

# 25 years of ITEA webinar – Belgium

Barco n.v.

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ITEA is the Eureka Cluster on software innovation



# Barco n.v.



Barco is a global company with headquarters in Kortrijk (Belgium). Our **visualization and collaboration technology** helps professionals accelerate innovation in the **healthcare, enterprise and entertainment** markets. We master the **entire visual chain**, from acquisition through to the display of images, adding all the capabilities that help bring the image to the screen. **4 building blocks** form the foundation for Barco's innovation for impact in the future: Image Processing; Advanced display and projection; Computational optics and Connectivity & data analytics

Active in ITEA since 1999

Involved in 33 projects:

<p>99006 - DIGITAL HEAD-END</p> <p>99012 - DESS (*) </p> <p>99019 - Co-Var </p> <p>99002 - BEYOND </p> <p>00005 - Digital Cinema (*)</p> <p>00003 - Ambience </p> <p>01003 - EMPRESS </p> <p>03003 - Agile </p> <p>04005 - SERKET </p> <p>04010 - PELOPS </p> <p>04006 - MARTES </p>	<p>05004 - TWINS (*) </p> <p>05015 - SPICES </p> <p>05018 - GENE-AUTO</p> <p>05010 - CANTATA </p> <p>06043 - 3D-TestBench (*) </p> <p>07005 - HDTVNext </p> <p>07010 - EVOLVE (*) </p> <p>08019 - OPEES </p> <p>09039 - MEDIATE </p> <p>09009 - JEDI </p> <p>10037 - ATAC (*) </p>	<p>13015 - InValue </p> <p>13016 - C<sup>3</sup>PO (*) </p> <p>13031 - BENEFIT </p> <p>14035 - Reflexion </p> <p>14001 - 3DPathology (*) </p> <p>15032 - EWatch </p> <p>16017 - PARTNER (*)</p> <p>17021 - IMPACT </p> <p>20044 - ASSIST</p> <p>22021 - PROFIT</p> <p>AI2021-066 - IWISH</p>
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(\*): Barco Project Leader  
 \_\_: award winning project

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## Some examples of successful ITEA projects



### PARTNER (01 Oct 2017– 31 Dec 2020)

- During a patient's journey through the health system (hospital and home), his or her medical information is often stored in multiple databases that cannot interact.
- PARTNER developed an **architecture allowing different systems to communicate with each other**, to enable the creation of a unified overview of a patient's status (including at home). This assists collaboration within hospitals and reduces costs while offering greater freedom and comfort to patients.
  - The system has been demonstrated using a fictitious patient's journey through cardiac care. The demonstration clearly showed the system's comprehensiveness: thanks to its architecture based on interoperability standards, it enabled the different partners' systems to exchange information.
- Barco Synergi:
  - Solution for multi-disciplinary healthcare professionals' meetings; been used in a pilot in two hospitals in the UK and Australia.



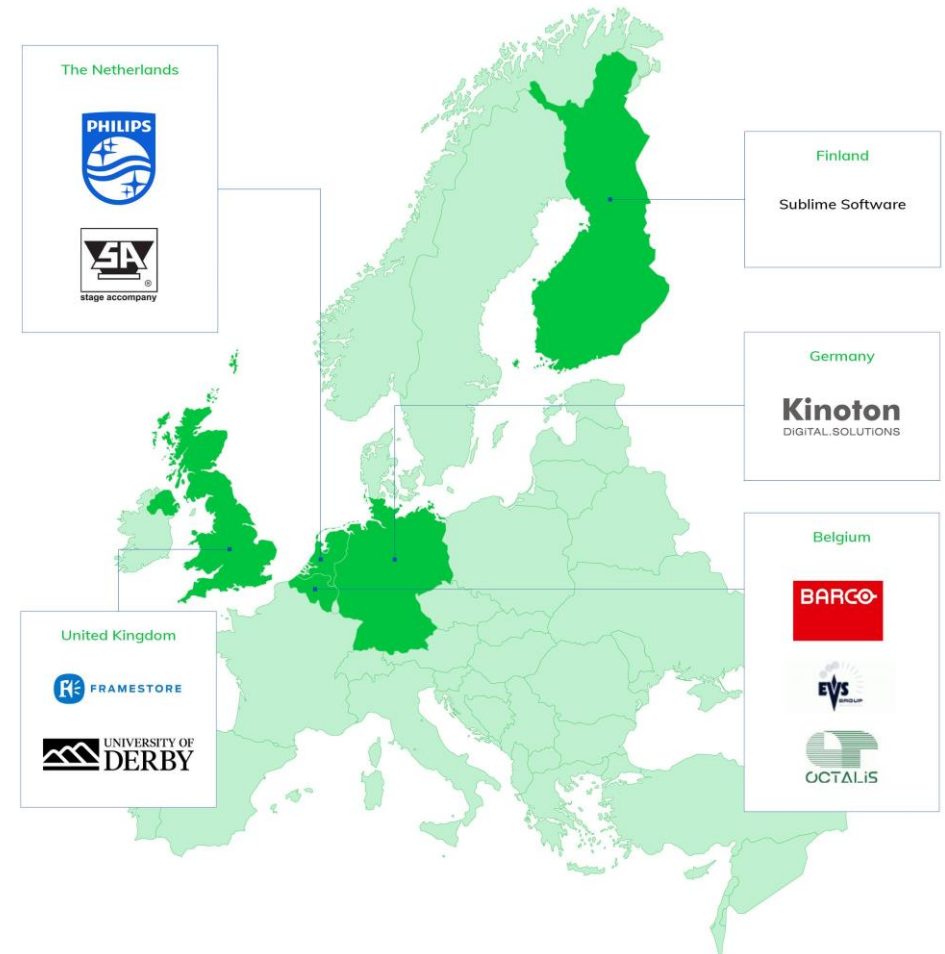
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## Some examples of successful ITEA projects



