# iRegions
# Internet-based and mobile technologies for regions in the net economy

Networking Initiative for ICT related Projects

Speaker: David Hermanns, Managing Director, CyberForum e.V.     Varna, 10.09.2010

**Cluster and knowledge triangle dynamics as an answer to the challenges of the Net Economy** (European Cluster Memorandum)

- Clusters are critical drivers of 'open innovation'
- Innovation is heavily concentrated geographically, much more so than high prosperity or productivity
- Clusters provide an environment conducive to innovation
- Regions with strong cluster portfolios are hotbeds of innovation
- Globalization has even increased the benefits of strong clusters and raised the economic and societal costs of failure to develop a clear specialisation profile

# Rationale for the iRegions project
# Approaches selected

**iRegions' cornerstones**

- Living Labs
  - Explore methodologies and tools for the set-up of Living Labs
  - Contribute to the development of Living Labs in strategic areas for the partner clusters

- Leading edge projects
  - Identify key technology areas for the clusters
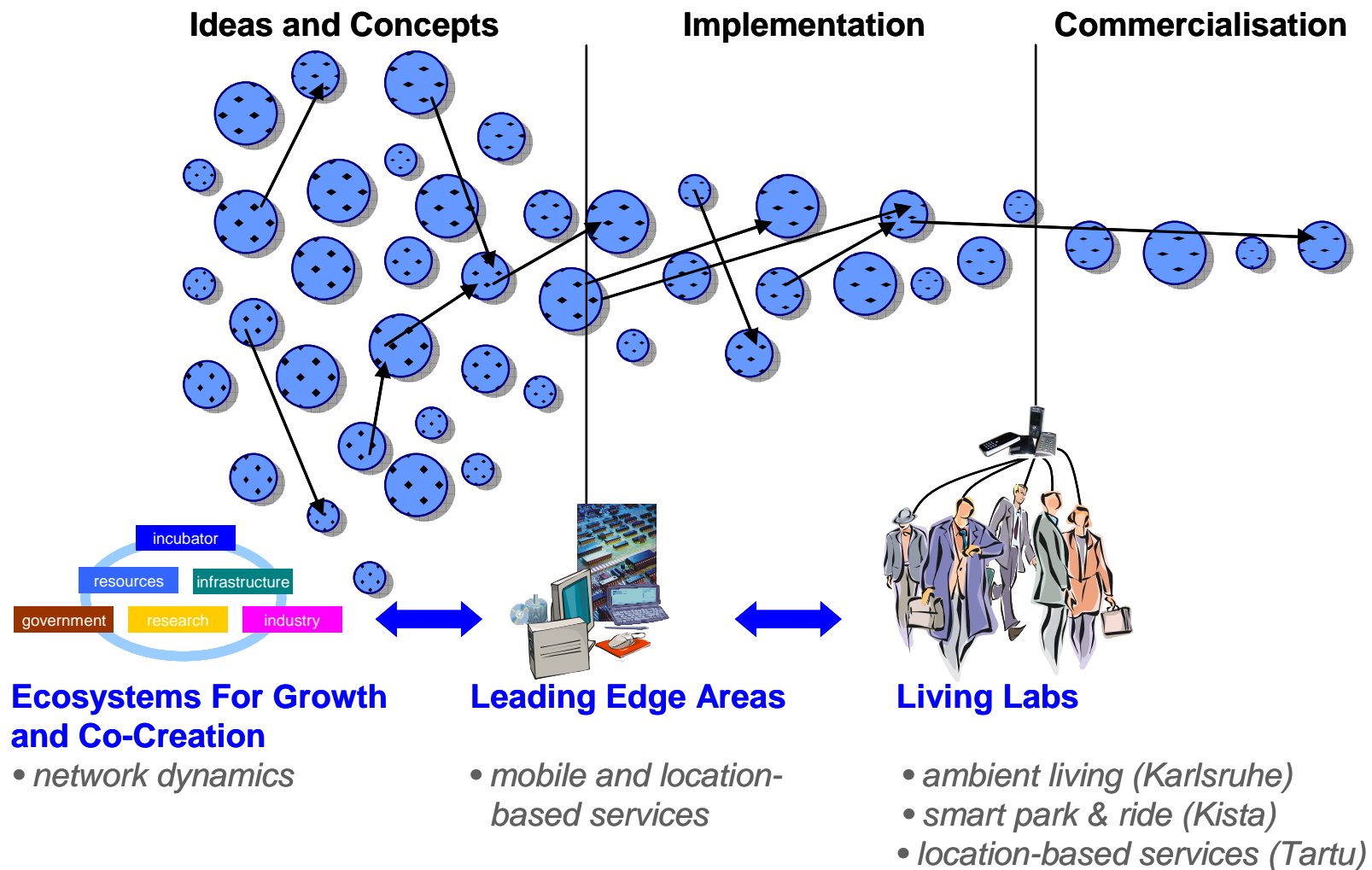  - Define ambitious strategic innovation projects for the clusters

