

# ITEA 3: Seizing the High Ground in a Time of Change

DIGILE - Mega Sprint Review Day, Helsinki – 26 March 2014  
Prof. Dr. Rudolf Haggemüller, Chairman ITEA 3

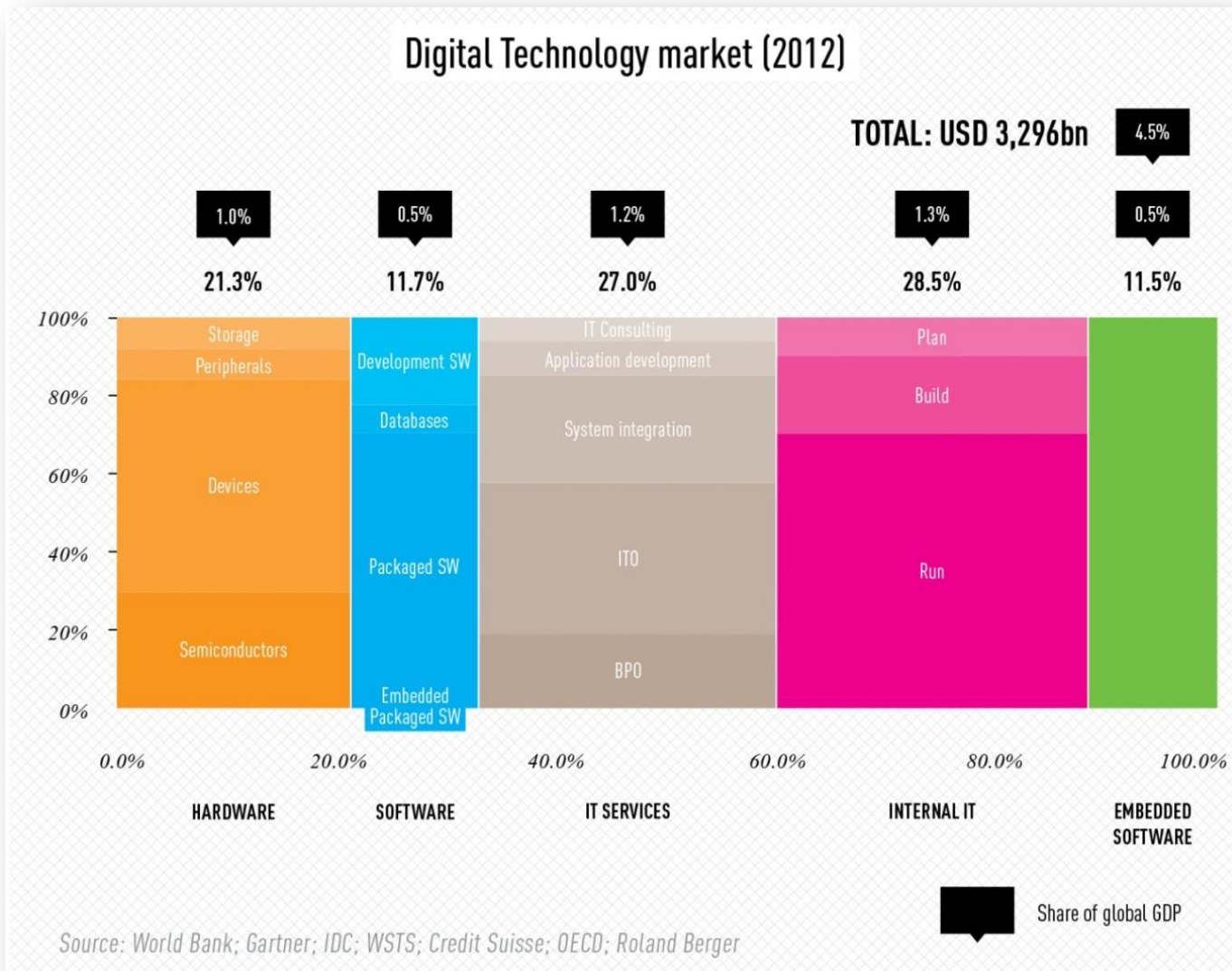
# ITEA ARTEMIS-IA HIGH-LEVEL VISION

# 2030

## OPPORTUNITIES FOR EUROPE

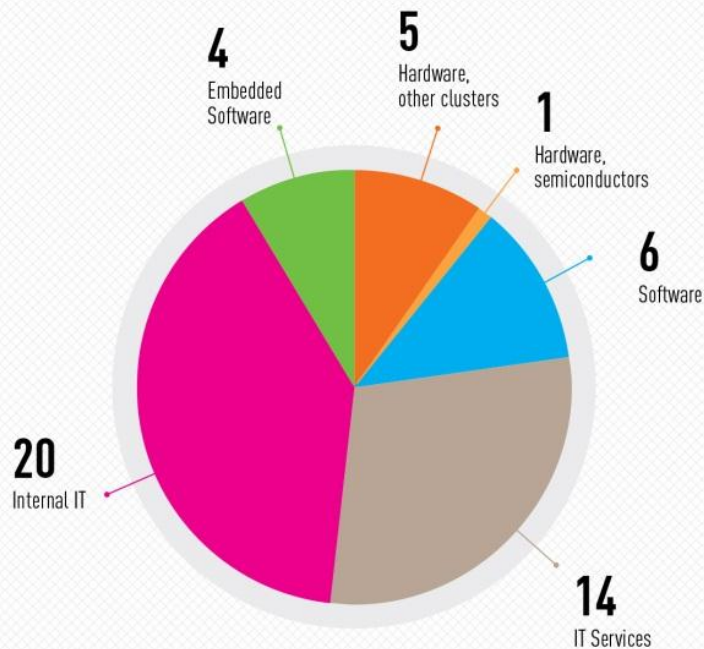
The impact of software innovation on revenue and jobs

# The global market of Digital Technology is 3300b\$ of which 2600b\$ are in software innovation



# The global number of jobs in Digital Technology is 50M with 9.1M in Europe, of which 8.9M are in software innovation

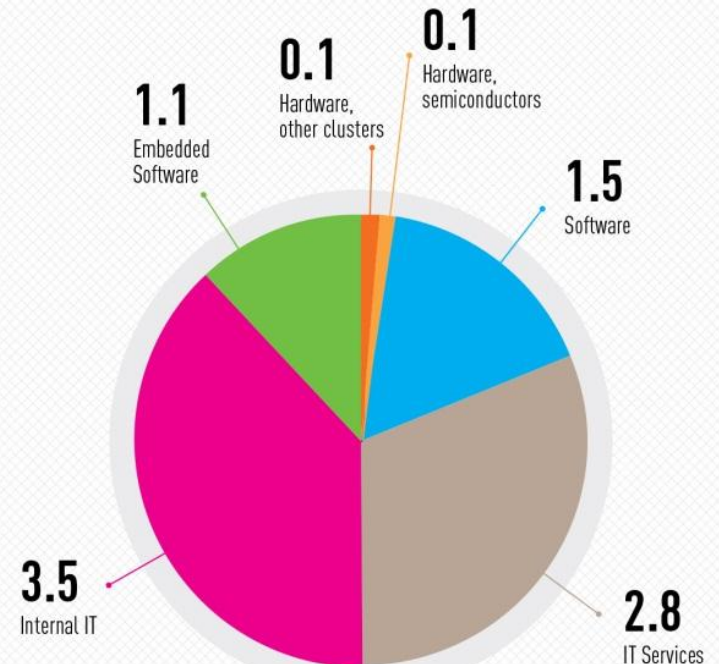
Direct job creation - Global (2012, m jobs)



Number of jobs in global Digital Technology: ~50 m

Source: OECD; Roland Berger

Direct job creation - Europe (2012, m jobs)



Number of jobs in European Digital Technology: 9.1 m

Source: EU; IDC; Destatis; Roland Berger

## 7 areas of major change

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- Globalisation
- Management of scarce resources
- Climate change
- Urbanisation
- Mobility
- Healthcare and nutrition
- Digital society

In all these areas ICT plays a vital role to master the changes.

## 7 categories of Digital Technology

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ITEA 3 will address all categories of Digital Technology which are needed to master the changes ahead of us:

- Industrialised non-differentiating services
- Customised services
- Smart products
- Smart services
- Innovative engineering
- Smart infrastructure
- Security of systems and services

In a time when change will be the norm, ITEA 3 will be revolutionarily different from earlier research and innovation programmes.

