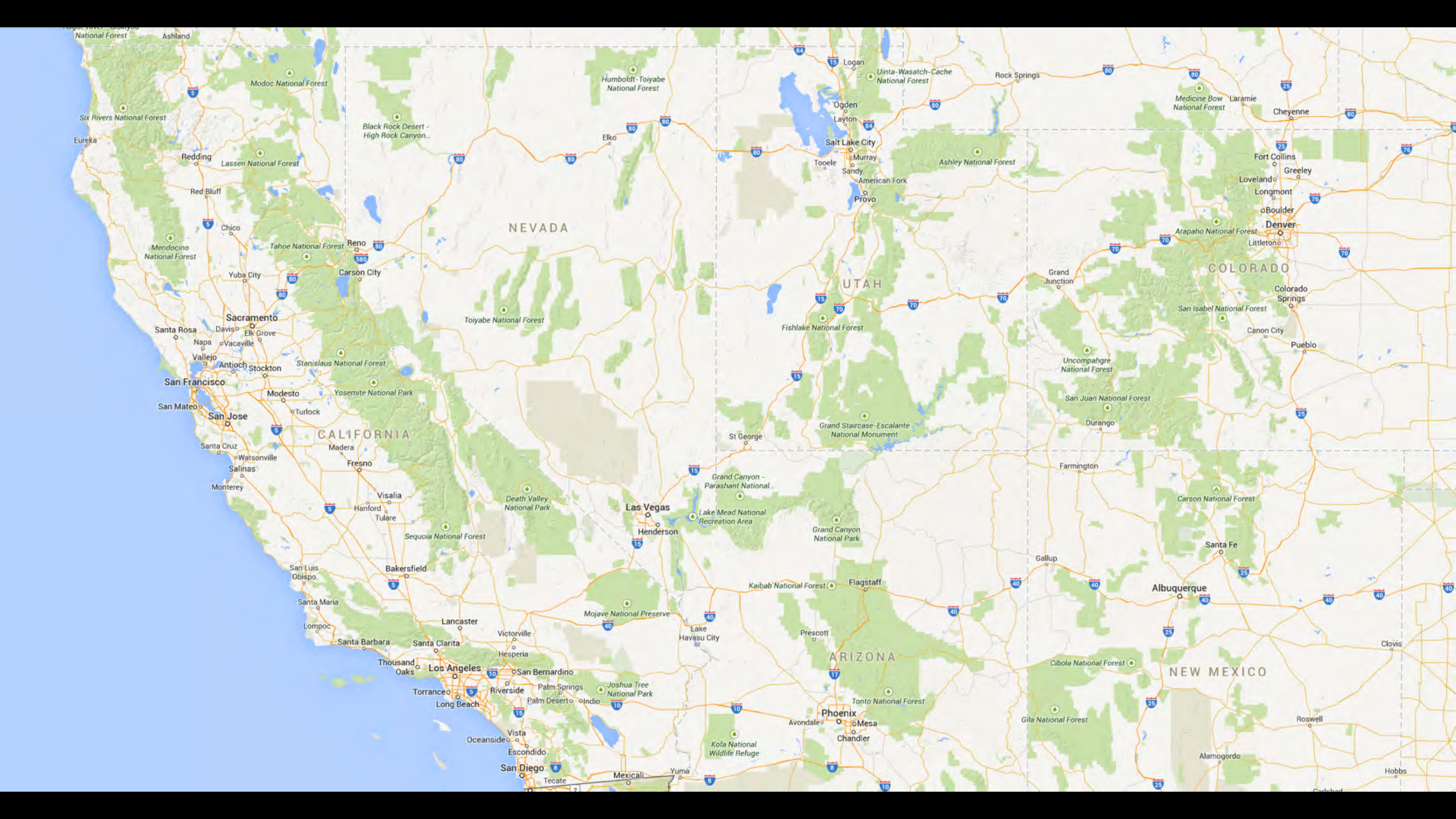
Michael A. Herzog @maherzog 23 Jun
Ich frag mich: Wieviel #iBeacon ist frech geklaut bei #OpenBeacon? MT @faz_net Apples blaues Rätsel ist gelöst faz.net/aktuell/techni...

<http://spirit.hs-magdeburg.de>

2

Trends im Silicon Valley







Sacramento

Santa Rosa

Davis

Elk Grove

Napa

Vacaville

Vallejo

Antioch

Stockton

Stanislaus National Forest

San Francisco

Modesto

Yosemite National Park

San Mateo

San Jose

Turlock

CALIFORNIA

Santa Cruz

Madera

Fresno

Watsonville

Salinas

Monterey

Visalia

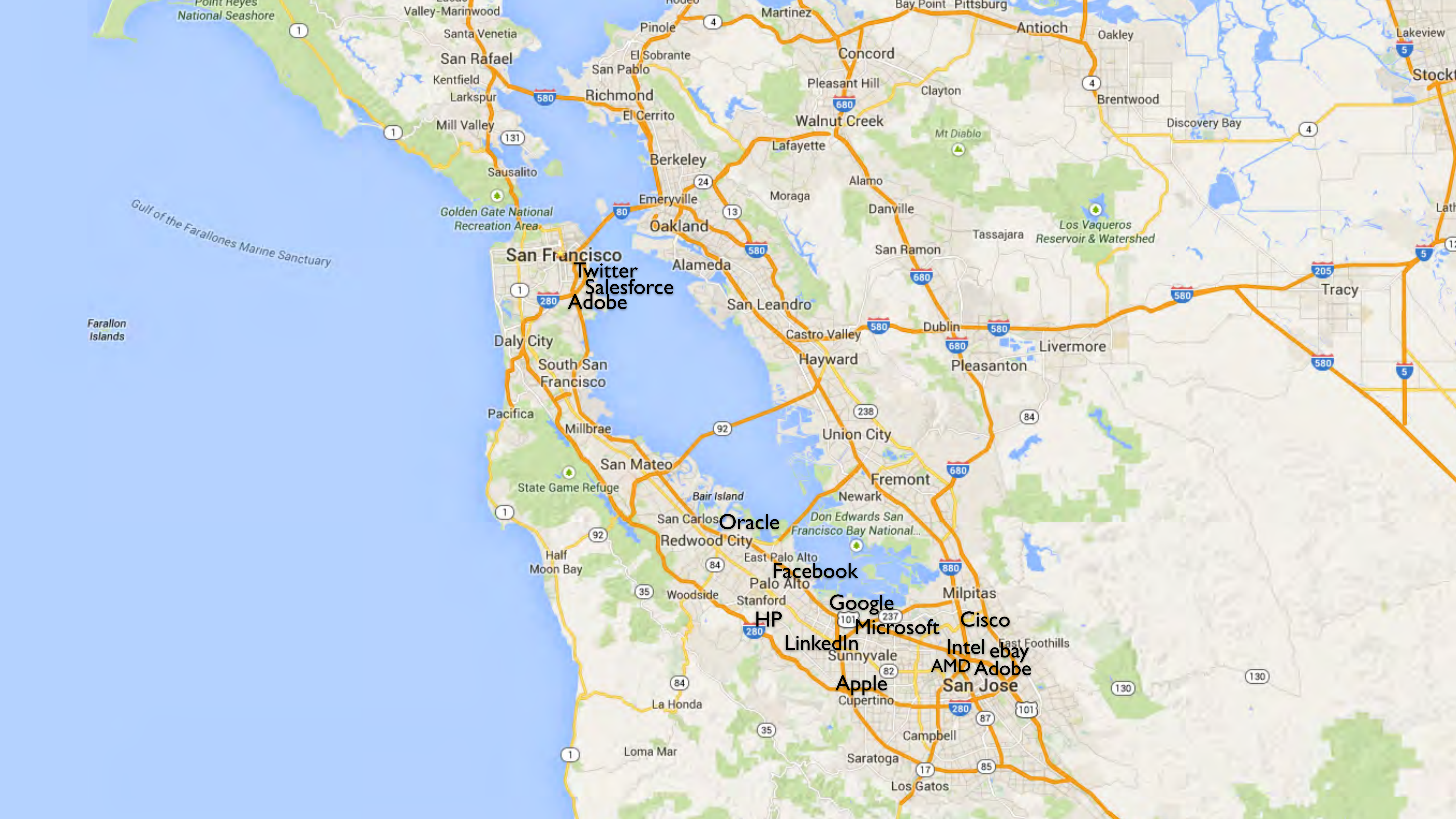
Hanford

Tulare

Sequoia National Forest

Toiyabe National

Death National





33 NEW MONTGOMERY



Scattered papers on the ground in front of the entrance.

Consulting
DETECON

20






@twitter

TOP-HEAD UP

THIS GATE IS RESERVED FOR PERSONNEL, VISITORS & SUPPLIERS THE CONTRACTORS LISTED BELOW.



CONSTRUCTION ZONE
AUTHORIZED PERSONNEL ONLY



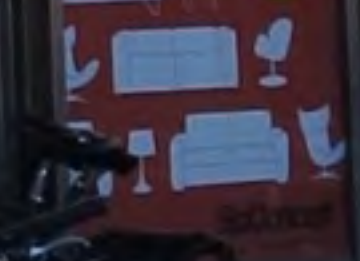
CONTRACTORS MUST WEAR THE FOLLOWING PPE AT ALL TIMES:

- Hard Hat
- Safety Glasses
- High Visibility Vest

CHECK IN AT SITE OFFICE BEFORE ENTERING CONSTRUCTION AREA.

DESIGN SALE

UP TO 60% OFF



RUNWAY PARTNERS

MTGx



SheppardMullin



KDDI
KDDI R&D LABS

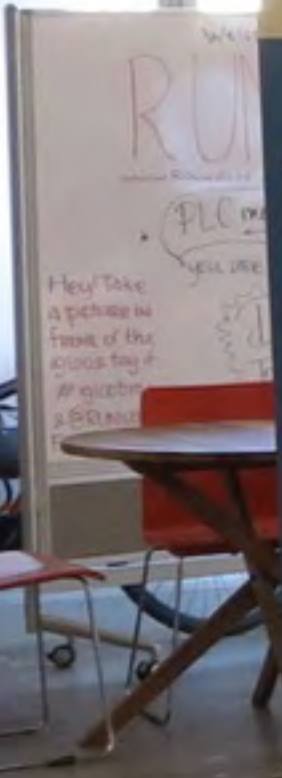


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dream voice overs
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price





 **Recognize**

Recognizeapp.com
Peer-To-Peer Employee Appreciation Platform

 **GERMAN
ACCELERATOR**

social code

socialcode.de

social code





15Five

tafame

Run & Gaming Night
Thursdays 6-10PM
by the pitch area





- 1 Honor the system
2 Thank the way
3 Give feedback

HELP
CO

PE

Reco

RECYCLED

social en

Whiteboard with diagrams and notes

Dark brown sofa with two patterned pillows

Round coffee table with magazines

Yellow armchair with a white pillow

Dark rug with circular patterns

Black shelving unit with books and a lamp

Black office chair at a desk

Shelving unit with snacks and supplies

Light-colored storage cabinets

Workstations with computers and desks

Person in blue shirt working at a desk

Person in dark jacket walking



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Special Runway Rates

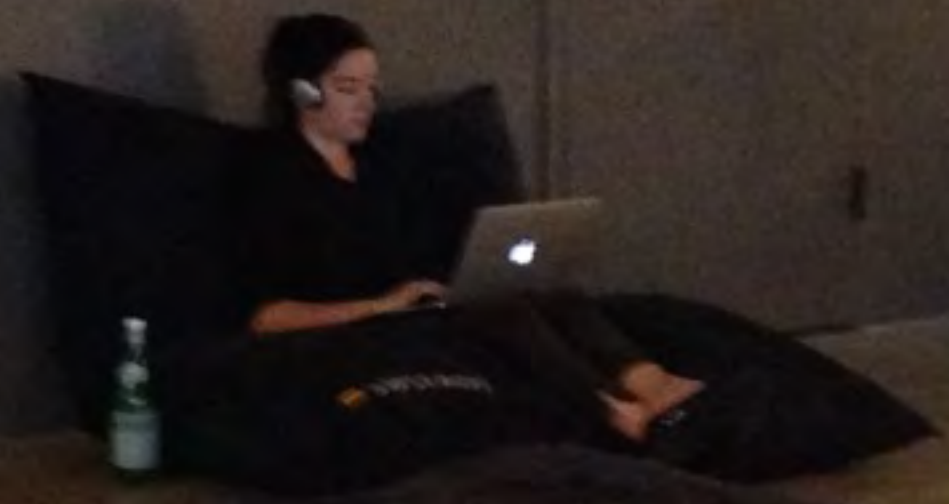
www.billforward.net
info@billforward.net