- Ecosystems for growth
  - Explore conditions (good practices, roadblocks) for cooperation models within the knowledge triangle of research, business and policy
  - Design, test and validate the components that will contribute to the creation of adequate environments within the clusters

**Ideas and Concepts**　　　　**Implementation**　　　　**Commercialisation**

incubator

resources　　infrastructure

government　　research　　industry

**Ecosystems For Growth and Co-Creation**

• *network dynamics*

**Leading Edge Areas**

• *mobile and location-based services*

**Living Labs**

• *ambient living (Karlsruhe)*
• *smart park & ride (Kista)*
• *location-based services (Tartu)*

# Living Labs

"A Living Lab is both a methodology for User Driven Innovation and the organizations that primarily use it.

Living Lab is about experimentation and co-creation with real users in real life environments, where users together with researchers, firms and public institutions look together for new solutions, new products, new services or new business models." (www.openlivinglabs.eu)
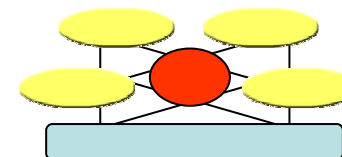
**Methodology**

**Living Lab Expertise**







**Pilot USERS Community**



**Technology and Infrastructure**

**Organisation**

# Living Labs – expected project results

**Input**

- Problems
- Ideas
- Technologies
- Services
- Products
- …

**Living Lab operator**

**Business model**

Stakeholders    Infrastructure    Staff

**Methods and tools**
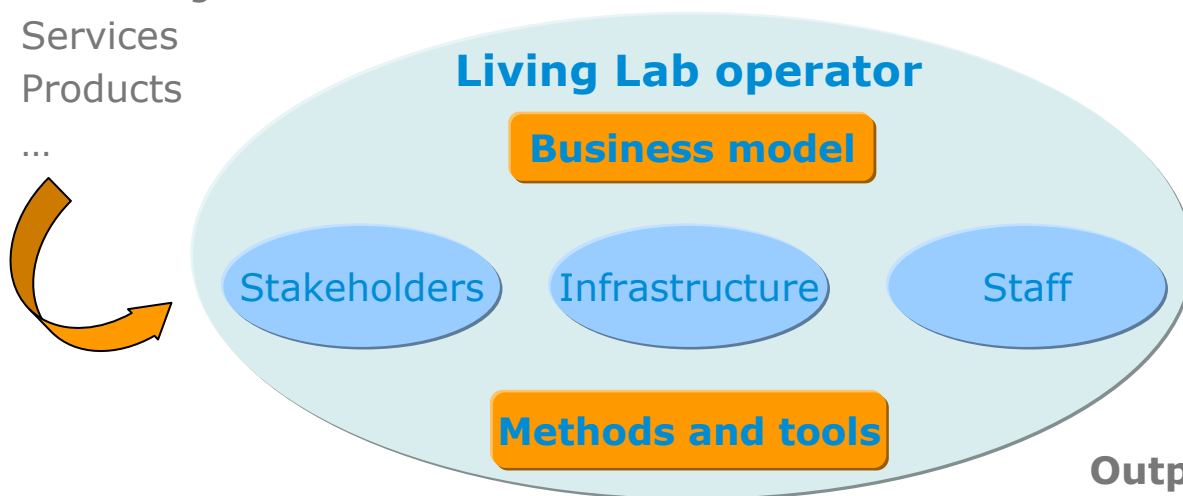
**Output**

- New product ideas
- New service ideas
- New business ideas
- Product improvements
- Market acceptance benchmarks
- …

P&R entry using PT ticket



P&R web mobile portal



Bookable parking with charging for electrical cars

AAL FZI Living Lab
Selbstbestimmt, aktiv und mobil!