ITEA 3 is an agile organisation based on a living road map and a shortened time from idea to project start: 10 months from Project Generation days to project start.

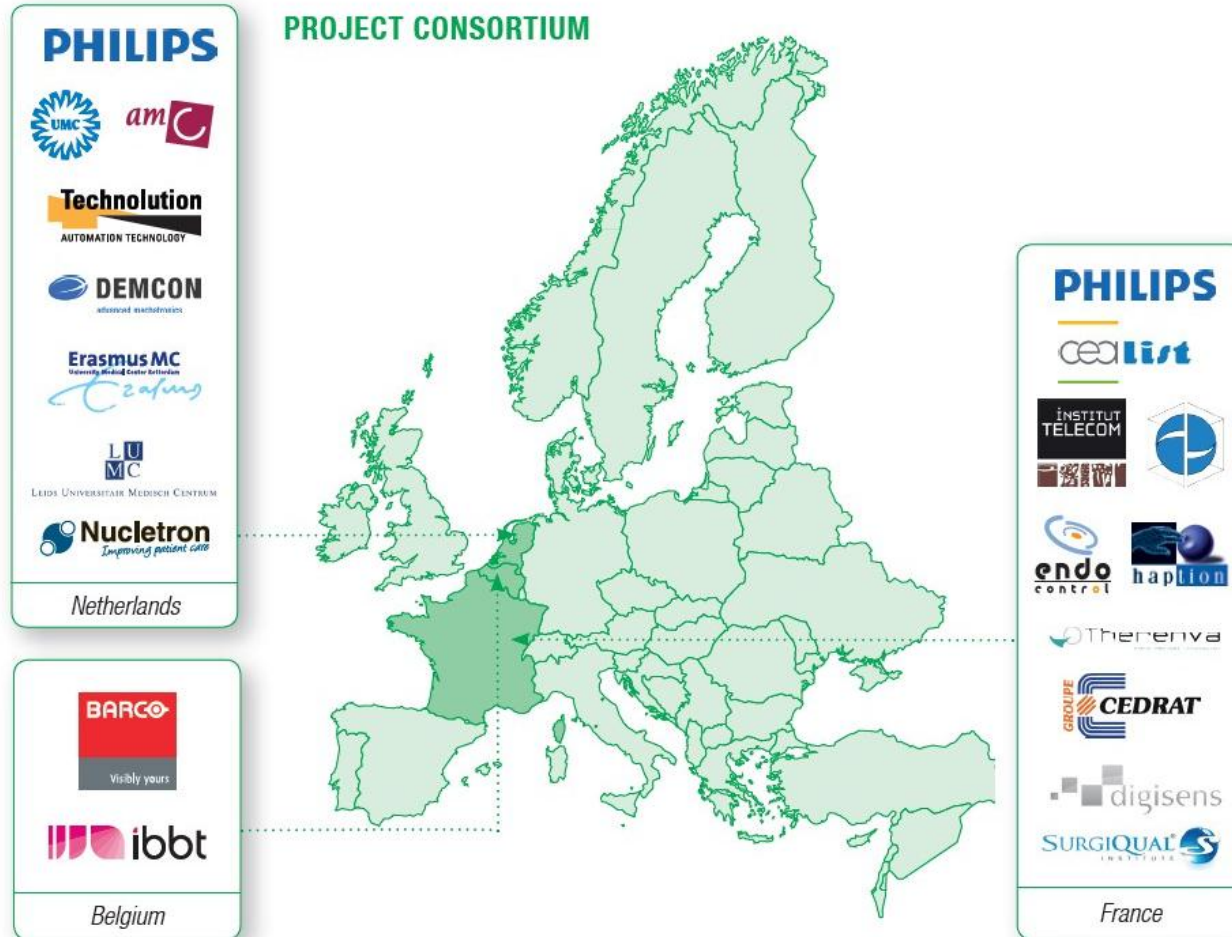
ITEA 3 intends to take a more global approach to research and innovation in co-operation with EUREKA.

