

SXSW Daily Digest: And so it begins; How to escape the crowds

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It never feels like Austin is fully ready for the crazy, fever-pitched arrival of South By Southwest, but downtown looked as ready as ever Friday to welcome the masses of visitors.

With big events scheduled on day one of SXSW Interactive — including a welcoming address by SXSWi Director Hugh Forrest at 10:30 a.m. in the Austin Convention Center, President Barack Obama participating in a keynote at the Long Center and hundreds of smaller panels and contests — let's launch right into our daily wrap-up of the links you should check out before you jump into your day.

- Why Obama will be the first sitting president to visit SXSW— Inc.
- SXSW: Where to escape the crowds— Conde Nast Traveler
- SXSW online harassment panels set to go; added security in place— Austin Business Journal
- Mophie is bringing dogs to SXSW again, and this time they're on motorcycles— AdWeek
- Some Uber cars at SXSW will have free Wi-Fi from Vinli— Austin American-Statesman
- Everybody Has Some: A round-robin interview with Richard Linklater, Ethan Hawke and Louis Black— Austin Chronicle
- Open Carry Texas will march at SXSW during Barack Obama's visit— Houston Chronicle
- What we want to hear from Under Armour at SXSW— The Motley Fool
- [Keep tabs on Dirty Sixth Street with this webcam— EarthCam](#)
- Making VR look good— Austin Chronicle
- 'We're just getting started': inside Austin's contentious clash with Uber and Lyft— The Guardian

Will Anderson coordinates digital coverage of business news.

