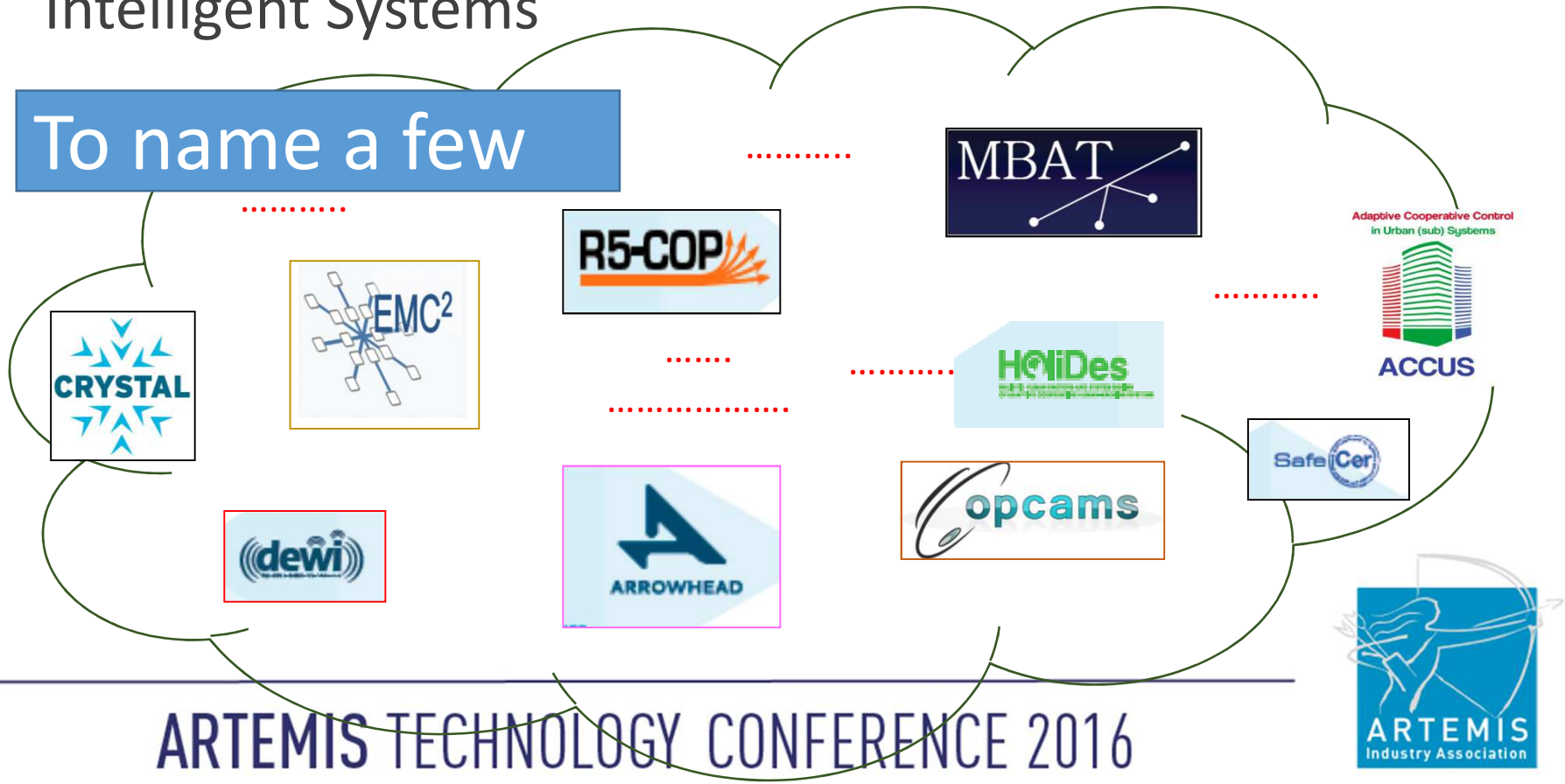
ARTEMIS
TECHNOLOGY
CONFERENCE
2016
4-6 October | Madrid, Spain
ECSEL Joint Undertaking
Electronic Components and Systems for European Leadership
ARTEMIS
Industry Association