ITEA as an EUREKA cluster is:

- Industry-driven
- Bottom-up to favour innovation
- Flexible to favour business impact
- Market-oriented
- Inter-governmental
- Community-oriented, easily accessible for industry and SMEs

*Innovation – business impact – fast exploitation  
– seizing the high ground – happiness*



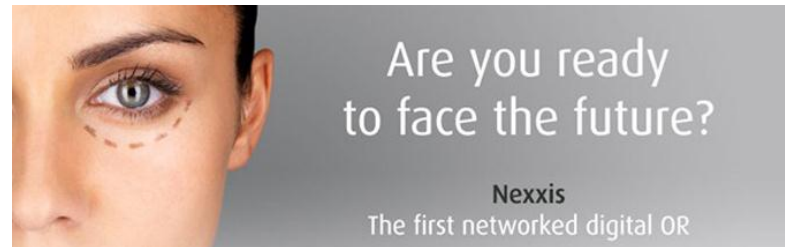


Start date: September 2010

End date: December 2013

# PHILIPS

- Philips Healthcare MR will release new features in 2014:
  - Motion compensation strategies during MR imaging,
  - Metal artifact correction methods to make images around metal implants of diagnostic quality,
- Enter Image Guided Intervention and Therapy solutions market.
- Additional annual sales volume of €300M in five years is expected due this strategy and these improvements.



- 250 Nexxis installations by end 2013

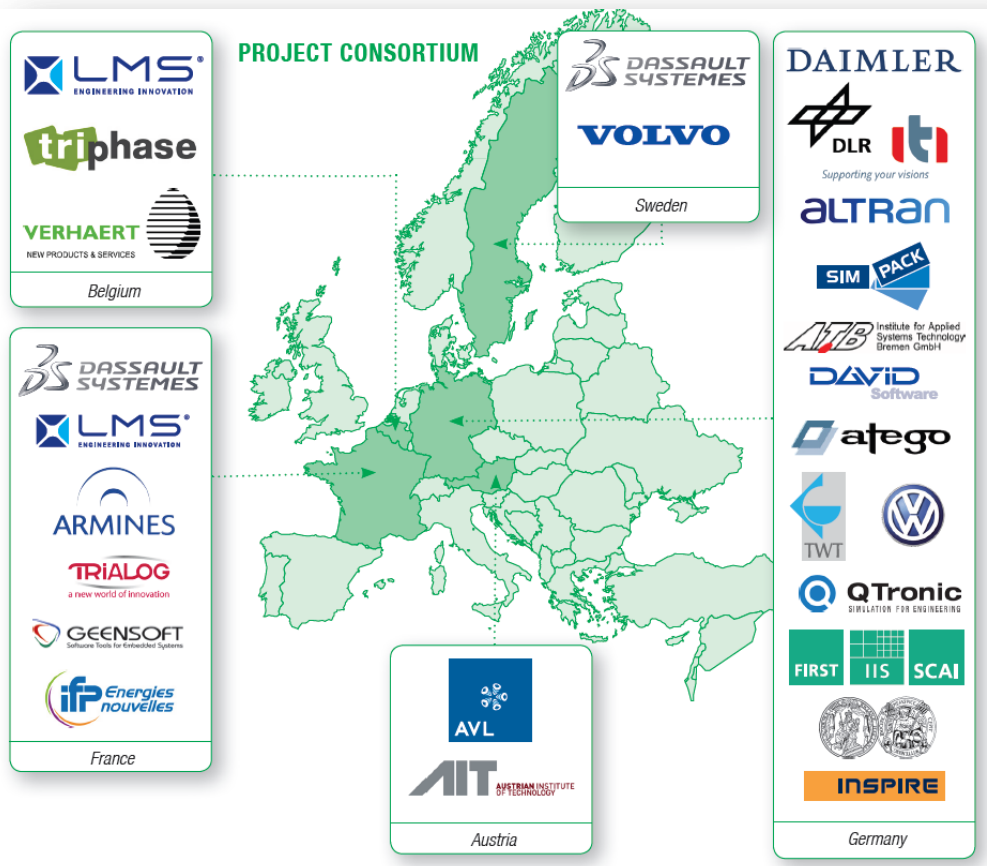


- Web SDK developed during MEDIATE has been integrated into a clinical application designed for a leading company in orthopedics (World TOP 10).
- Localisation technology has been delivered to another leading company in orthopedics (another World TOP 10).
- Half of the revenue by 2016 will be a consequence of our work in MEDIATE.