15Five
Keep the pulse of your company



tapfame









UBER



NO SMOKING
VIOLATION IS FINE



1079

F MARKET CASTRO

166

F-LINE ACCESS

STAY BACK FROM EDGE



RP"

us bank
Five Star Service Guaranteed

NO PARKING
6am - 8am
TUES - THUR

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CAT

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history
museum
4127 Haight Street
gibtmuseum.org

1960
1950

Generalkonsulat der
Bundesrepublik Deutschland

Consulate General of the
Federal Republic of Germany

Öffnungszeiten / Office Hours

Montag und Donnerstag (Lunch und Consular Dienstleistungen)
09:00 Uhr - 12:00 Uhr (Montag - Freitag)

Freitag und öffentliche Feiertage sind geschlossen

Notdienst / Emergency service available upon request
please call +49 30 200 200 200

Zusätzliche Erreichbarkeit: The Consulate can be reached by phone:
Montag - Donnerstag / Monday - Thursday: +49 30 200 200 200
Freitag / Friday: +49 30 200 200 200

Consulate Hours: The Consulate is open from 09:00 to 12:00 on
Monday - Thursday. The Consulate is closed on Friday and public holidays.



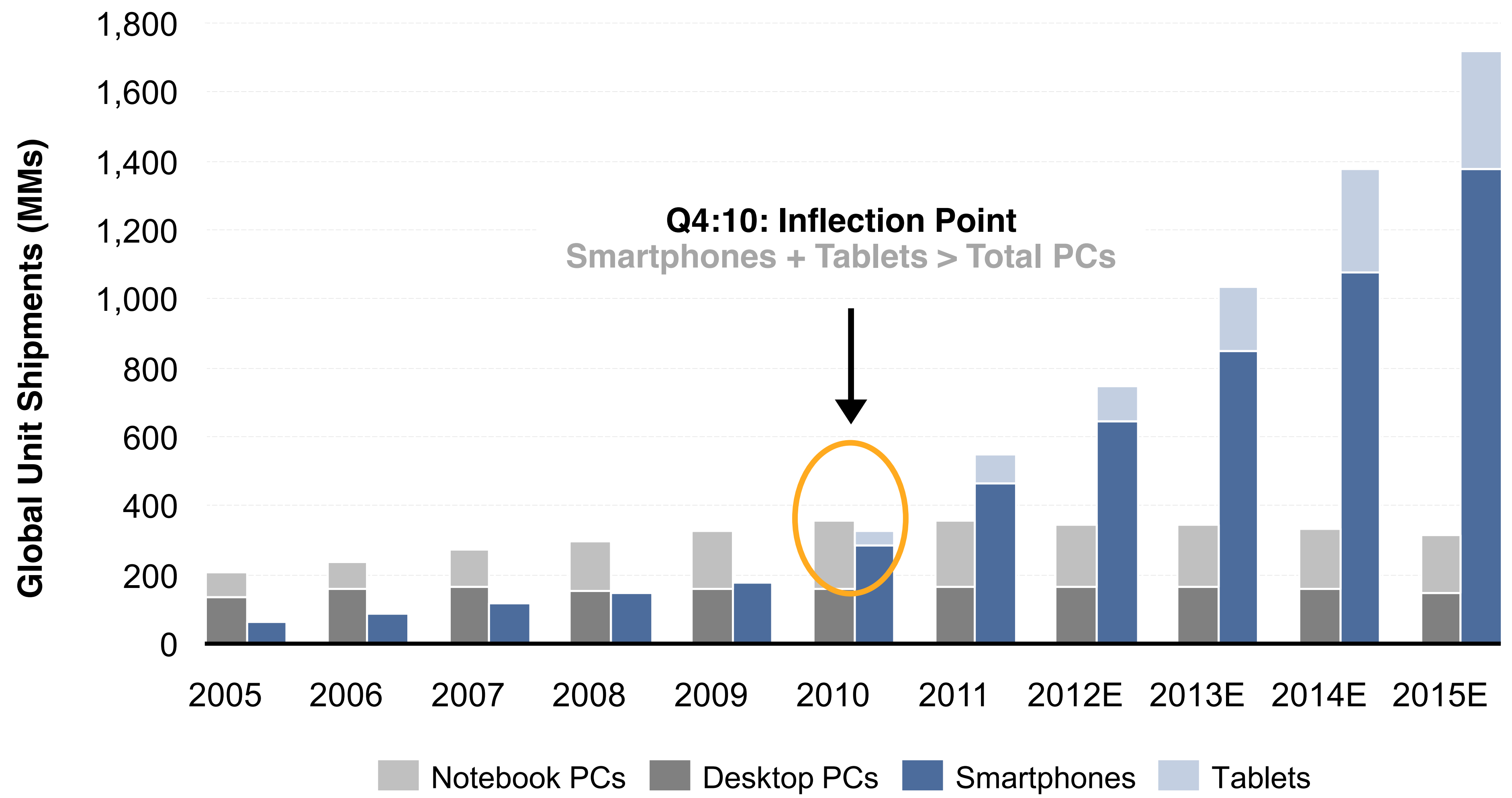








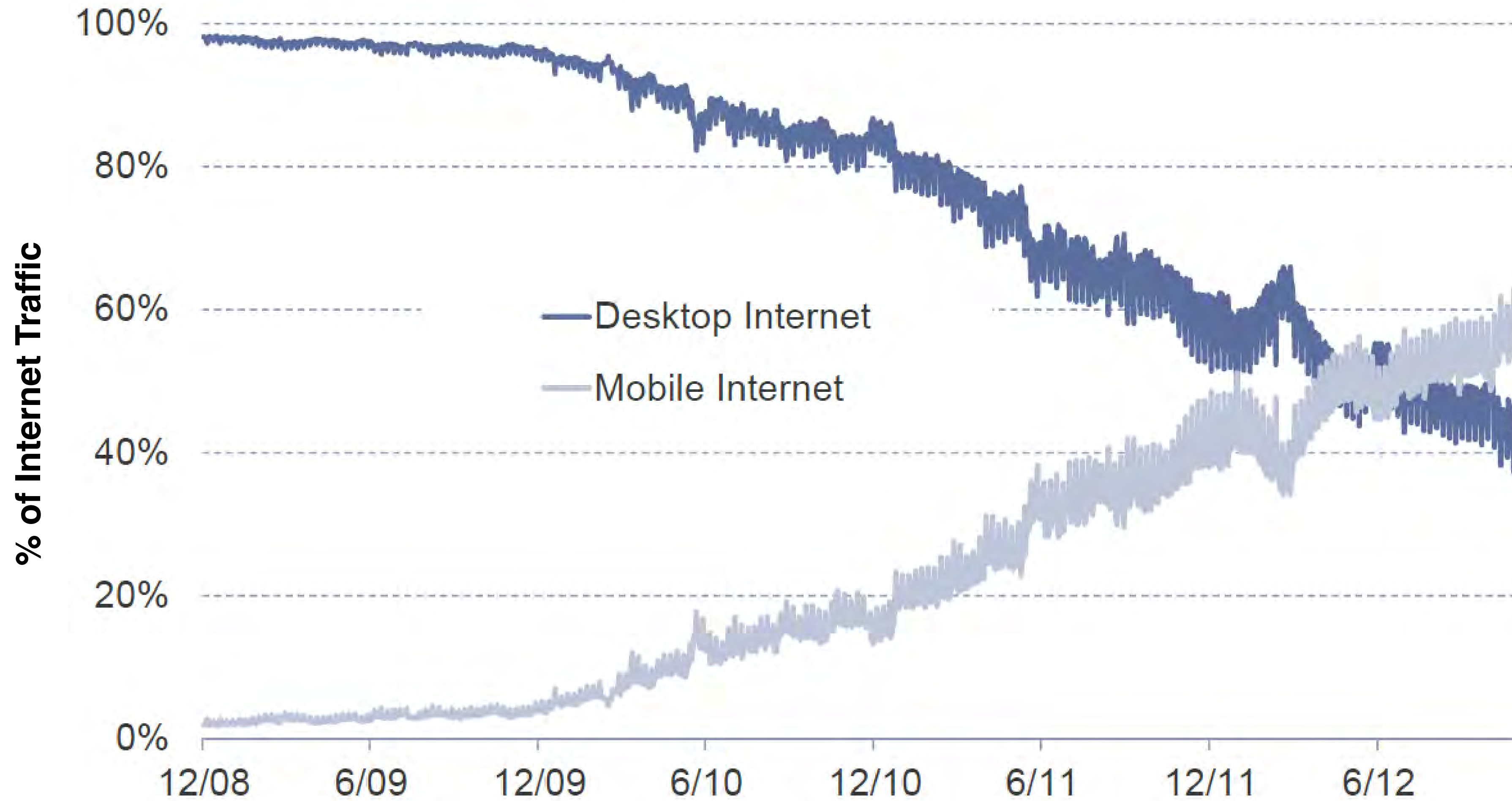
Global Unit Shipments of Desktop PCs + Notebook PCs vs. Smartphones + Tablets, 2005-2015E



Note: Notebook PCs include Netbooks. Source: Katy Huberty, Ehud Gelblum, Morgan Stanley Research (2012)



