# Press release

ITEA Event 2018 as part of the EUREKA Innovation Days
22-24 May, Helsinki

**ITEA Event 2018: business impact through industry-led collaboration and innovation**

*This year, ITEA, the EUREKA Cluster on Software Innovation, is lining up with the Finnish EUREKA Chairmanship team and other EUREKA Clusters, and co-locating its annual ITEA Event on 24 May with the EUREKA Innovation Days 2018 (22-24 May) in the Finlandia Hall in Helsinki.*The EUREKA Innovation Days will show attendees the “Power of collaboration” and will offer the perfect opportunity to meet companies and research organisations from across Europe and beyond. The EUREKA Innovation Days will address four main themes: Smart Mobility, Smart Health, Smart Energy and Smart Industry.

One of the highlights on Wednesday 23 May will be that this year’s Millennium Technology Prize Winner will give a keynote speech and present the 2018 EUREKA Innovation Awards. For the third time in a row, an ITEA project will win one of the three prestigious Awards: the smart health ITEA 2 project [MEDIATE](https://itea3.org/project/mediate.html). The project has garnered much praise for its outstanding results and business impact:

* *For Philips, the strategy and improvements based on the MEDIATE results in both its MRI and Image Guided Therapy businesses have significantly boosted annual sales volume.*
* *By the end of 2016, over 1000 operating rooms within Europe had installed Barco's Nexxis platform - a networked digital Operating Room - which is based on MEDIATE results. At the end of 2017 this had increased to over 1600 installations and accelerated adoption is expected over the next few years.*

Thursday 24 May will focus on the EUREKA Clusters, which are the industry-driven and bottom-up R&D programmes of EUREKA that focus on impact in specific domains. The day will start with a joint Clusters session on industry-led collaboration in the morning, followed by the ITEA Event 2018. During this session, attendees can get an insider view of ITEA impact and participation from project leaders, ITEA body members and Public Authorities. This specific ITEA session will consist of:

* **An interactive, audience-involving panel session with the four winners of the 2018 ITEA Awards of Excellence**Experts from Airbus, Barco, IDEMIA and Philips will share the projects' inspiring solutions for the contemporary challenges of collaborative city co-design ([C³PO](https://itea3.org/project/c3po.html)), safe and secure Building Management System ([FUSE-IT](https://itea3.org/project/fuse-it.html)), security of border management ([IDEA4SWIFT](https://itea3.org/project/idea4swift.html)) and minimally-invasive interventional treatments ([BENEFIT](https://itea3.org/project/benefit.html)).
* **A 20 years of ITEA impact session**
During this celebratory session, several representatives from Industry and Public Authorities, like Airbus, Barco, Empower, Innovalia, Robert Bosch, TNO, Vinnova and the Netherlands Enterprise Agency, will talk about the impact of ITEA, its projects and their personal experiences in ITEA. Join us and learn from their inspirational stories.
* **Closing words by Zeynep Sarılar**, ITEA Chairwoman on ‘ITEA beyond 2020’ and the upcoming Call opening in September 2018.

During the full 3-day EUREKA Innovation Days, visitors will be able to roam around the full-scale project exhibition to witness the power of collaboration by themselves. Representatives from about 70 leading R&D&I projects, including 37 running or recently finished ITEA projects, will share insights in the developments of their technologies to date.

For more details and the full programme:
<https://itea3.org/itea-event-2018>
<http://eurekainnovationdays.org>

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**Note for editors, not for publication:**For interview requests, questions and additional information about ITEA, please contact:

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**ABOUT ITEA**

[*ITEA*](https://itea3.org) *is a transnational and industry-driven Research, Development and Innovation (R&D&I) programme in the domain of software innovation. ITEA is a Cluster programme of* [*EUREKA*](http://www.eurekanetwork.org/eureka-clusters)*, an intergovernmental network for R&D&I cooperation, involving over 40 countries globally. ITEA is the home of software innovation, enabling an international and knowledgeable community to collaborate in funded projects that turn innovative ideas into new businesses, jobs, economic growth and benefits for society.*

In a rapidly changing society where societal challenges are omnipresent, digitisation is no longer an option but should be regarded as *the* opportunity to create innovative solutions. Digital technology will be applied in all aspects of society, touching every element of people’s lives. Software innovation is a core component for mastering this Digital Transition and this is the main focus of ITEA.

It is ITEA’s mission to enable businesses, with the involvement of their customers, to create innovative solutions that master the Digital Transition and tackle the major challenges in a way that really helps bring society forward. ITEA encourages its global Community to create impact and value through R&D&I projects in the area of Software Innovation with the knowledge of industry and the capability of national financing.

ITEA stimulates innovation projects in a global community of large industry, small and medium-sized enterprises (SMEs), start-ups, academia and customer organisations. ITEA’s bottom-up project creation ensures that the project ideas are industry-driven and based on actual customer needs. Each year, ITEA issues one Call for projects starting with a two-day brokerage event. Each Call follows a two-step procedure, in which industrial experts evaluate the quality of the project proposal in terms of innovation, impact and consortium.

The ITEA programme is publicly funded on a national level. Each ITEA project partner can apply for funding from their own national Public Authority. An early dialogue between project teams and public authorities supports alignment with national priorities and the best possible opportunities for funding that lead to high success rates.

More information: <https://itea3.org>