

DIGITAL COWBELL – TRIVADIS LAUNCHES CLOUD CAMPAIGN WITH COMEDIAN STEFAN HEUSS

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From the second half of 2022, Amazon Web Services (AWS) will provide its cloud services also from Swiss data centres. To celebrate this milestone, *Trivadis – Part of Accenture* launches a campaign with a celebrity ambassador: comedian and inventor Stefan Heuss. In three elaborately produced videos, Heuss presents his latest cloud-inspired inventions: a digital cowbell, a smart tool recognition software and a fully automated hairbrush system.

Switzerland is considered the most innovative country in the world. No wonder therefore that it occupies first place in terms of patents: according to the European Patent Office (EPO), 966 new patents per million inhabitants were registered here in 2021 – more than in any other country.

For inventions to be continuously brought to market quickly, the right framework conditions are key. When it comes to digital innovations, the use of new technologies is the most important success factor – this includes the cloud.

To enable companies to store and process data in Switzerland, AWS is making its cloud services also available from Swiss data centres from the second half of the year. To mark this milestone, *Trivadis – Part of Accenture*, as an official partner company of AWS, is launching a campaign with Swiss comedian and inventor Stefan Heuss (known, e.g., from "Giacobbo/Müller"). In three elaborately produced videos, he presents his latest inventions inspired by the possibilities of the cloud: a digital cowbell, a smart tool recognition software and a fully automated hairbrush system.

"Drawing on the sometimes absurd patents in the Swiss patent register, we asked Stefan Heuss to realise three cloud-related inventions for us," says Ivana Leiseder, Head of Marketing & Communications at *Trivadis – Part of Accenture*. "He succeeded in a remarkable balancing act: to convey to the audience the advantages of the cloud, especially in the area of processing and using data, in an intuitively understandable way and at the same time reflect them ironically."

For example, Heuss' digital cowbell "DigiBell Cloud Pro" defuses conflicts between agriculture and tourism by warning hikers in time about attacking cows, thanks to integrated AI-supported emotion recognition. Another invention, the smart tool recognition software engages computer

vision to find misplaced objects, and the fully automatic hairbrush system "Speed Brush" uses predictive analytics to recognise a looming total damage.

"So far, I have always implemented very analogue, tangible inventions – digital technologies are exactly the opposite of that. Therefore, it was a challenge for me to depict the cloud in analogue devices made of wood, screws and metal – but in the end it worked amazingly well!" explains Stefan Heuss.

The three videos will be published at intervals of one month each. The first is the digital cowbell "DigiBell Cloud Pro".

The videos will be accompanied by other measures, such as a poster featuring Stefan Heuss and the digital cowbell, which will hang in Zurich, Basel and Bern for the next four weeks.

Addendum: We would like to thank Vroni for her calm, friendly and professional work on set. And to our cameraman for animating the action scenes post-production.

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Images:

[Image of Stefan Heuss with "DigiBell Cloud Pro" \(web\)](#)

[Image of Stefan Heuss with "DigiBell Cloud Pro" \(print\)](#)

Video:

["DigiBell Cloud Pro" \(digital cowbell\)](#)

About Trivadis – Part of Accenture

Trivadis – Part of Accenture is an IT services company with headquarters in Zurich and offices in Switzerland, Germany, Austria and Romania. Founded in 1994, the company with 700 employees supports its clients in making intelligent use of data and new technologies. Trivadis covers the entire spectrum: from the development and operation of data platforms and solutions to the refinement of data as well as consulting and training. Trivadis' customers include automotive companies as well as insurance companies, banks and healthcare institutions. Further information at: www.trivadis.com/en

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