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



ARTEMIS-IA
Innovation Strategy & Research Priorities

From Vision and Strategy to Products and Services

- **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“

ARTEMIS-IA
Innovation Strategy & Research Priorities

From Vision and Strategy to Products and Services

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

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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**

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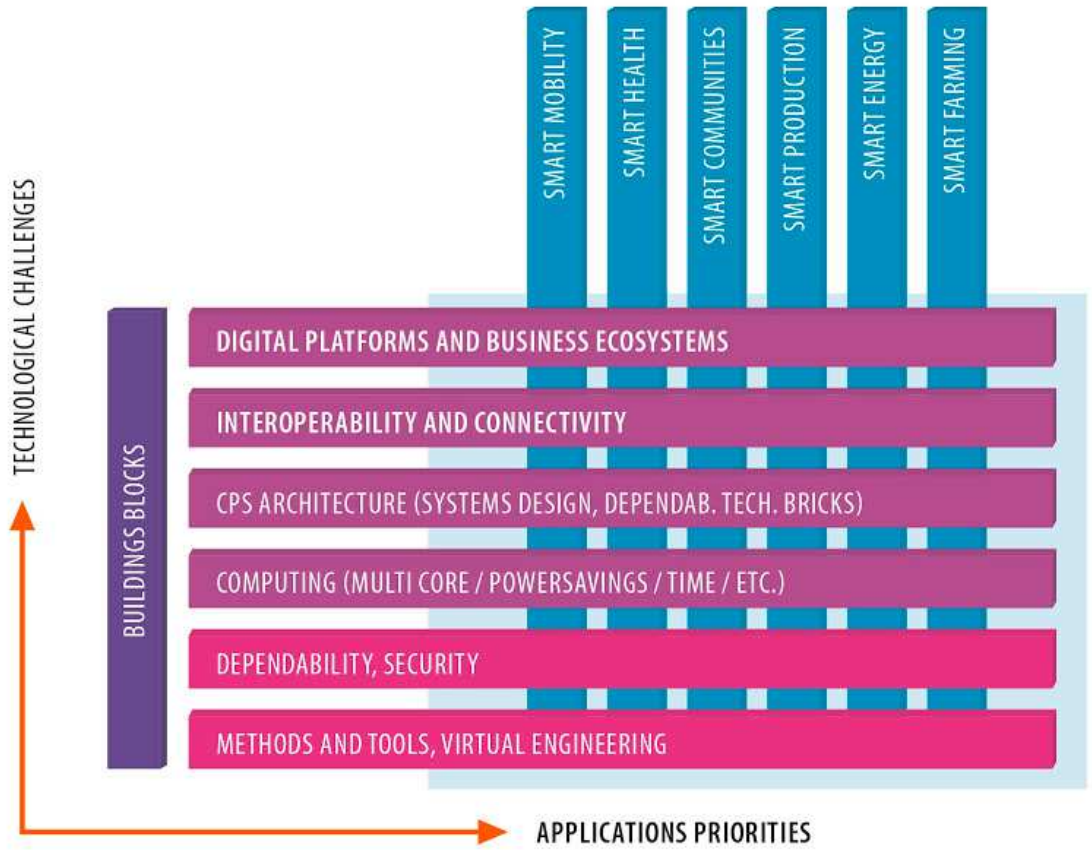
The drivers of Digital transformation:

- **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**

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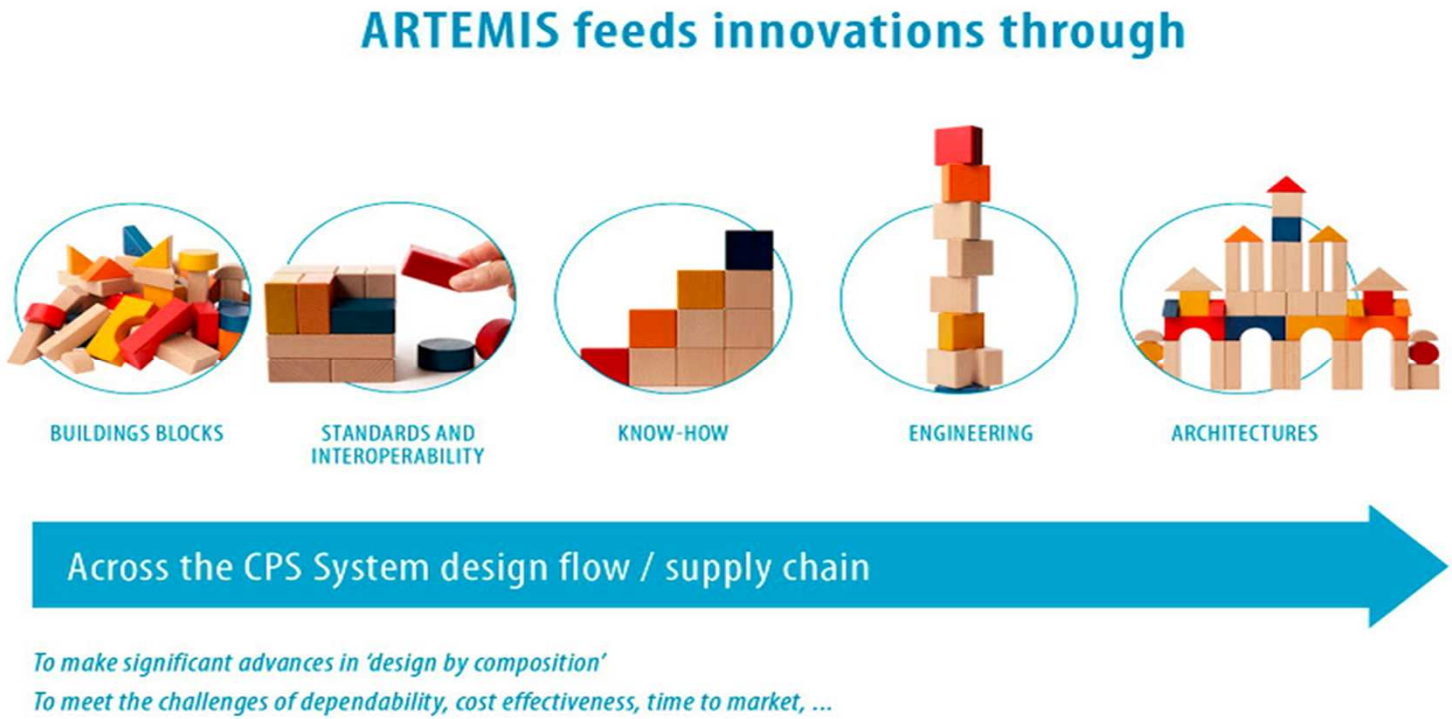
Innovation Strategy & Research Priorities



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

ATC 2016

From Research to Innovation

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.

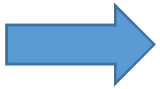
The ATC events are meant to:

- **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

Programme

Wednesday 5 October 2016

08:30	**Registration & Welcome coffee**
09:00	Opening speech by Laila Gide, President (acting) ARTEMIS-IA
09:20	"Digital Transformation: Opportunities & Challenges" - keynote speech by Dieter Rombach (Fraunhofer)
10:00	Coffee break & Poster session
10:30	In Parallel • Arrowhead Workshop • CP-SETIS Workshop
12:30	Lunch & Poster session
13:30	In Parallel • Arrowhead Workshop • ACCUS Workshop • Theme-based project presentations
15:00	Coffee break & Poster session
15:30	In Parallel (until 18:00): • Arrowhead Workshop • ACCUS Workshop • Theme-based project presentations
19:00	Networking Dinner

Thursday 6 October 2016

08:30	**Registration & Welcome coffee**
09:00	In Parallel • EMC2 Workshop • R5COP Workshop • Theme-based project presentations
10:30	Coffee break
11:00	In Parallel • EMC2 Workshop • R5COP Workshop • Theme-based project presentations
12:30	Lunch
13:30	In Parallel • EMC2 Workshop • R5COP Workshop • Theme-based project presentations
15:30	Closing session
16:00	Coffee break

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Next up:

The Digital Transformation is one of opportunities and Challenges

- Presentation by Dieter Rombach (Fraunhofer)

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