

# "BINARY DREAMS": TRIVADIS LAUNCHES ONLINE-MAGAZINE

Zurich, 13 July 2021

**IT service provider Trivadis launches "Binary Dreams," its own online magazine about data and new technologies. 15 multimedia formats with a lot of wit, depth and heart combine information and entertainment. The launch of the magazine with 20 first articles is on July 13, 2021, 1 p.m.**

Intelligently used data are more than an abstract sequence of zeros and ones, technology far more than a means to an end. It is the starting point for world-changing projects, the basis for big dreams and often a glimpse into the future.

Starting July 13, "Binary Dreams," the new online magazine from Trivadis, will show what this looks like in concrete terms. In 15 multimedia formats ranging from podcasts, prank calls and videos to comics, "Binary Dreams" lifts the curtain on the exciting world behind the digits.

The first 20 contributions already deliver on this promise: In the large interview format "Im Gespräch mit," Jolanda Spiess-Hegglin explains how her association #NetzCourage uses algorithms to fight hate on the Internet. And in the "Cat!apult" podcast, Rafael Hostettler explains how his famous robot "Roboy" could once make us humans immortal.

In "TechTalk," readers also learn why no company today can do without a digital strategy, and the "Hack of the Week" shows how Azure Synapse Analytics can be used in the best possible way. Other first contributions include an episode of the video format "Sepp Sells" with cult farmer Sepp, a prank call about the Internet of Things, an adventure of the comic computer mouse Ice Queek and much more. After the launch, it is planned to publish 4-5 new articles per week.

"Our magazine 'Binary Dreams' deliberately positions itself differently from established specialist media. Data and new technologies need tangible stories to make history - and soul to touch people. That's exactly what 'Binary Dreams' does," says Ivana Leiseder, Head of Marketing and Corporate Communications at Trivadis.

"Binary Dreams" is part of the new Trivadis website. Similar to an online store, the website allows users to add content to a "shopping cart" respectively enter it in their own dashboard with a single click.

"Binary Dreams" with more than 20 contributions can be found here from July 13, 2021, 1 p.m. onwards:

[trivadis.com/en/online-magazine](https://trivadis.com/en/online-magazine)

## THE HEADLINES AT LAUNCH

- Mit Algorithmen gegen Gewalt im Netz: Jolanda Spiess Hegglin im Gespräch
- Roboy - der menschliche Roboter im Podcast
- Coding-Crack Thomas Huber im grossen Freundebuch der IT
- Life Hacks für das Big Data Tool Azure Synapse Analytics
- Über Geissen und Roboter – Kultbauer Sepp im Video
- Prank-Call: Chantal will das Internet der Dinge
- Eine Computermaus als Comic-Held: Das erste Abenteuer von Ice Queek
- Nicht nur ein Like – wir vergeben unseren ersten Golden Like
- Unser Feuilletonist sagt "Adieu, Internet Explorer"
- Aufgepasst: Zeig dein Wissen bei Q&A – The Game
- Escape aus dem Büroalltag: Memes & mehr

## ADDITIONAL MATERIALS

- [Keyvisual Binary Dreams](#)
- [Keyvisual «Im Gespräch mit»](#)

## CONTACT

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*Trivadis is an IT service provider with headquarters in Zurich and 15 branches in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 750 employees supports its customers in the intelligent use of data. Customers include automotive manufacturers as well as insurance companies, banks and healthcare facilities. Trivadis was awarded the Microsoft Partner of the Year Award in the "Data & AI" category for the project at Kinderhaus AtemReich (a children's nursing home) in 2020. Further information about Trivadis is available at: <https://www.trivadis.com/en/>.*