India Internet Traffic by Type, Desktop vs. Mobile, 12/08 – 11/12

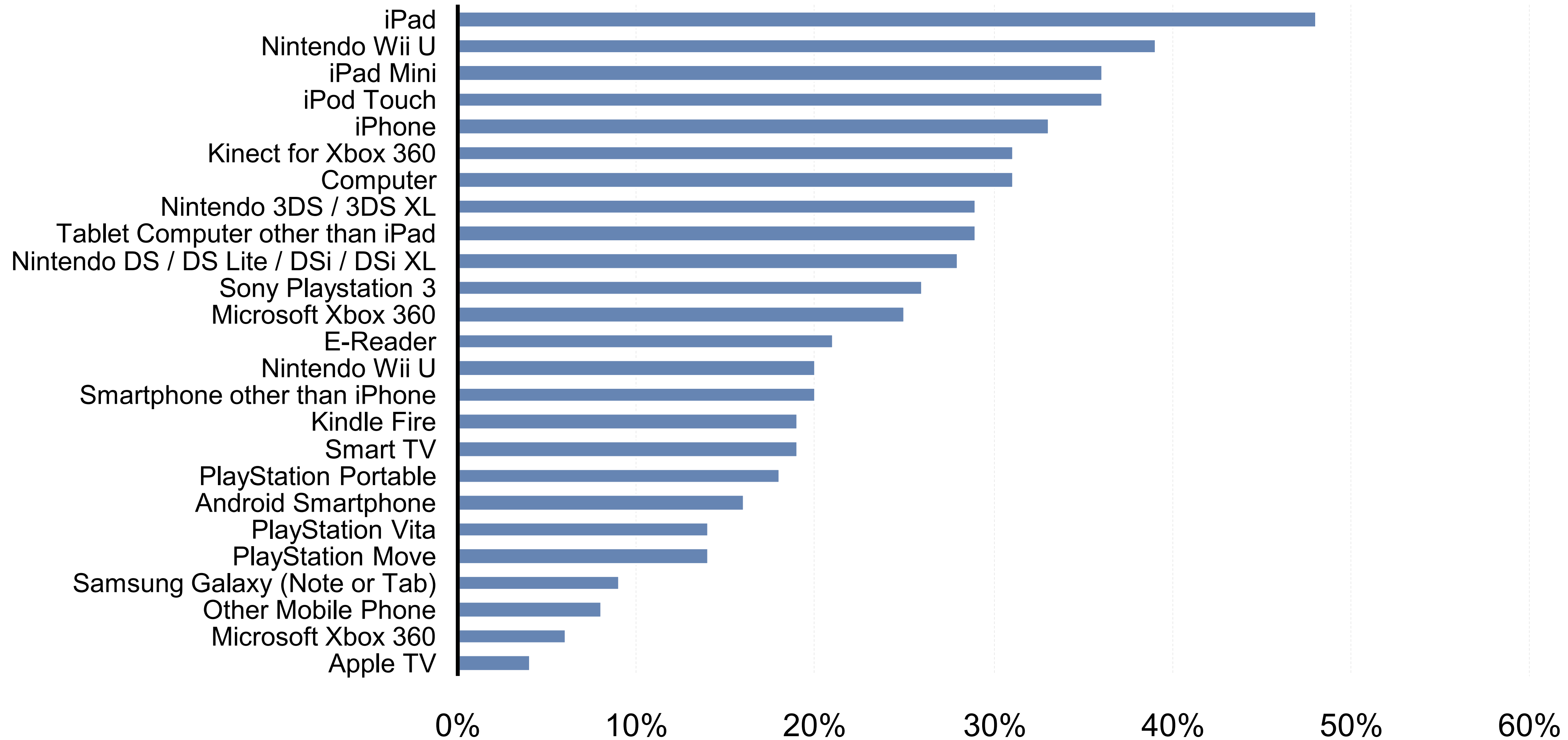


Source: StatCounter Global Stats (2012)



18/02
2015

Interest in Buying in Next 6 Months Among USA Kids Ages 6-12



Nielsen (2012)

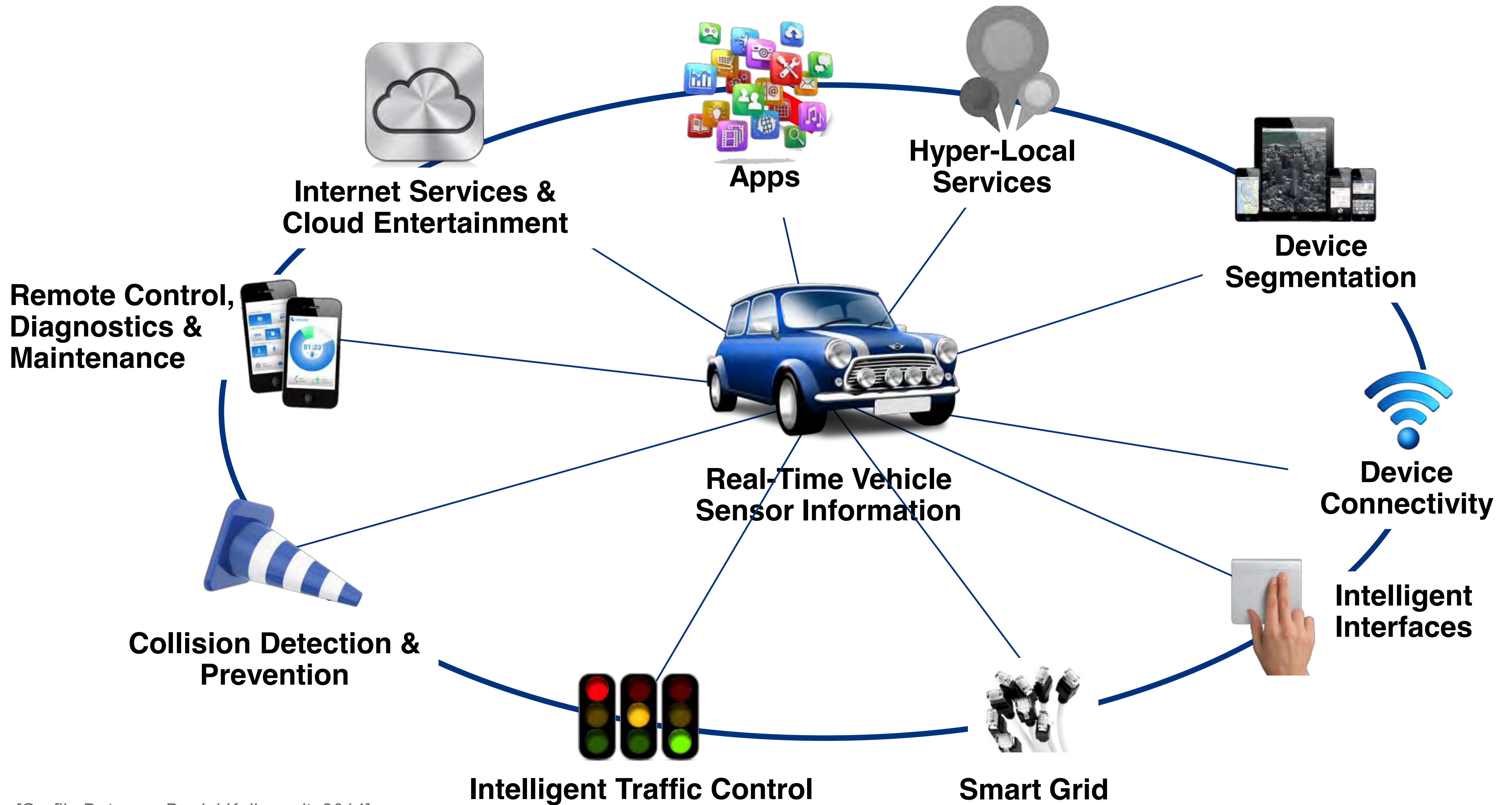


18/02
2015

Device Convergence Timeline

	2005	2010	2015
Vision	<p>One Bill, Triple Play</p> 	<p>One Device, 1000s of Apps</p> 	<p>One Ecosystem, 10s of Screens</p> 
Focal Point	Network	Device	Ecosystems
Compete Based On	Price of Service	Number of Apps	Experience Roaming

[Grafik: Detecon, Daniel Kellmerit, 2014]



[Grafik: Detecon, Daniel Kellmerit, 2014]

Side•car

a whole new way to get around

lyft



UBER



[Grafik: Detecon, Daniel Kellmerein, 2014]

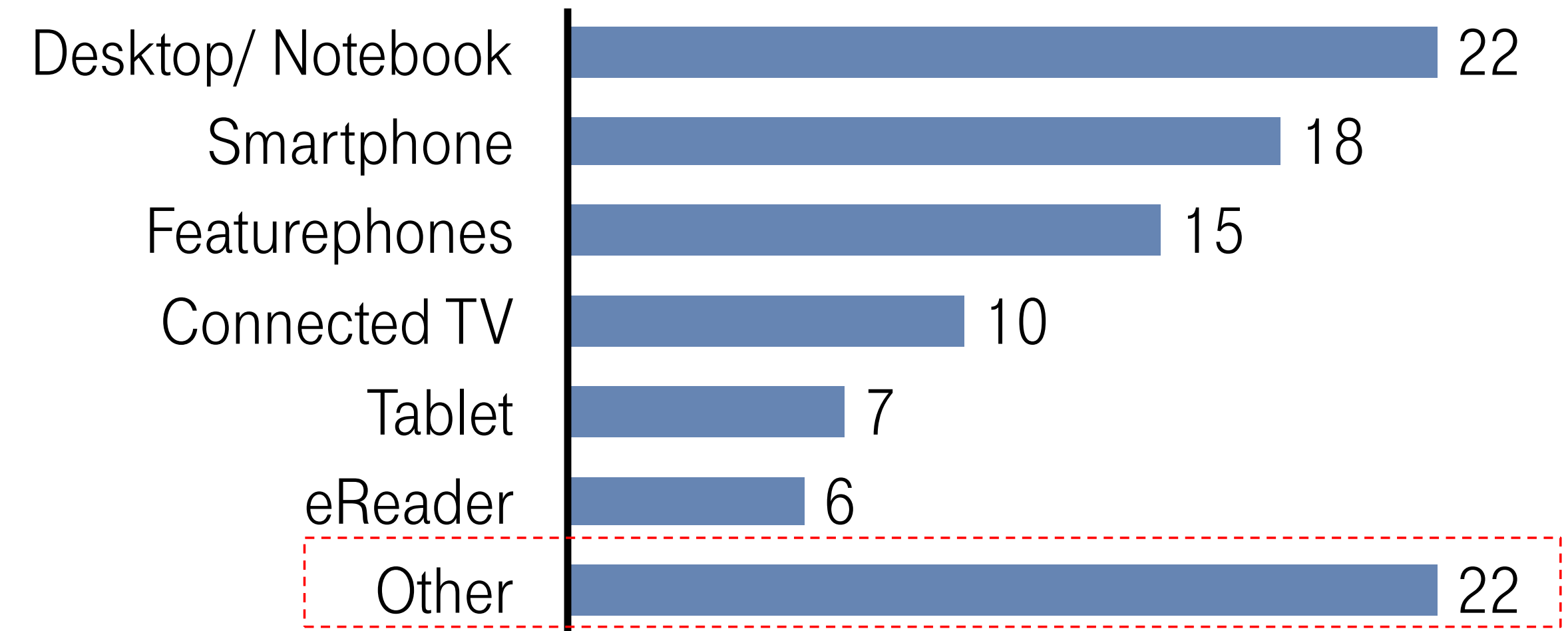
Bluetooth

~2B Bluetooth-Enabled Devices Shipped globally in 2012E, Up 87X in 10 Years

Wi-Fi

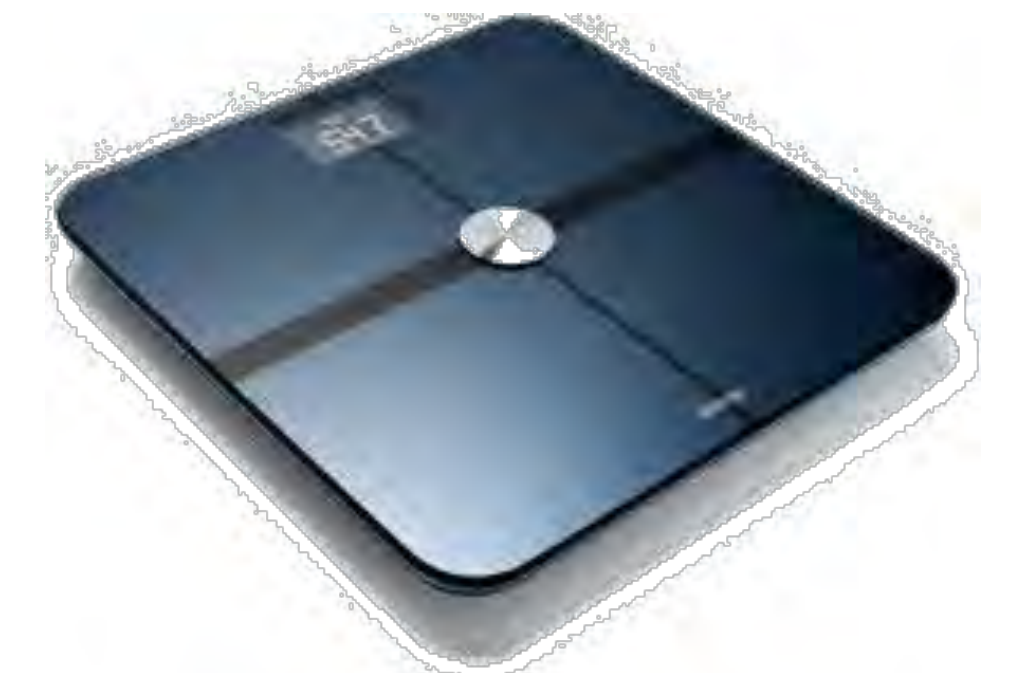
~1.5B WI-Fi Enabled Devices Shipped Globally in 2012E, Up 5X in 4 Years

