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

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ITEA 3
The EUREKA Cluster on software innovation

ITEA ARTEMIS-IA
HIGH-LEVEL VISION
2030
OPPORTUNITIES FOR EUROPE
The impact of software innovation on revenue and jobs

VERSION 2013
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.
ITEA 3
7 areas of major change

- 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.
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**
MEDIATE
Patient friendly medical intervention

Start date: September 2010
End date: December 2013
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 to this strategy and these improvements.

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.

250 Nexxis installations by end 2013
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

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

ITEA 2 Call 1
D-MINT
Deployment of Model-Based Technologies to Industrial Testing

ITEA 2 Call 1
FLEXI
Flexible Global Product Development and Integration

ITEA 2 Call 2
ITEI
IT supporting execution of innovative projects

ITEA 2 Call 2
PRISMA
Productivity in Collaborative Systems Development

ITEA 2 Call 3
DiY Smart Experiences
Do-it-Yourself Smart Experiences

ITEA 2 Call 3
SUS
Smart Urban Services
Finnish participation

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
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
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