### Digital Cinema (01 Jun 2001– 01 Jul 2003)

- Barco headed the ITEA project Digital Cinema to develop the key components for the **transition from analogue 35mm film to digital** technology. The shift in the film industry to enable digital distribution was a major – and risky – step to produce change in a century-old industry that required a universal, long-term digital cinema standard that could meet the needs of exhibitors, studios, equipment manufacturers and others involved in this effort.
  - These technological developments **paved the way for a new generation of film distribution**.
  - Now, as a result of the project, digital cinema allows us all to enjoy movies with a much better image quality wherever and whenever the movie is watched. Smaller cinemas can have access to movies of the same quality. Moreover, the new system developed during the project **enabled 3D movies** to achieve commercial success. Finally, movies can now be released all over the world at the same time.





## Some examples of successful ITEA projects

### Societal impact

#### PARTNER

- 'One patient, one team' approach for hospitals. This assists collaboration within hospitals and reduces costs while offering greater freedom and comfort to patients. This should result in better health outcomes and, above all, a higher quality of life even when ill.

#### Digital Cinema

- Digital cinema allows us all to enjoy movies with a much better image quality wherever and whenever the movie is watched. It facilitated the distribution of movies and paved the way for new technologies and viewing experiences.

### Business impact

#### PARTNER

- **New business case & startup initiative**, allowed Barco to push further into the health domain.
- Some Synergi components are now being used in existing products and currently Barco is working on new innovative collaborative features for their radiology displays based on the work performed in PARTNER.

#### Digital Cinema

- The completion of this project kicked-off **10 years of digital cinema pioneering for Barco**, resulting in undisputed global market leadership for Barco in digital cinema today.
- Barco achieved in 2022 a **#1 worldwide position** of 55% capture rate with overwhelming market shares of 60% and higher in China and Latin America, a leading position in Europe with more than 50% market share and a strong position in the US and the rest of the world with market shares above 40%.

# Unique aspects/benefits of the ITEA Programme

- Ideal for platform development & methodologies
- Open innovation idea by collaboration with other industrial actors, research institutes and academia (including competitors)
- **Cross-sector** technology research and knowledge exchange (e.g. Automotive vs. Aeronautics)
- Cross-boarder facilitation
- Large network, **access to partners** otherwise difficult to reach
- Industry driven, bottom-up approach & light-weight reporting structures

# Advice for companies that want to participate

## Pick the right project

- Whether new projects initiated in Brokerage days or through networking, no project will fully fit your needs, but must fit your roadmap, topic and expertise sufficiently
- A good team consisting of partners positioned complementary across the value chain helps

## Progress and results are not the responsibility of only one person!

- One consortium, one team!
- Make it manageable... especially if there are a lot of partners

## Project Leader / WP or Task manager

- You do not need to know each and every detail in the project at all times
- Good to take charge of Task/WP that is your expertise, but not a must.

## Trust environment

- Open innovation is only possible if all partners are willing to support this
- ITEA is there to help the projects, reviews/comments from ITEA are to support your project and company

# Contact details

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