Connected devices in the United States in 2012, by device type



■ % of Connected Devices in US (Q3'12)

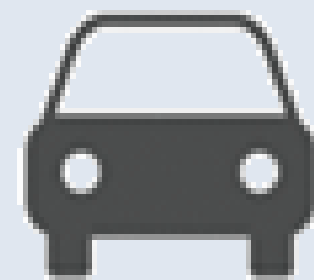
nest



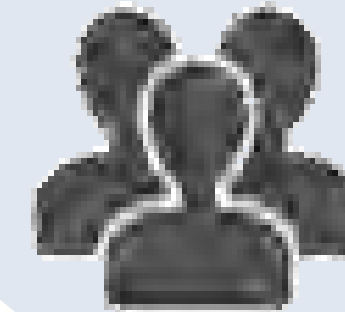
Vacation & Real Estate Sharing



Car Sharing



Skill Sharing & Micro Jobs



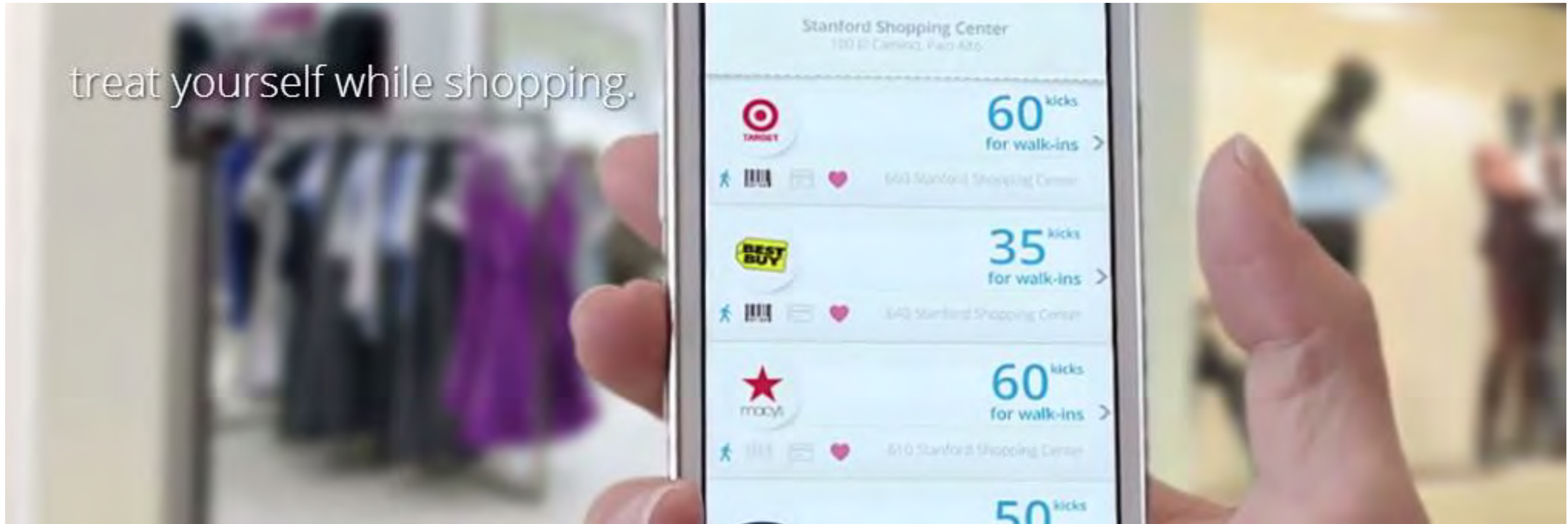
Everything & Anything



[Grafik: Detecon Analysis, Daniel Kellmereit, 2012]



SONIC ⚡ NOTIFY



Online + Offline engagement

Online and Offline user profiles converge

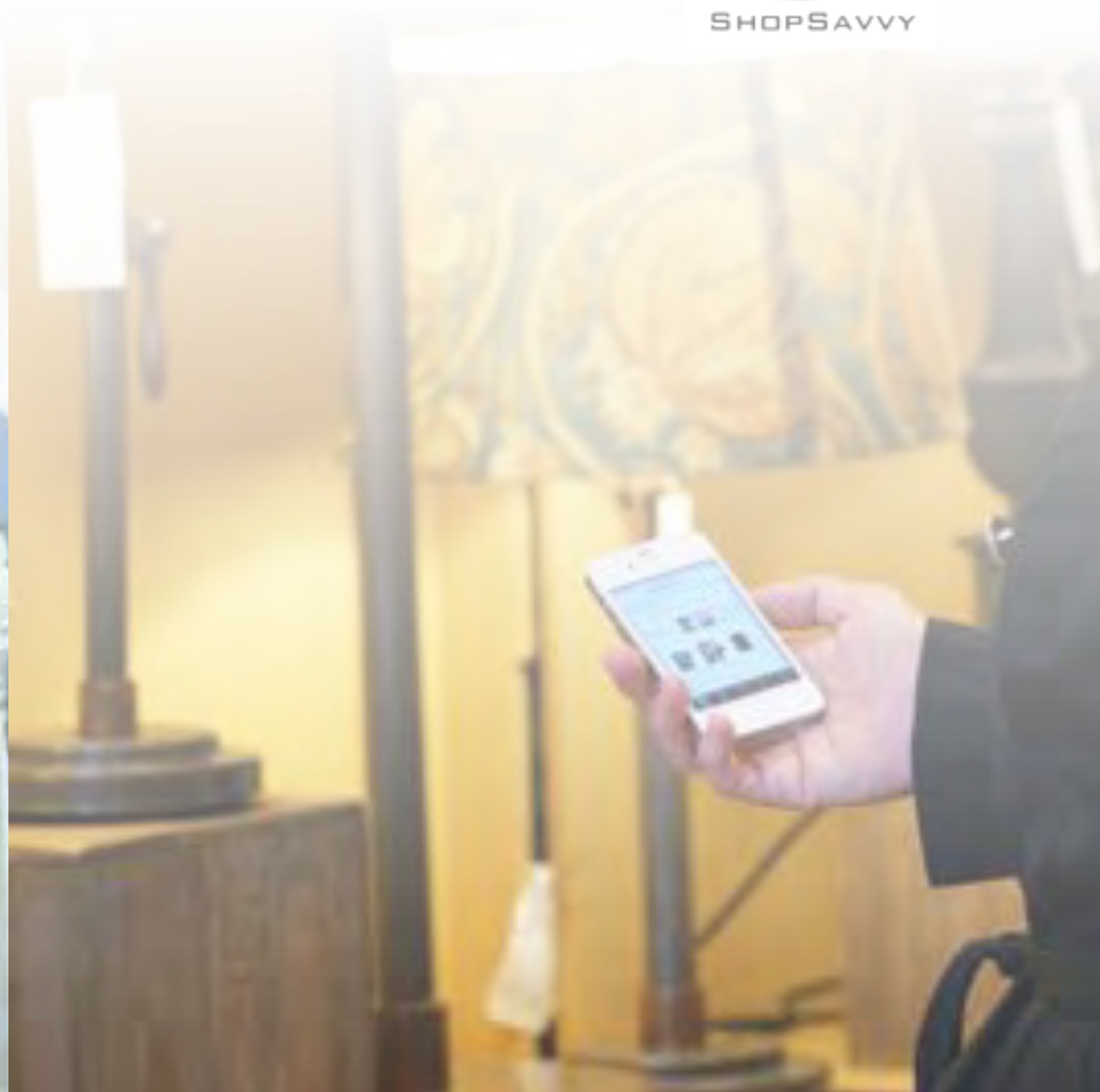
Analytics & Social tools are used offline



Best digital shopping experience

Online and offline shopping intermingle

Physical Retail stores become Showrooms



Seamless payment

Mobile Payment is the norm

Simply walk in and give your name with Square



Fast Hassle Free Delivery

In the same hour to your home, locker or car trunk

Businesses know your delivery preferences



Sculpteo 3D Sculpteo allows users to print in 3D by submitting 3D models over the cloud, showing a very innovative business model in this emerging space.

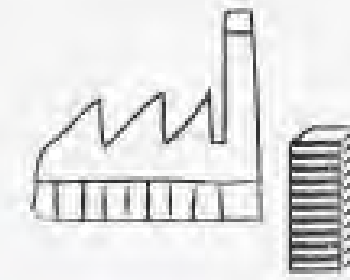
Who's printing what?

Stores and designers can embed the 3D printing revolution into their online shop, using the professional Sculpteo easy integration solution...



3D Print easily

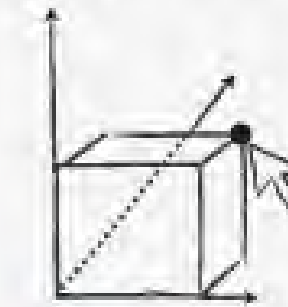
Upload your 3D file and have it printed by Sculpteo.



Upload 3D file

Design at your fingertips

We develop online 3D tools and workshops to give you the best 3D printing results. Try them !



Create objects

Sell your creations

Open your store in our 3D printing marketplace. Sell your creations and get benefits.