**Physical Integration Layer**
*Appartment with extensive technology equipment for user and experts*

① 
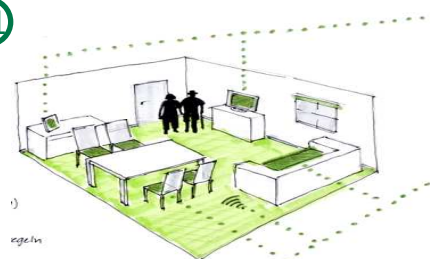
**Software Integration Layer**
OSGI Middleware with services for context processing for software and solution developer

②

**openAAL**
open source semantic middleware for ambient assisted living

③ Expertise Integration: Workshops, Tools, ...

Conjoint research en-vironment with additional services

sensors/ actuators of different manufacturers

Sensor technologies

Mobile IT

Telematics

Interaction technologies

## Technologies

Semantics

Service orientation

Process modelling

Social Networks

Evaluation

Domain knowledge „health care"

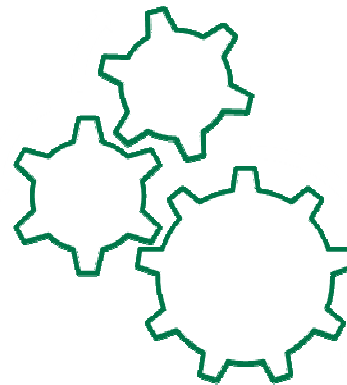User-oriented development processes

## Fields of Application

Socio-technical systems

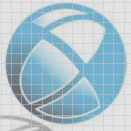Acceptance

Process analysis

Cost-utility analysis

Process management

## Business models /
## Service concepts

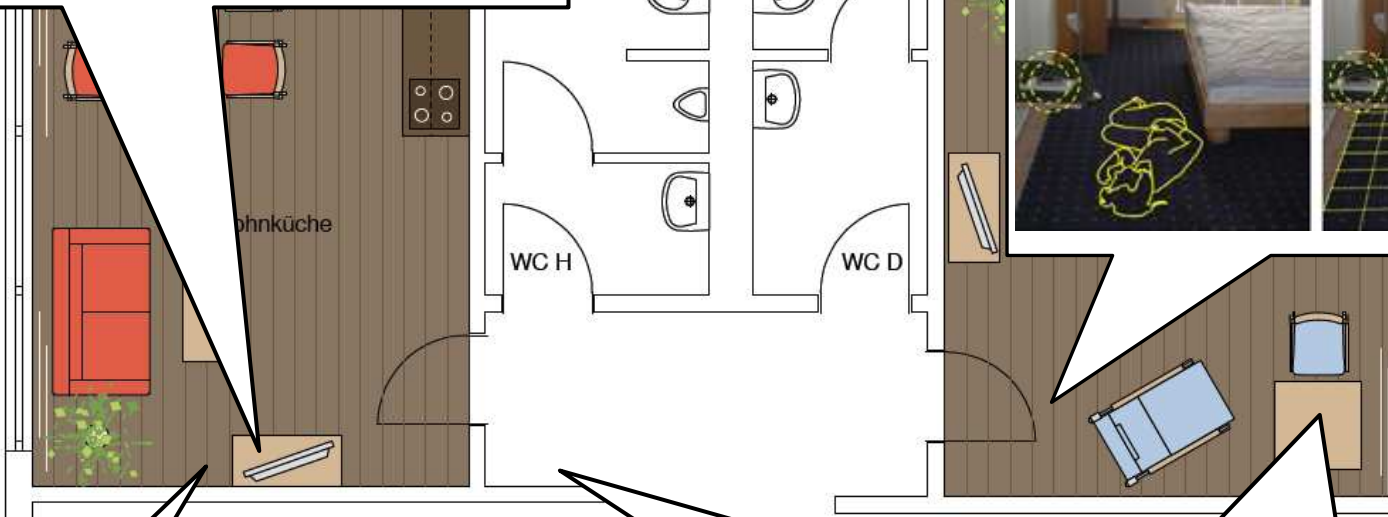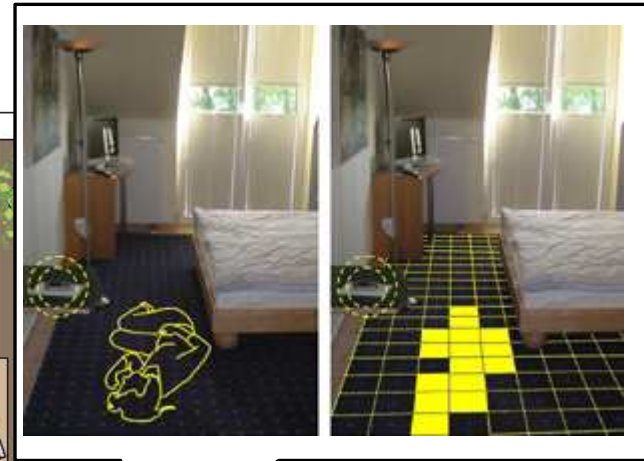Service
Engineering