# MODELISAR

## Setting a global standard in the automotive domain

In MODELISAR an international and open Functional Mock-up Interface (FMI) standard has been developed to conveniently exchange and interoperate models from different simulation environments in the automotive domain.



Start date: July 2008  
End date: December 2011

BMW, Daimler and Ford started in Q2 2012 an initiative to establish FMI as the **standard for simulation model exchange between OEMs and suppliers**



These OEMs as well as Chrysler, Fiat, GM, Jaguar Land Rover, Nissan, Renault, Toyota and Volkswagen signed at GAAG conference in Oct 2012 a **commitment to support this initiative**



Up to date, it was signed in addition by Audi, HKMC, Honda, Isuzu, PSA, Suzuki, Tata, Volvo and Volvo Cars.



## ITEA and the Public Authorities

- Countries represented in the ITEA Directors Committee are:



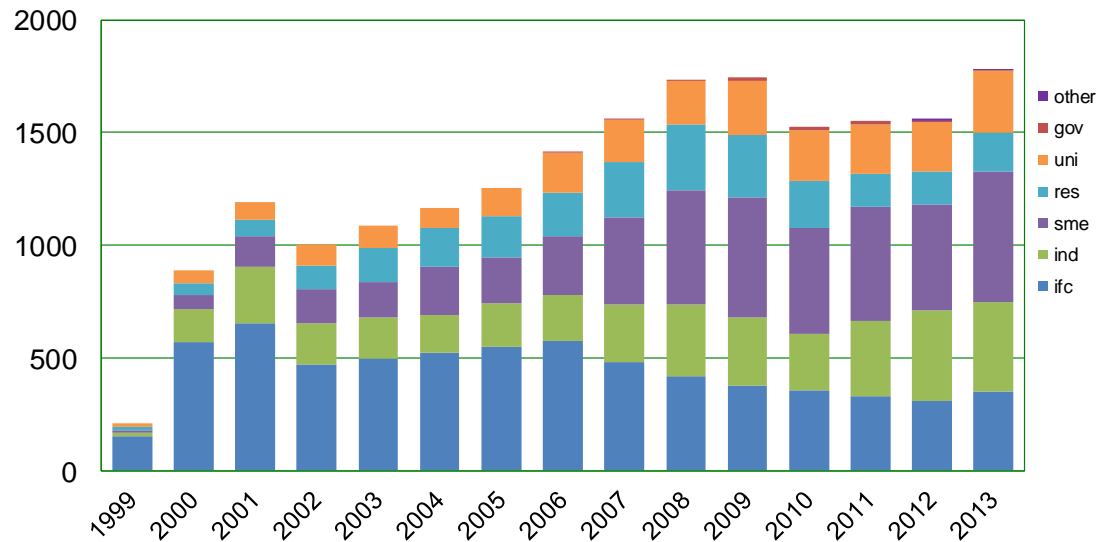
Austria, Belgium, EC, Finland, France, Germany, Israel, Italy, Netherlands, Norway, Spain, Sweden, Turkey

- Additional countries participating in ITEA projects  
Canada, Croatia, Czech Republic, Denmark, Egypt, Estonia, Greece, Ireland, Korea, Lithuania, Luxembourg, Poland, Portugal, Romania, Slovenia, Switzerland, UK, Ukraine

# The growth of our community

## Facts & figures

Effort per partner type per year (in person years)