Open your store

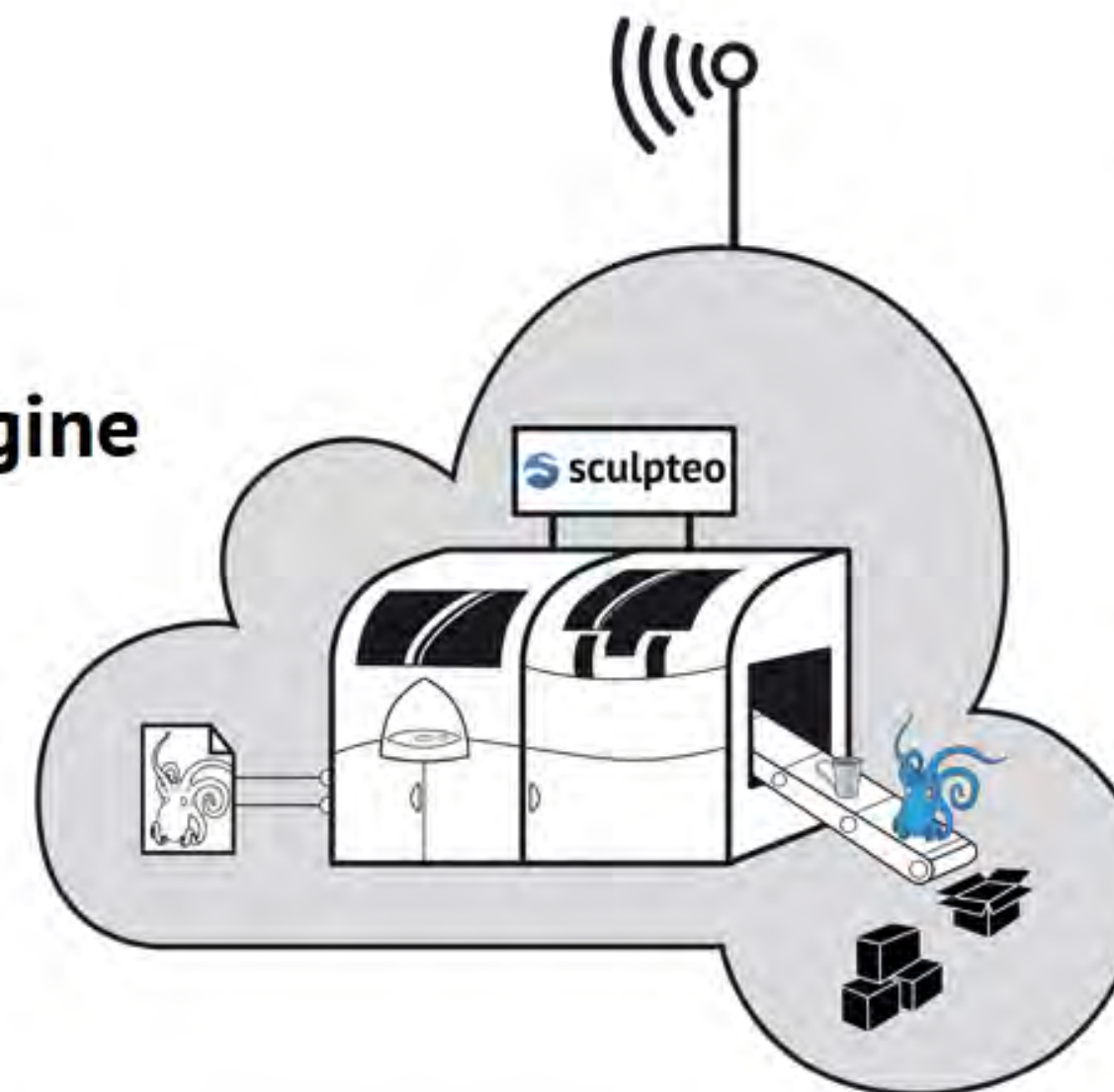
Get inspired

Browse our designers' collections, get inspired and have them 3D printed !



Visit Designers Stores

The 3D printing cloud engine



Who's printing what?

The SCULPTEO 3D printing Cloud engine is also now available for all businesses.

Stores and designers can embed the 3D printing revolution into their online shop, using the professional Sculpteo easy integration solution...

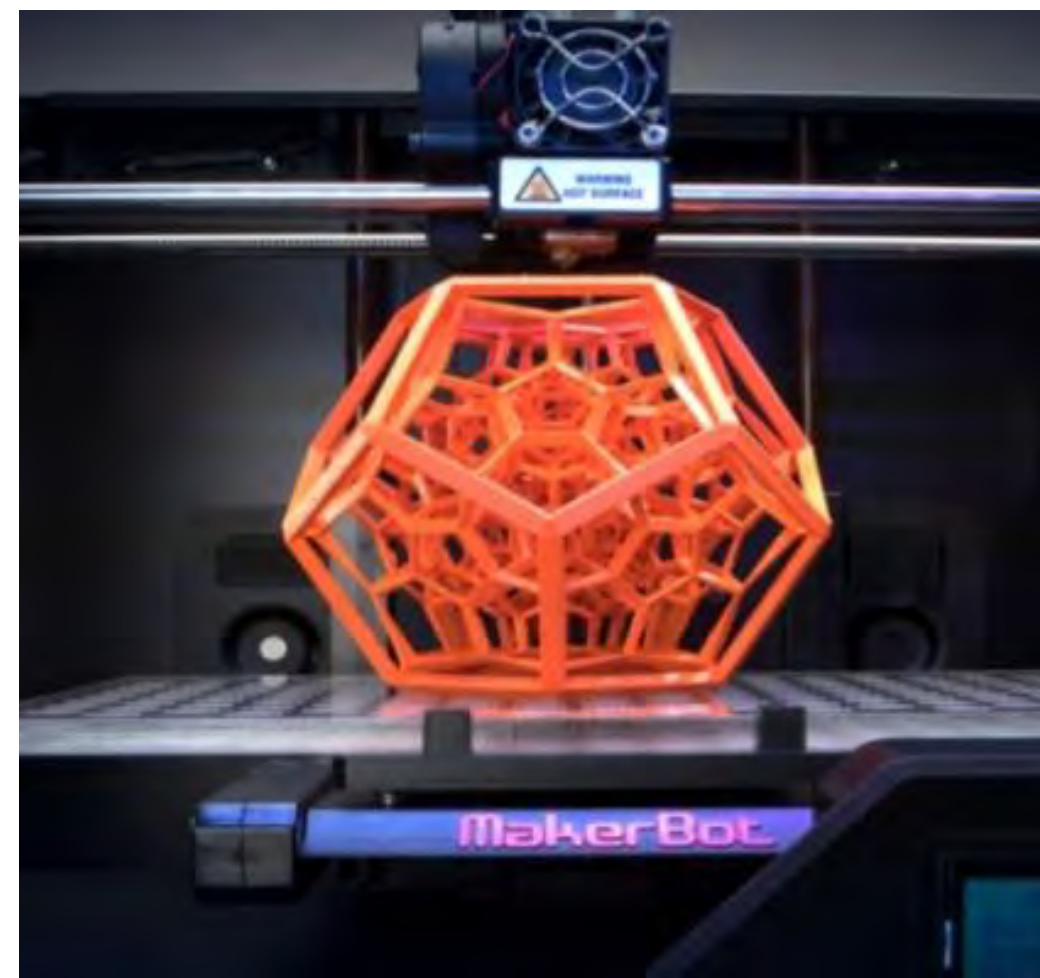
The ineluctable consumer 3D Printing revolution has started with mass-customization and "made to measure" products available for everyone!

Find out more...

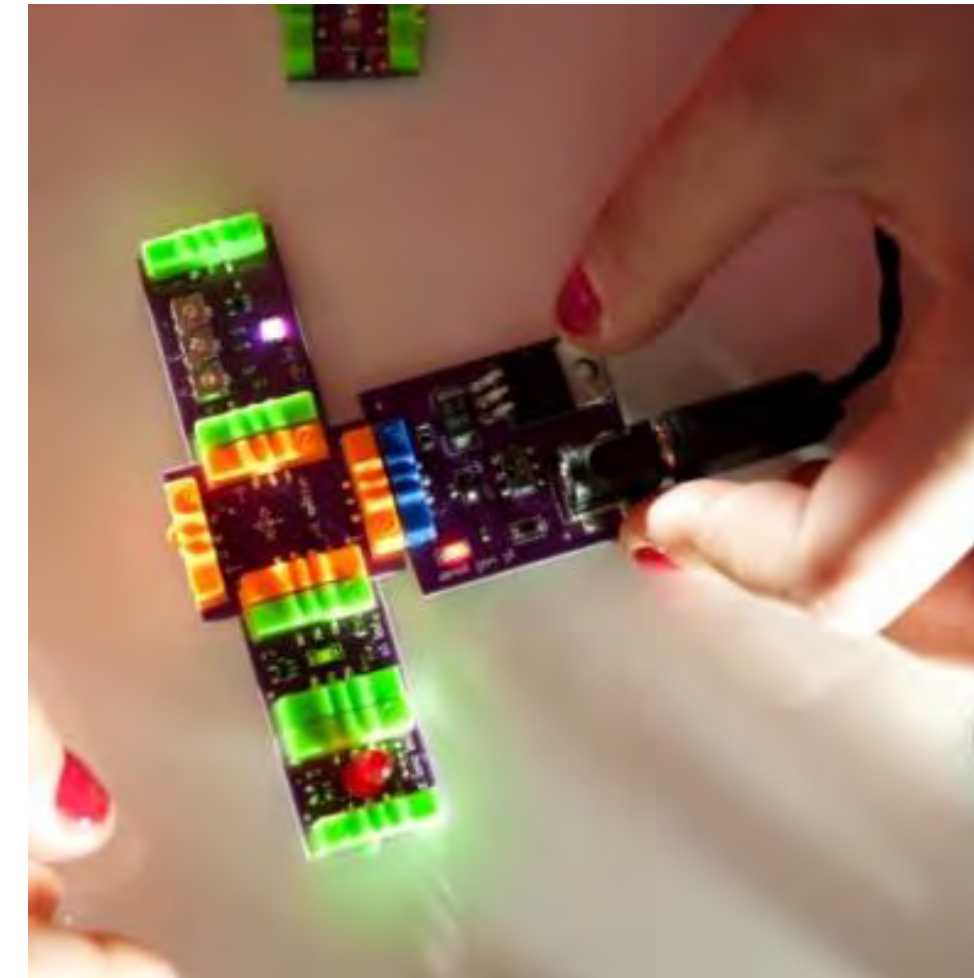
Personal Drones



3D printing in The Home



Build your own Gadget



Disruptive AI



[Grafik: Detecon Analysis, Daniel Kellmeyer, 2012]



Personalized Remote Treatment

- Cloud connected devices
- Analytics for diagnosis



Research and Trials

- Data continuously feeded
- 3rd party APIs for research



Public health

- Geolocated data
- Solutions for mass diseases



Intelligent assistant

- AI for doctors
- Help in decision making

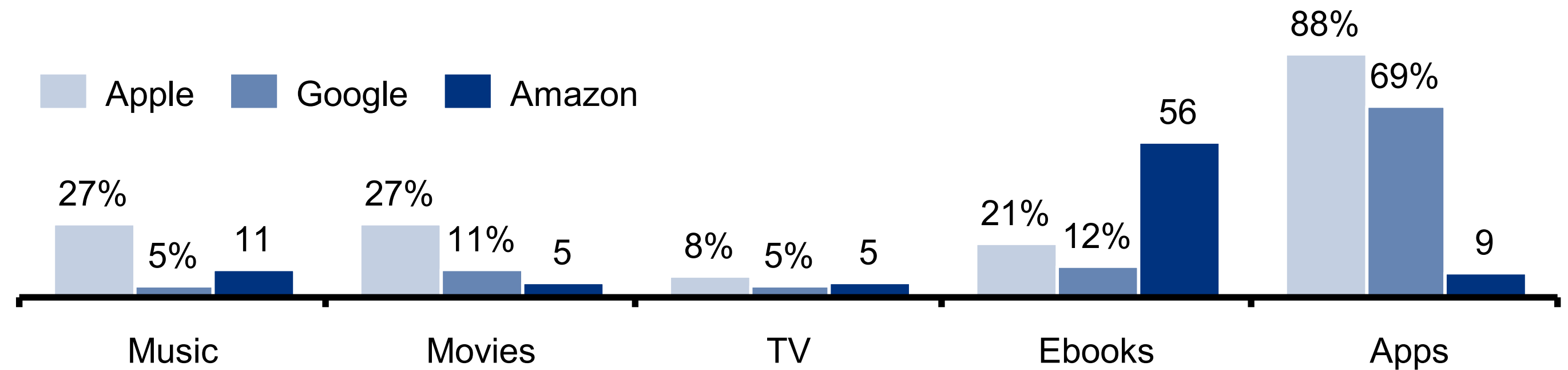



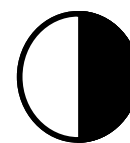
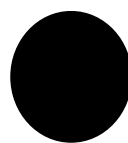
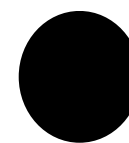
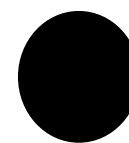
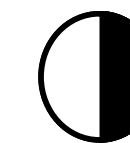
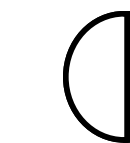

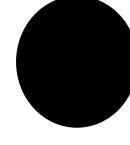
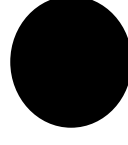
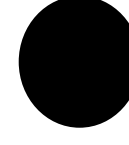
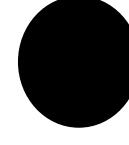




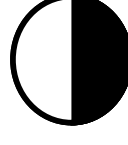

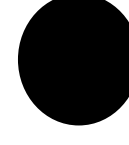
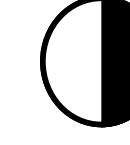

Access to World Population
(% of World Population)



Source: Macstories 2012

Access to World Population by Type of Service
(% of World Population)



Player	Cloud Services	Connected Devices	Sales Channels and Billing	On-demand content	Value-add Services	Targeted Advertising
						
						
						

Source: Detecon Analysis (2012)



3

Regionalwirtschaft und globale Märkte – Wie passt das zusammen?