Refinancing
models

**TV-Interaction**

**Fall Detection**

**Medication Remembering**

**Home Control**

**eHome Server**
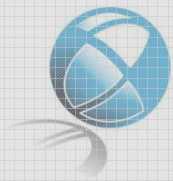
**Implementation
in the laboratory environment**
*Appartment with
extensive technology equipment*



**Integration with
Community**
Conjoint research and
discussion environment



**Integration with Semantic Middleware**
OSGI Integration plattform with services
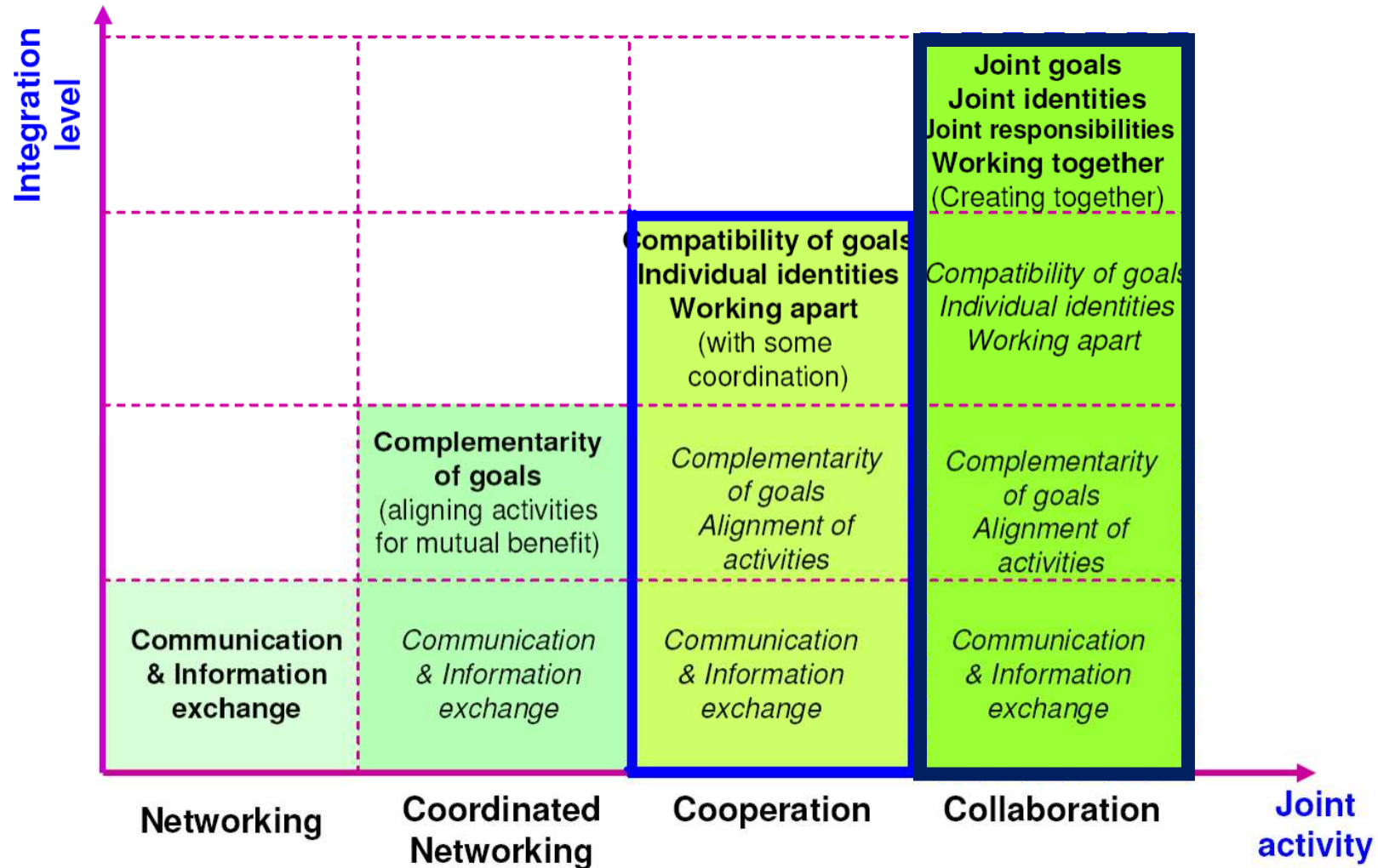for context processing