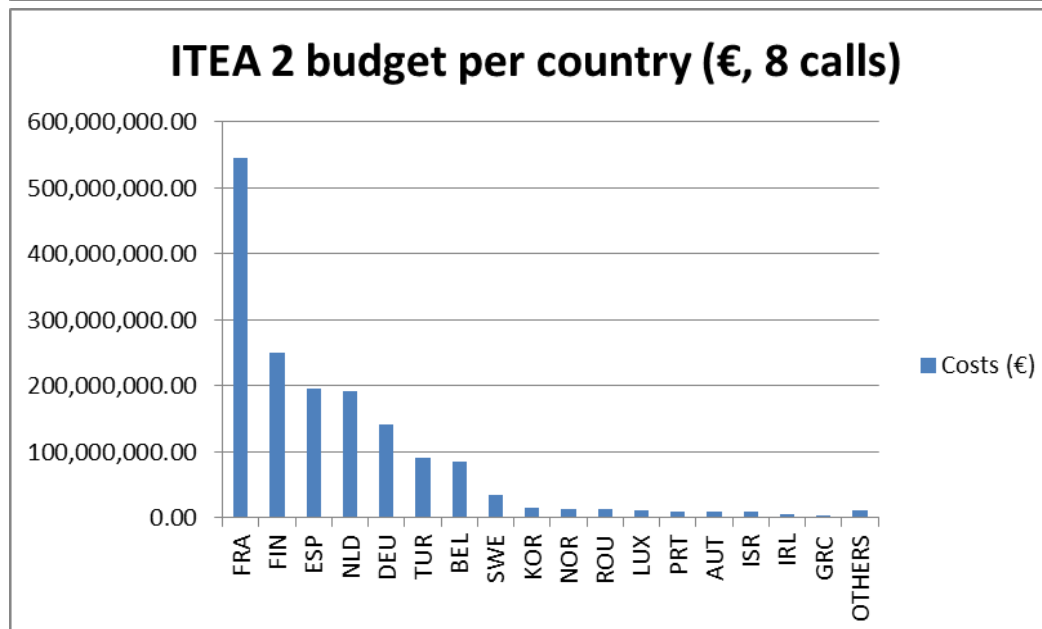
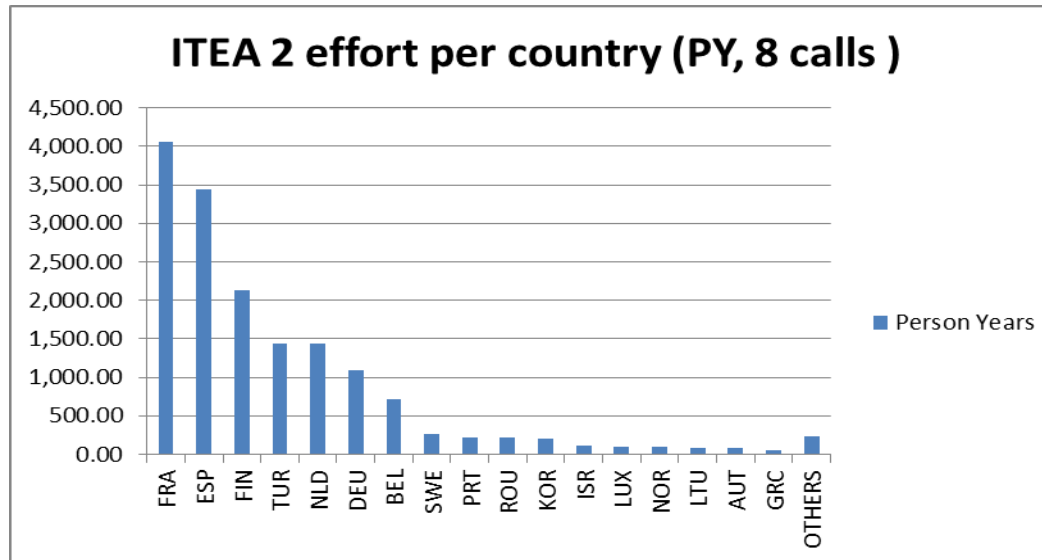
Incl. South Korea

### Growing number of partners:

- ITEA (Call 1-8):
  - 546 partners
  - 229 SME
- ITEA + ITEA 2 (Call 1-8):
  - 1548 partners
  - 815 SME