Big Data & Information Security

A Transatlantic Perspective

“Big Data and the Future of Data Centers”

Supported by



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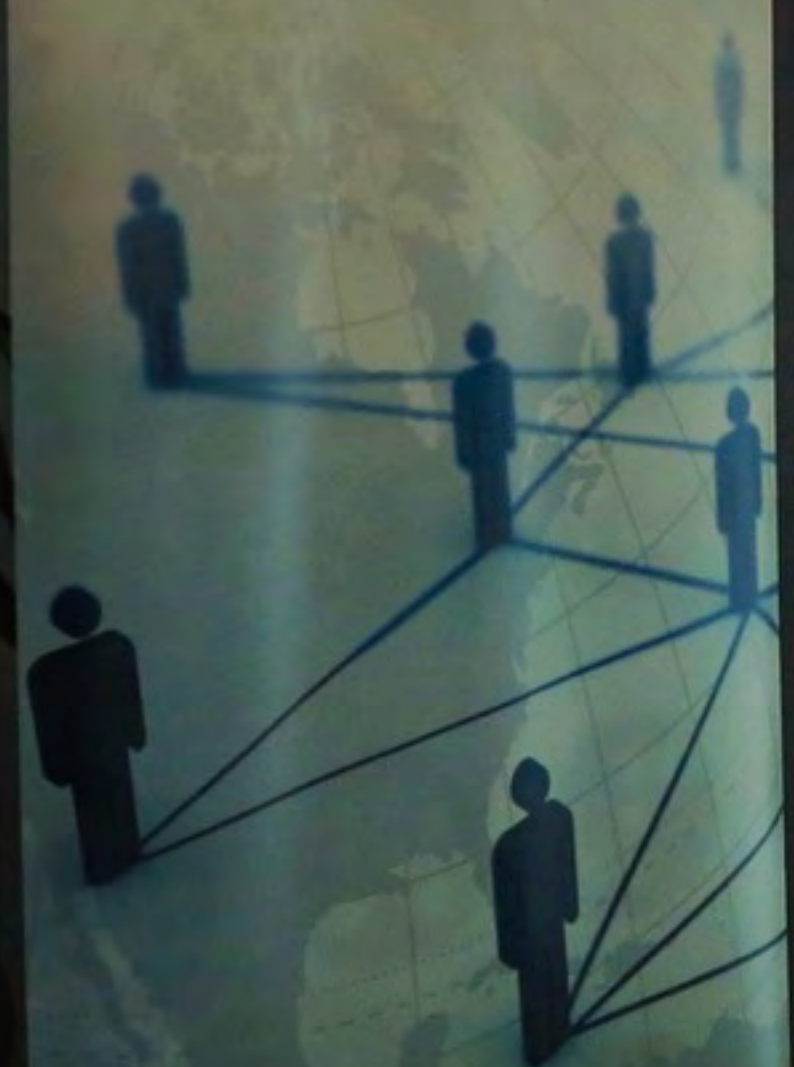
OPENING
FALL 2014

35

35



SAN FRANCISCO



Americ
for the V
ndem Cen
48-1240
gaccsanf

Big Data & Information Security

A Transatlantic Perspective

the Future of Data Centers”

Organized by:

- SAXONY ANHALT Investment and Marketing Corporation
- AHK German American Chambers of Commerce Deutsch-Amerikanische Handelskammern

Supported by:

- European Commission European Regional Development Fund INVESTING IN YOUR FUTURE





Germany and US - the best of both

■ Silicon Valley

- ✓ Start-up funding
- ✓ Risk taking economy
- ✓ One big market
- ✓ World's epicenter of technology

■ Germany

- ✓ Well educated and motivated people
- ✓ Great working culture
- ✓ Relatively Low Salary Expenses
- ✓ Less competition hiring talents

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1550

BRYANT

WARNING: This Property Contains Chemicals Known to the State of California to Cause Cancer, Birth Defects And/or Reproductive Harm



NO SOLICITING

4

Bewährte und neue Modelle der Gründungsunterstützung

Bringing science into the startup creation process

Surge in Startup Creation



Huge management repositories

Advice by peers

Decreasing startup costs

Easy access to knowledge bases

Average Failure Rate



90%

Inability to interpret data

Information overflow

Loss of focus

Paralysis

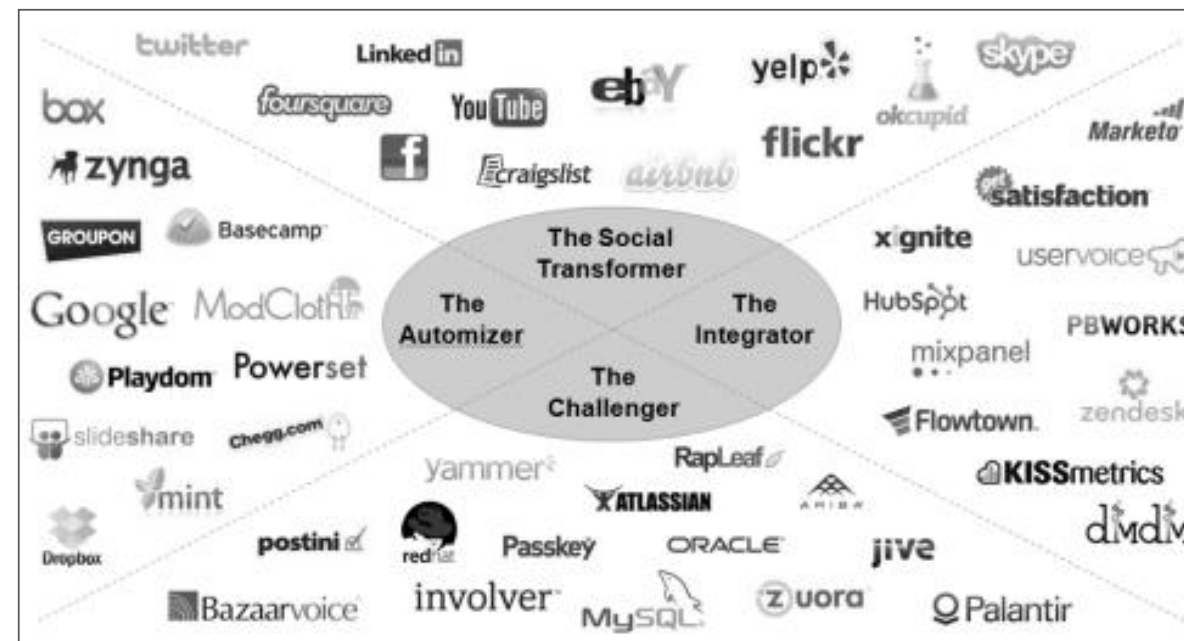
Contradictory advice

1 Startup Stages



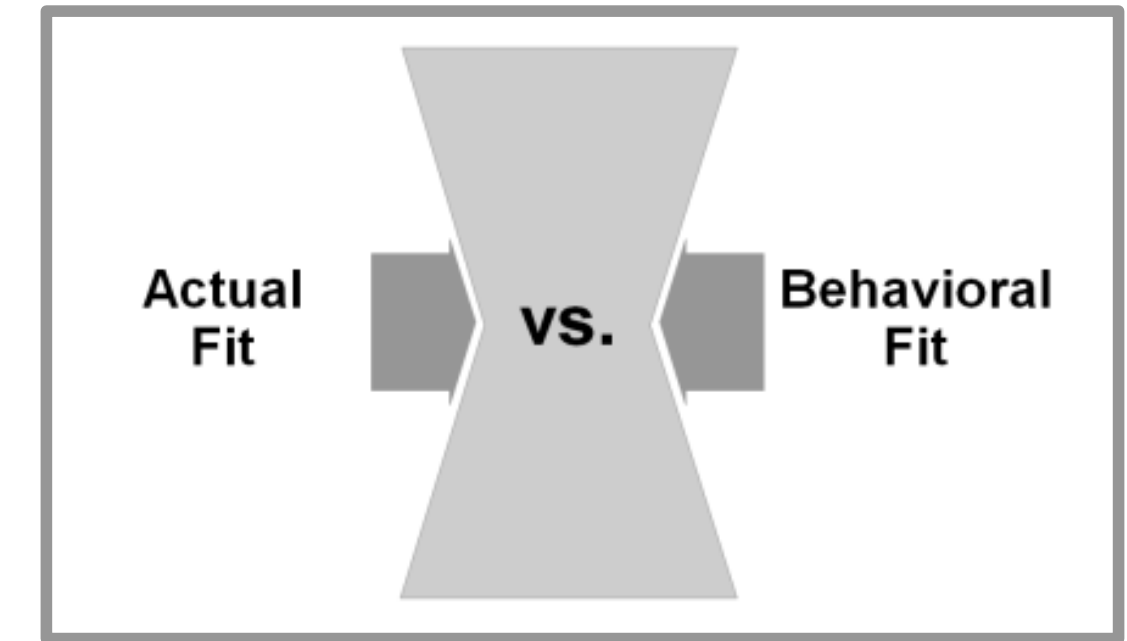
4 Distinct Development Stages

2 Startup Types



4 Distinct Types of Startups

3 Startup Consistency



Premature Scaling most common reason for failing

4 Learning & Pivoting



Learning is fundamental and pivoting is a valuable part thereof

5 Money & Motivation



Money does not motivate, yet sharpens view of market size

6 Team Size & Composition



Larger and more balanced founding teams are more successful

[Startup Genome Project, StanfordU 2013]



[Startup Genome Project, StanfordU 2013]

¹Stages 5 and 6 are not being examined in the Startup Genome Report as it focuses on reasons for Premature Scaling.