# Ecosystems for growth

- Explore conditions (good practices, roadblocks) for cooperation models within the knowledge triangle of research, business and policy

- Design, test and validate the components that will contribute to the creation of adequate environments within the clusters

**Integration level** (y-axis)

**Joint activity** (x-axis)

| Networking | Coordinated Networking | Cooperation | Collaboration |
|---|---|---|---|
| | | | **Joint goals** **Joint identities** **Joint responsibilities** **Working together** (Creating together) |
| | | **Compatibility of goals** **Individual identities** **Working apart** (with some coordination) | *Compatibility of goals* *Individual identities* *Working apart* |
| | **Complementarity of goals** (aligning activities for mutual benefit) | *Complementarity of goals* *Alignment of activities* | *Complementarity of goals* *Alignment of activities* |
| **Communication & Information exchange** | *Communication & Information exchange* | *Communication & Information exchange* | *Communication & Information exchange* |

## Ecosystem: Mobile Region Karlsruhe

- Collaboration platform for mobile solution providers from the Karlsruhe region
- Pilot region/ market place for various mobile solutions
- fosters the transfer of new developments of innovative organizations to a wider target audience
- http://www.mobileskarlsruhe.de

## Living Lab: Green Mobility

### Idea:

- You finish work in 15 minutes and look for a lift home?
- Your phone knows where you are and who goes where in your neighborhood
- Flexible car-sharing pools for flexible work times
- Ecosystem is in turn Living Lab
- http://www.greenmobility-project.de
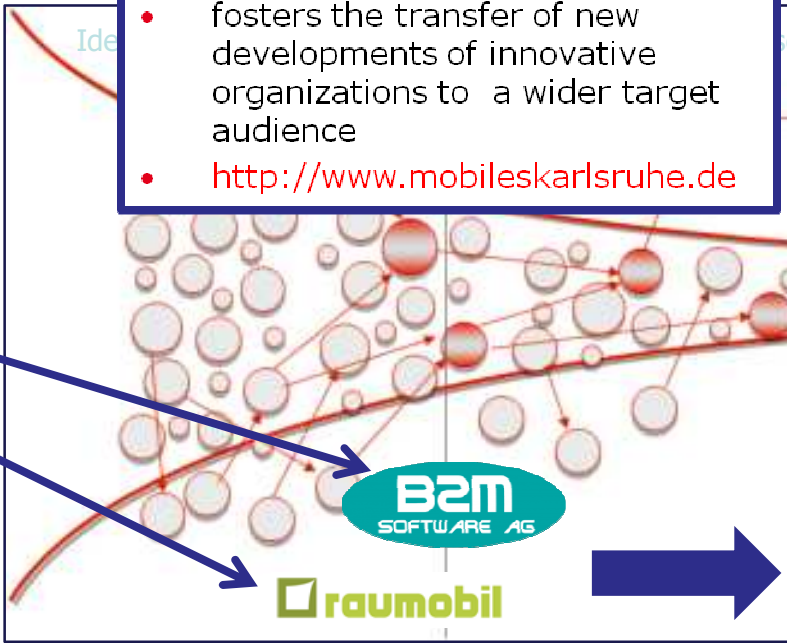
**Initiation of ambitious and large innovation projects in the clusters that**

- Have a flagship role for the clusters and their development towards global excellence,
- Address trends that affect durably ICT-based markets.

