Introduction to ARTEMIS Technology Conference

• ARTEMIS has proven to be a unique ‘initiative’ that in just a few years succeeded in establishing largest R&D&I projects ever in the area of Embedded Intelligent Systems

To name a few
The emerging Digital evolution relies heavily on Embedded Intelligent Systems technologies, CPS and IoT in domains where it is paramount that Europe takes a leadership role.

"Digital inside"
As from 2006,
ARTEMIS subscribed to a Vision and Strategy to position Europe as a world-class initiative in the area of Embedded Intelligence

- **Overcome the fragmentation:**
  - in the European supply base, in research and in investments
- **Remove barriers between application contexts,**
  - to yield multi-domain, reusable solutions, allowing cooperation across sectors and value chain.

And now,
ARTEMIS is moving forward to play a major role in the DSM:

- Consolidate the pathway to the **digital Revolution**
- Enable more **agile and shorter development** cycle
- Extend the use of **digital platforms** to build eco-systems needed for accelerating the innovation and the creation of new business models
ARTEMIS-IA
Innovation Strategy & Research Priorities

From Vision and Strategy to Products and Services

ARTEMIS innovation strategy developed in the previous SRA is two-pronged:

• one is to ‘Build on the leading positions where Europe is strong’
• And the other to ‘Create new opportunities’ for Europe to be positioned at the forefront of new or emerging markets with high potential growth rates

The renewed strategy adds a user-centric dimension

• To take into account the user’s benefit and experience, over the whole value chain
• By building better and more efficient technological solutions
The drivers of Digital transformation:

• Leadership of vertically integrated companies
  • GAFA extend their range down in the value chain and others are moving up.

• The “Always Connected Society”
  • Connectivity changed our society and the way information and knowledge are exchanged

• The Platform concept and new hyper-scalability business models
  • Platforms are cost efficient, provide facilities to experiment innovative products & services

• Data value
  • Data deluge generated by connected smart ‘Things’ and openly exchanged

• Safety, Trust, Privacy and Security
  • Are essential considerations for open and connected smart products – IoT.

• The software value
  • A stronger software ecosystem is needed to nurture sustainable, interoperable CPS
Innovation Strategy & Research Priorities
The Cross-domain approach

To share communalities and foster synergies to overcome the fragmentation and create critical mass for the investments

ARTEMIS Technology Conference 2016
In order to break domain barriers and boost innovation, research activities should continue developing the cross-domain approach and seek greater synergies by using common **building blocks** for smart products and services.
We need increased investments to support our Research Agenda and to sustain our proposition of an ‘Innovation Environment’ allowing high value creation in the new generations of smart products and services.

The ATC events are meant to:

- Give the right economic visibility of Embedded Intelligence /CPS and IoT
- Show Project results that directly contribute to Products’ development, thus fulfilling ARTEMIS vision to digitally transform Europe and stay ahead of the competition
ATC 2016

H2020 and ECSEL
Pre-Brokerage 2017 and Networking

Focusing on the Embedded Intelligence part of the coming H2020 Call, and on the ECSEL Calls, to help with the preparing projects’ proposals and finding consortium partners.

Technology Workshops and Themed Projects Presentations

Focusing on Projects to give a “deep” dive in the project’s achievements and their state-of-the-art technology.
<table>
<thead>
<tr>
<th>Time</th>
<th>Wednesday 5 October 2016</th>
<th>Thursday 6 October 2016</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Registration &amp; Welcome coffee</td>
<td>Registration &amp; Welcome coffee</td>
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<tr>
<td>09:00</td>
<td>Opening speech by Laila Gide, President (acting) ARTEMIS-IA</td>
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<td>09:20</td>
<td>&quot;Digital Transformation: Opportunities &amp; Challenges&quot; - keynote speech by Dieter Rombach (Fraunhofer)</td>
<td>EMC2 Workshop</td>
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<td>R5COP Workshop</td>
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<td>Theme-based project presentations</td>
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<td>10:00</td>
<td>Coffee break &amp; Poster session</td>
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<td>• Arrowhead Workshop</td>
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<td>• CP-SETIS Workshop</td>
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<td>• Theme-based project presentations</td>
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<td>12:30</td>
<td>Lunch &amp; Poster session</td>
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<td>• Theme-based project presentations</td>
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<td>15:00</td>
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<td>19:00</td>
<td>Networking Dinner</td>
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Next up:

The Digital Transformation is one of opportunities and Challenges

• Presentation by Dieter Rombach (Fraunhofer)
Thank you for your attention