Mar.
2012



Telefonica

Wayra Academy in London

- 6 months mentorship program
- ~ US\$ 50k funding per startup

Jan.
2012



中国电信
CHINA TELECOM

First incubators in Shanghai

- Startups receive ~ US\$ 10k funding
- 2 years incubation program

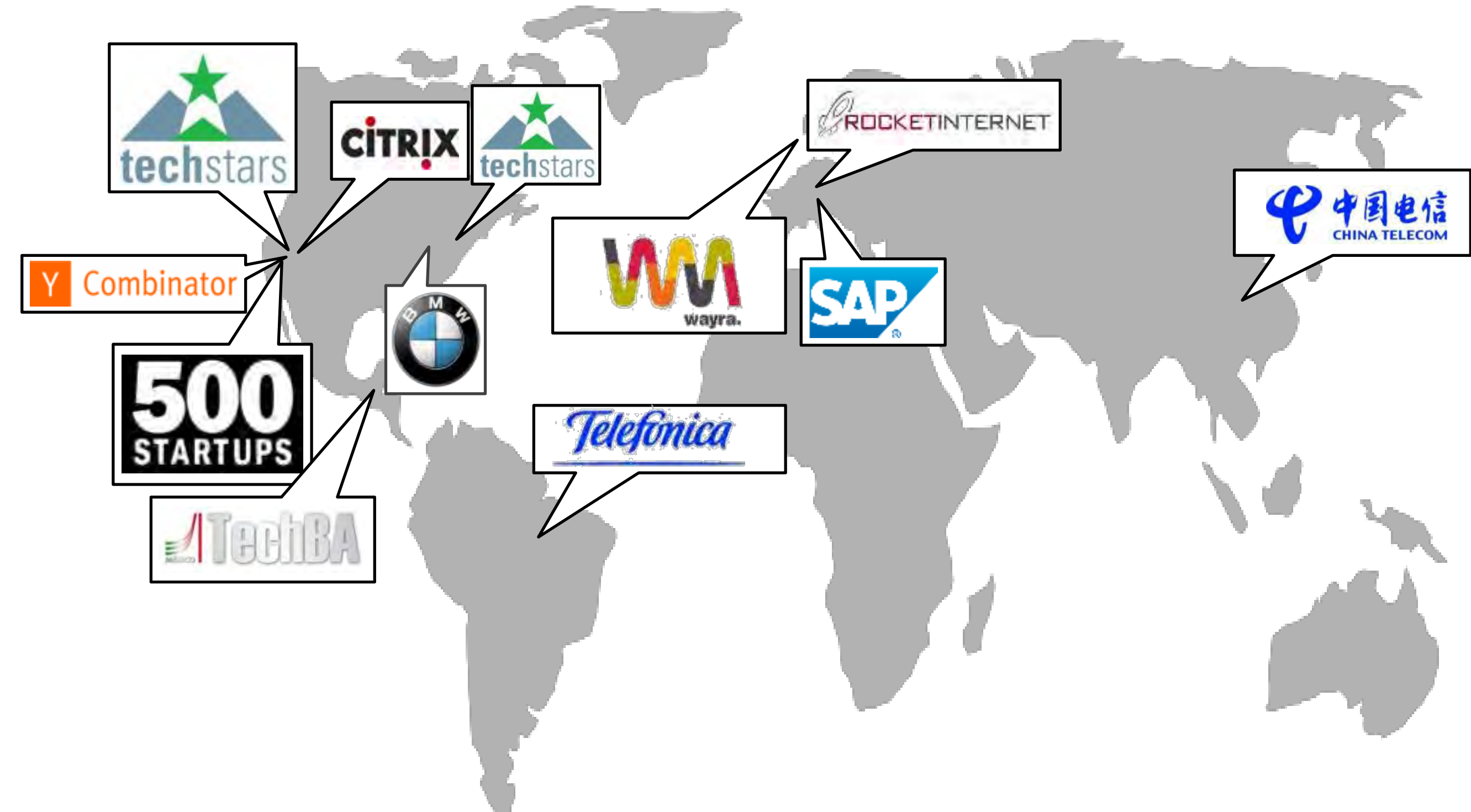
Sept.
2011



Vodafone
xone









“Xone” incubator in Silicon Valley

- Hosts 24 US startups
- Technical & commercial testing's



Many corporate incubators have locations in the Silicon Valley, hoping to benefit from the most efficient and advanced innovation ecosystem

[Detecon Analysis (2012)]

	Facility-Centric	Mentoring-Centric ¹	Management-Centric	Investment-Centric
<i>Examples</i>	 	 	 	 
Duration	Unlimited	3-6 months	3-5 years (until exit)	1-5 years (until exit)
Facilities	Co-working space and IT services	During program	-	-
Mentoring	Basic consulting services (commercial, technical and legal)	Intense mentoring; no controlling influence	Provide business idea and involve directly in startup management	Provide business idea and steer execution
Invest	-	10-50k seed funding; 6-10% equity in return	Higher seed funding; equity share diluted over time to <25%	Several rounds of funding; equity share >50% until exit

¹ Predominant model in the US

[Detecon Analysis (2012), Telekom innovation labs (2012)]

1. Silicon Valley



2. Tel Aviv



3. Los Angeles



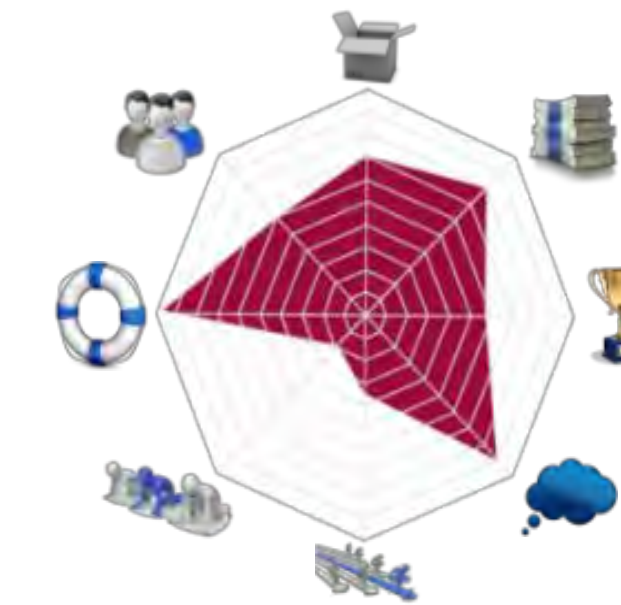
5. New York



6. Boston



7. London



8. Vancouver



9. Paris



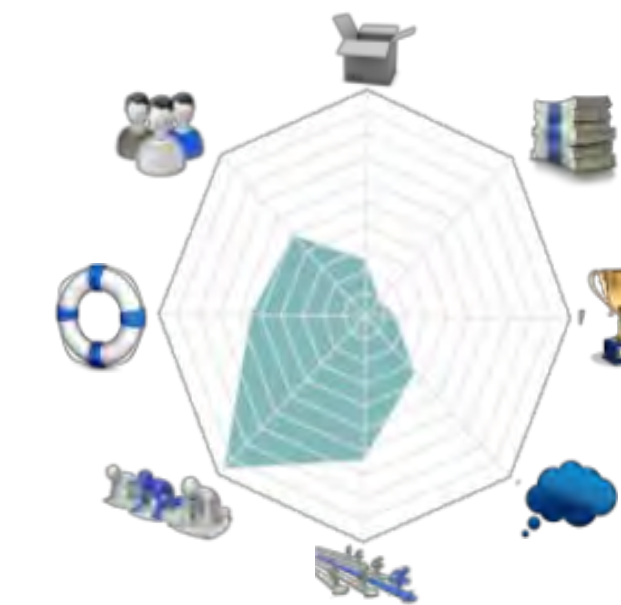
10. Sydney



11. Sao Paulo



12. Moscow



13. Berlin



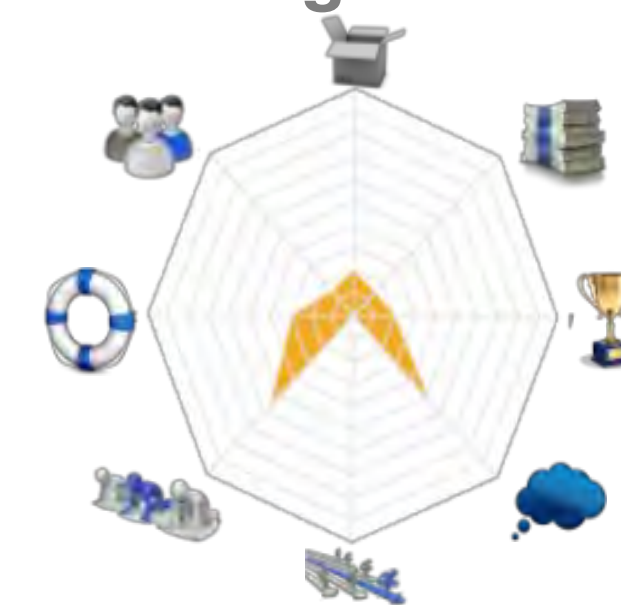
14. Singapore



15. Melbourne



16. Bangalore



17. Santiago



The Silicon Valley Advantage

According to the Startup Genome Project, the Silicon Valley is leading all other Start Up ecosystems in the dimensions of the study, Startup Funding, Performance, Trendsetting, Support, Funding, Mindset, Differentiation and Talent