**Examples for possible topics:**

- Security of the Internet and mobile services
- Internet-based and mobile delivery of services

# Next steps

- Living Labs
  - Explore conditions for upscaling / transfer of the LLs Smart Park & Ride and AAL at FZI
  - Feasibility study for a LL dedicated to location-based-services (LBS) in Tartu
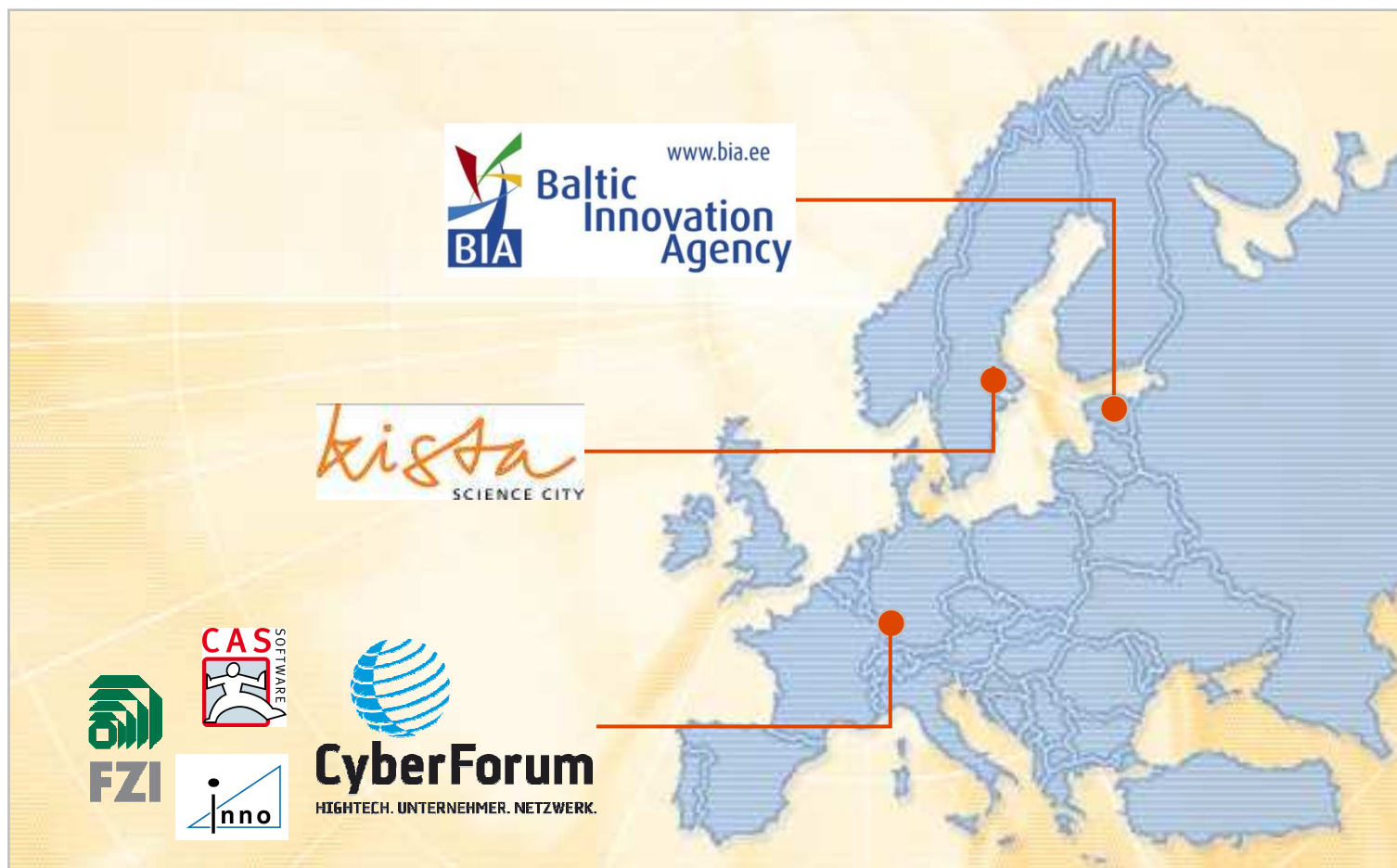
- Ecosystems for growth
  - Explore collaboration and cooperation practices within the three clusters
  - Set-up trans-national models

- Leading edge areas: mobile and location-based services
  - First "matching event" in Stockholm, November 2010

# Contacts

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