# Finnish participation

## #3 in effort, #2 in budget



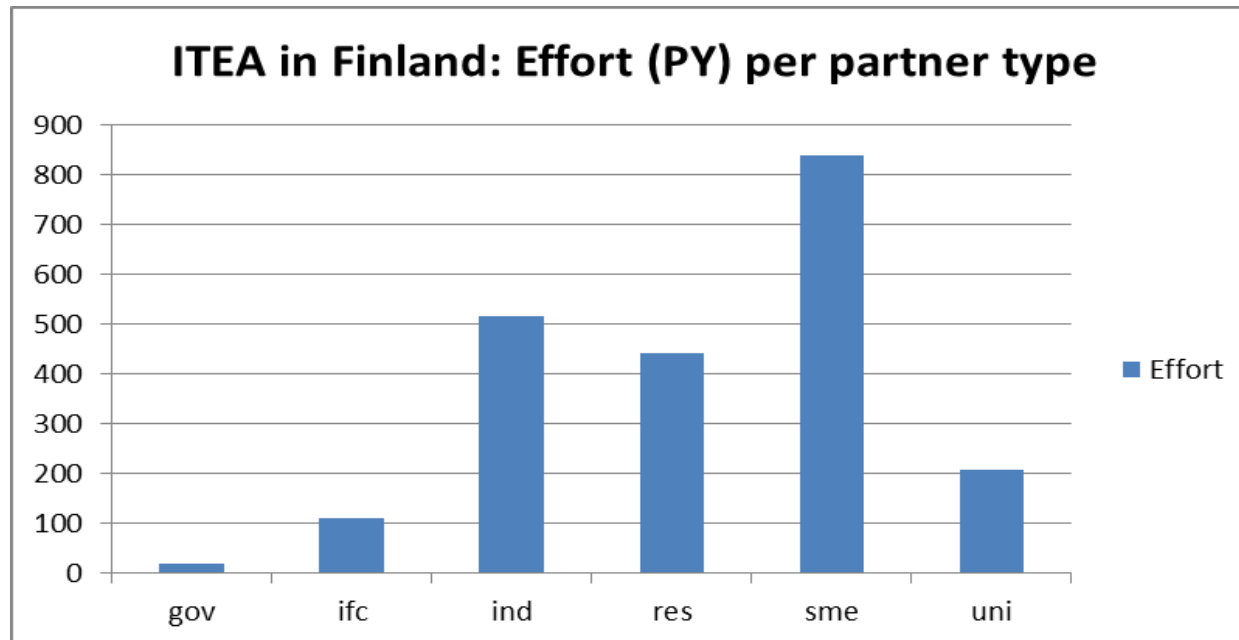
# Finnish participation

## Partner types

IFC: signing members of ITEA (mainly Nokia, but also Philips, Ericsson and EADS)

IND: other large industry, 32 companies (F-Secure, Polar, NSN, Neusoft, ...)

SME: 144 Finnish SMEs in ITEA 2 Call 1 - 8





# Finnish participation

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ITEA 2 Call 1

**D-MINT**

Deployment of Model-Based Technologies to Industrial Testing



**FLEXI**

Flexible Global Product Development and Integration



ITEA 2 Call 2

**ITEI**

IT supporting execution of innovative projects



**PRISMA**

Productivity in Collaborative Systems Development



ITEA 2 Call 3

**DiY Smart Experiences**

Do-it-Yourself Smart Experiences



**SUS**

Smart Urban Services

# Finnish participation

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ITEA 2 Call 4

**ACDC**

Adaptive Content Delivery Cluster



**AMALTHEA**

Model Based Open Source Development Environment for Automotive Multi Core Systems



ITEA 2 Call 5

**EASI-CLOUDS**

Extendable Architecture and Service Infrastructure for Cloud-Aware Software



**ATAC**

Advanced Test Automation for Complex and Highly-Configurable Software-intensive Systems

# Finnish participation



ITEA 2 Call 6

**ICARE**

Innovative Cloud Architecture for Real Entertainment



**SITAC**

Social Internet of things: Apps by and for the Crowd



ITEA 2 Call 7

**ACCELERATE**

A Platform for the Acceleration of go-to market in the ICT Industry



**AVANTI**

Test methodology for virtual commissioning based on behaviour simulation of production systems

ITEA 2 Call 8

**WATER-M**

Unified Intelligent WATER

**MOOC TAB**

MassiveOnlineOpen Course Tablet

# 2014 ITEA Project Outline Preparation Days

## Amsterdam, 23-24 September

- Present ideas in a poster session and an elevator pitch
  - Discuss and brainstorm about project ideas in workgroup sessions
  - Contact other interested international parties/potential partners.
- **Targeting project start in June 2015**



# 2015 ITEA-ARTEMIS-IA Co-summit

## Berlin, March 2015

- Exhibition with project presentations (posters, demos and an elevator pitch)
- Plenary programme with high level speakers, panel session, programme highlights, awards



A well established platform for cooperation between EUREKA countries and beyond

- Software innovation is our business
- Seizing the high ground is our ambition
- Happiness is our spirit