Legends: 1

Startup output
Funding

Performance
Mindset

Trendsetter
Differentiation

Support
Talent

2

1
Solid

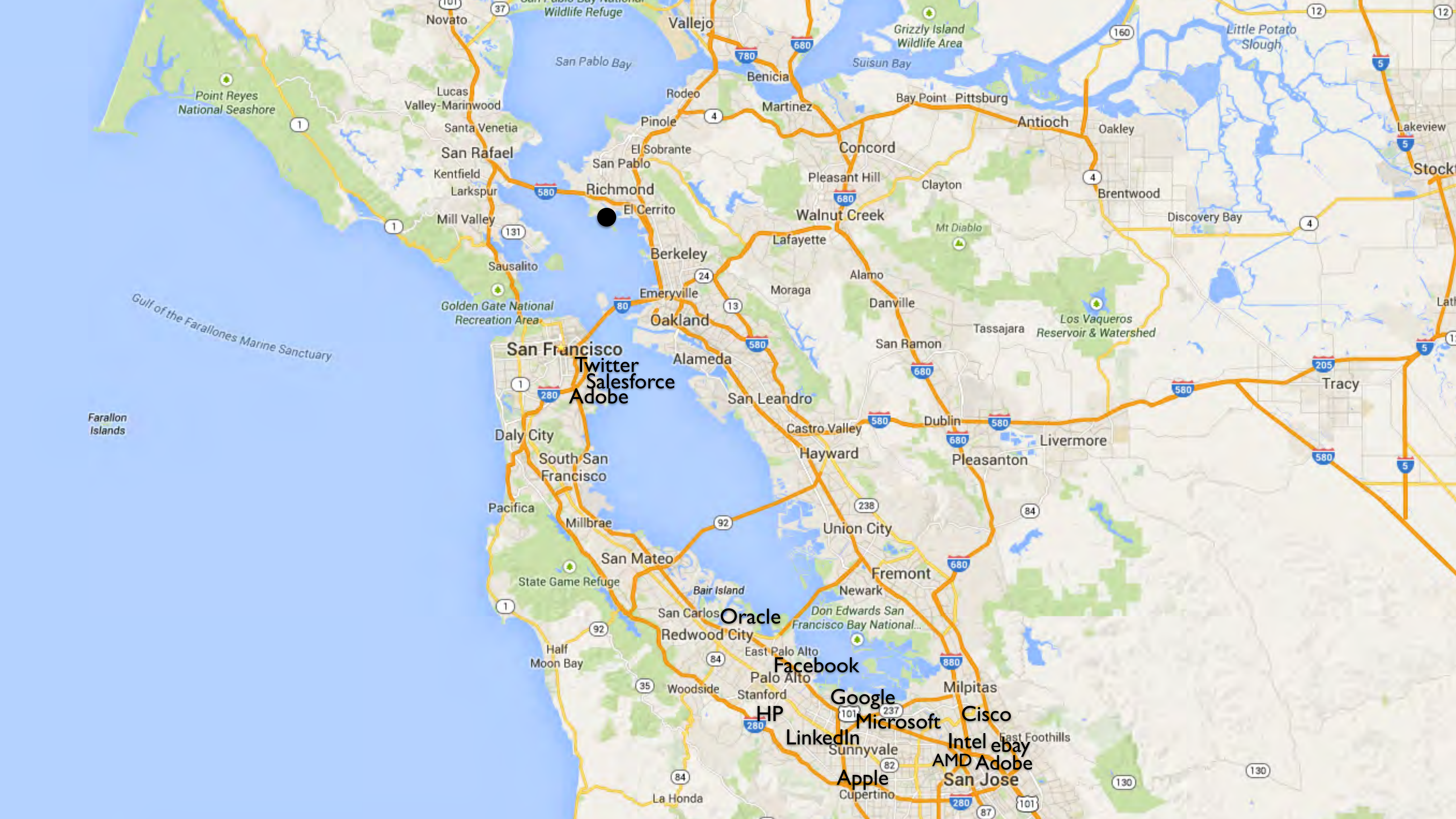
2
Hype

3
Independence

4
Integration

5
Expansion

6
Contraction



Twitter
Salesforce
Adobe

Oracle

Facebook

Google

HP

LinkedIn

Apple

Microsoft

Cisco

Intel

AMD

San Jose

ebay

Adobe









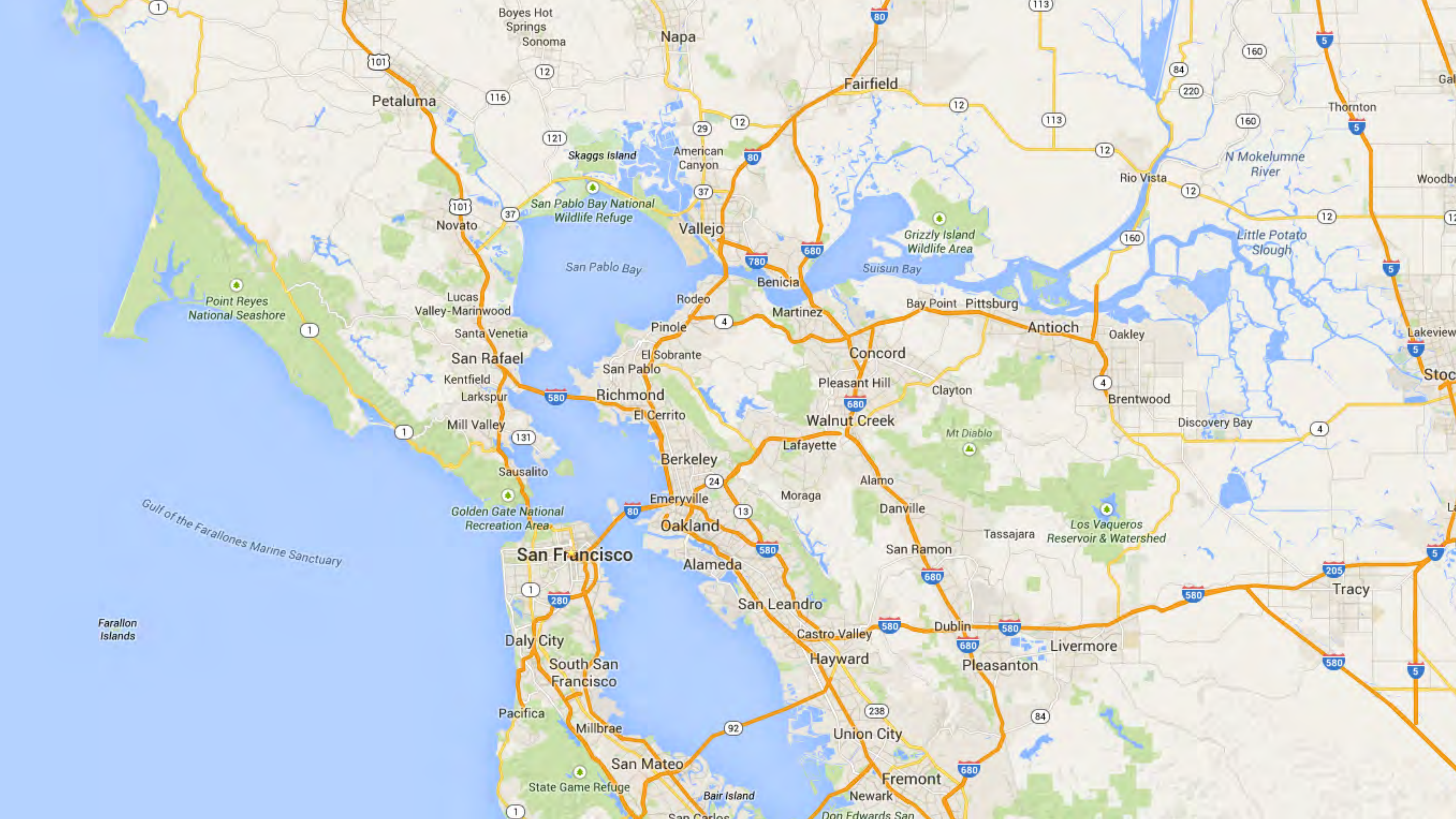
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Audio Visual



AdPaiz
CHANGING THE WORLD FOR GOOD

CHANGING THE V...







St Helena 8
Calistoga 17
Lakeport 67

SPEED
LIMIT
55









SALE
50% OFF

ST SUPÉRY

ESTATE VINEYARDS & WINERY

NAPA VALLEY

PRICE LIST

NAPA VALLEY ESTATE	RETAIL	CLUB
2013 ESTATE SAUVIGNON BLANC	\$20__	\$16__
2013 ESTATE OAK FREE CHARDONNAY	\$25__	\$20__
2013 ESTATE ROSÉ WINE - <i>SOLD OUT</i>	\$16__	\$12.80__
2012 ESTATE CABERNET SAUVIGNON <i>NEW RELEASE!</i>	\$35__	\$28__
2013 ESTATE MOSCATO	\$25__	\$20__

ÉLU & VIRTÚ ESTATE BLENDS

2012 NAPA VALLEY ESTATE VIRTÚ <i>90 POINTS, ROBERT PARKER'S THE WINE ADVOCATE 90 POINTS, WINE ENTHUSIAST</i>	\$30__	\$24__
2010 NAPA VALLEY ESTATE ÉLU <i>95+ POINTS, ROBERT PARKER'S THE WINE ADVOCATE OUTSTANDING - 95+ POINTS, DECANTER MAGAZINE</i>	\$75__	\$60__

SINGLE VINEYARD ESTATE WINES

2012 DOLLARHIDE ESTATE VINEYARD SEMILLON	\$30__	\$24__
2012 DOLLARHIDE ESTATE VINEYARD SAUVIGNON BLANC <i>92 POINTS, WINE & SPIRITS 90 POINTS, WINE ENTHUSIAST</i>	\$35__	\$28__
2012 DOLLARHIDE ESTATE VINEYARD CHARDONNAY	\$35__	\$28__
2010 DOLLARHIDE ESTATE VINEYARD CABERNET SAUVIGNON <i>95 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$100__	\$80__
2010 RUTHERFORD ESTATE VINEYARD MERLOT <i>94 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$50__	\$40__
2010 RUTHERFORD ESTATE VINEYARD CABERNET SAUVIGNON <i>95 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$100__	\$80__

90 POINTS, WINE ENTHUSIAST

2010 NAPA VALLEY ESTATE ÉLU <i>95+ POINTS, ROBERT PARKER'S THE WINE ADVOCATE OUTSTANDING - 95+ POINTS, DECANTER MAGAZINE</i>	\$75__	\$60__
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SINGLE VINEYARD ESTATE WINES

2012 DOLLARHIDE ESTATE VINEYARD SEMILLON	\$30__	\$24__
2012 DOLLARHIDE ESTATE VINEYARD SAUVIGNON BLANC <i>92 POINTS, WINE & SPIRITS 90 POINTS, WINE ENTHUSIAST</i>	\$35__	\$28__
2012 DOLLARHIDE ESTATE VINEYARD CHARDONNAY	\$35__	\$28__
2010 DOLLARHIDE ESTATE VINEYARD CABERNET SAUVIGNON <i>95 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$100__	\$80__
2010 RUTHERFORD ESTATE VINEYARD MERLOT <i>94 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$50__	\$40__
2010 RUTHERFORD ESTATE VINEYARD CABERNET SAUVIGNON <i>95 POINTS, ROBERT PARKER'S THE WINE ADVOCATE 91 POINTS, WINE SPECTATOR</i>	\$100__	\$80__
2010 DOLLARHIDE ESTATE ELEVATION <i>96 POINTS, ROBERT PARKER'S THE WINE ADVOCATE 90 POINTS, WINE SPECTATOR</i>	\$65__	\$52__
2010 DOLLARHIDE ESTATE VINEYARD MALBEC	\$50__	\$40__
2009 DOLLARHIDE ESTATE VINEYARD PETIT VERDOT <i>90 POINTS, WINE ENTHUSIAST</i>	\$50__	\$40__
2010 RUTHERFORD ESTATE VINEYARD CABERNET FRANC - <i>SOLD OUT</i> <i>92 POINTS, ROBERT PARKER'S THE WINE ADVOCATE</i>	\$50__	\$40__



SCAN WITH SMART PHONE TO SIGN UP FOR EMAILS FROM ST. SUPÉRY ESTATE



SKALLI FAMILY WINEMAKING

TRADITION + INNOVATION SINCE 1920

ST. SUPÉRY ESTATE VINEYARDS & WINERY • 8440 ST. HELENA HWY

ST SUPÉRY

ESTATE VINEYARDS & WINERY

NAPA VALLEY

BENEFITS OF MEMBERSHIP

- ❖ *Exclusive and first access to our newest releases and limited production single vineyard wines.*
- ❖ *Notification of re-releases of rare library wines.*
- ❖ *20% discount on wines.*
- ❖ *Complimentary Estate Tasting or Single Vineyard Tasting for members and up to three additional guests. Please call ahead so we can treat you to the best experience possible.*
- ❖ *All-Interactive Wine Experiences are 50% off for members and up to three additional guests.**
- ❖ *Once annually, complimentary Wine & Cheese Pairing or Vineyard to Glass Tour for members and up to three additional guests.*
- ❖ *Invitations to Member Only events, as well as special St. Supéry wine dinners and wine pouring events across the United States.*
- ❖ *Wine Club newsletter featuring wine notes and winery news with each Wine Club shipment.*
- ❖ *Specials available to members only.*

**Excludes Down & Dirty at Dollarhide.*

2014/2015 SHIPMENT SCHEDULE

SELECTIONS SUBJECT TO CHANGE

ESTATE CLUB:

MAY*/JUNE

2013 Dollarhide Estate Vineyard Sauvignon Blanc
2010 Dollarhide Estate Vineyard Petit Verdot

SEPTEMBER

2013 Dollarhide Estate Vineyard


DECEMBER

2013 Dollarhide Estate Vineyard Chardonnay

2004 Napa Valley Estate Élu

FEBRUARY 2015

2014 Napa Valley Estate Sauvignon Blanc

A close-up photograph of a wooden table with a sign. The sign is white with black text and is held up by a silver metal ring. The table is made of dark brown wooden slats. In the background, there is a wooden chair with three horizontal slats and a green bush with small pink flowers. The scene is outdoors, likely at a cafe or restaurant.

NO OUTSIDE
FOOD
PERMITTED

















Vielen Dank für Ihr Interesse!



18/02
2015

Dynamisierung von Wirtschaft

Michael A. Herzog | Research group SPiRIT | Magdeburg-Stendal University