

Post-event Press Release

A digital landscape of opportunities

*Digital Innovation Forum 2017
10 & 11 May, RAI, Amsterdam*

“Digitisation is transforming every industry, and digital solutions will enable industrialisation and personalisation of care.” Keynote speaker Henk van Houten, Chief Technology Officer of Royal Philips, summed up the importance of the digital innovation that lay at the heart of the Digital Innovation Forum (DIF), jointly organised by ARTEMIS Industry Association and the EUREKA Cluster ITEA. This two-day event displayed, debated and demonstrated the opportunities created by the digital transformation to add value for both industry and society. With a focus on smart healthcare, smart energy, smart manufacturing and smart mobility.

The core message of the co-organisers, in the guise of Zeynep Sarilar (ITEA Chairwoman) and Laila Gide (President of ARTEMIS Industry Association), was that “digitalisation is not an option anymore” and that this forum presented an opportunity to experience and share digital innovations, “to explore the future through what we do today.”

Need for transformation

The need to tackle the challenges of tomorrow by the initiatives taken today was underlined by Jasper Wesseling, Director for Innovation and Knowledge at the Dutch Ministry of Economic Affairs and keynote speaker. “To stay competitive in the future, we need to transform our business activities, processes and competencies. SMEs, large companies, universities and research organisations, they all have their role to play in creating European-wide ecosystems for pre-competitive cooperation in the field of R&D. The role of large companies in these eco-systems should not be underestimated: not only do they offer a platform for SMEs to act on a European level but they also contribute roughly 50% to the partnership. And investment in R&D is necessary for future economic growth, technology development and tackling societal challenges.” Henk van Houten cited the role of projects like MEDIATE* (ITEA) and CRYSTAL* (ARTEMIS) in a new generation image guided therapy platform being launched by Philips to introduce real-time multi-workspot technology. The keynote speech of Max Lemke, head of the European Commission’s focused on Digitising European Industry Strategy. Lemke commented that the DIF 2017 exhibition illustrates “how strong we are in digitising Europe” in a reference to the business impact of the projects on show and the presence of other Public Private Partnerships and associations, which is a demonstration of the complementarity of these initiatives.

Standing room only

Four thematic workshops explored the ‘smart’ areas of energy, health, manufacturing and mobility. In these sold-out affairs panels of experts provided not only insight into the latest developments and food for thought but provided a real opportunity to exchange ideas and opinions. Topics ranged from standardisation and security to collaboration and business models. For example, will the new energy value chain be transaction-centric, enabled by a multi-faceted market and characterised by localised, connected, transactive markets? A comprehensive set of summaries is available at <https://dif2017.org/presentations.html>.

Impact

The ARTEMIS panel session on the Digital Transformation explored the role of large ecosystem projects in accelerating the digital transformation, with CRYSTAL* cited as an impressive example of how the rich community of academia, research institutions, large companies and SMEs had collaborated to achieve solutions that otherwise would not have developed or would have taken much longer to arrive at. With societal challenges increasingly taking centre stage in current and future funded projects, Michael Ditze of TWT pointed out that “in the future we will be selling a much more different product. For example, it won’t be a car we own but a car as a service.” The general consensus among the panellists was that large-scale funded projects are key to achieving the innovation, standardisation and solutions that are so essential to driving the digital transformation forward.

**More information on mentioned ARTEMIS and ITEA projects can be found in the About texts of the DIF organisers below*

During the ITEA community session the vital role played by open innovation was highlighted in project results and the wider impact stream on both subsequent projects and on industry and society. Like the ITEA AVANTI* project that is shaping the next generation of Virtual Commissioning tools and boosting industrial production efficiency by up to 30%. Indeed, companies in different domains, such as Daimler, Moventas and Arcelik, are already incorporating the results in their virtual testing and commissioning process chains. The ITEA Awards of Excellence 2017 went to four outstanding projects: AVANTI* in the smart manufacturing domain, SoRTS* and MoSCHA* in smart healthcare and SEAS* in smart energy while the recently completed BaaS* (Building as a Service) project received the ITEA Exhibition Award voted for by the DIF participants.

Innovation market and SMEs

Apart from the many impactful projects of around 60 booths in the exhibition, the innovation market of SMEs presented nuggets of innovation and originality. Innovative SMEs pitched to high-ranking juries composed of industry top executives and Venture Capitalists and revealed how they are developing ingenious solutions to specific challenges in the various smart domains, from health apps for the elderly to trusted next generation fleet management solutions. In the end, 8 iconic SMEs were chosen by the juries to present their innovations to the DIF audience in the plenary closing (see below for the jury quotes for these 8 iconic SMEs). It is clear that the digital transformation is not only permeating every layer of the market but is acting as a catalyst for new businesses and innovative thinking. SMEs are not waiting for change; they are shaping change. And they are both keen to collaborate with large companies and venture capitalists, and get their solutions out into a bigger, wider world.

In closing, both Laila Gide and Zeynep Sarilar reiterated the vital role of open collaboration across the industry spectrum and the need to develop ecosystems in the digital transformation process. The Digital Innovation Forum in Amsterdam demonstrated that it is doing its part to bring knowledge and innovation together and enable European industry to stay at the forefront of and lay the foundation for further collaboration and innovation in a successful and accelerated digital transformation.

Iconic SMEs – what the juries said

For more information on these SMEs, please see: <https://dif2017.org/iconic-smes.html>

<i>Smart Energy</i>	<i>Smart Manufacturing</i>
Evolution Energie <i>"We love the concept of blockchain as the underlying technology to support distributed energy markets. Very nice presentation and clear idea on how this will add value to the future energy sector."</i>	Batchforce <i>"Works like a market place for manufacturing services. They are to be the booking.com of manufacturing services."</i>
Synelixis Solutions Ltd. – COSSIM <i>"Synelix provides a game-changing solution for the simulation of complex and secure distributed systems."</i>	Jotne EPM Technology <i>"A proven business model on integrated applications for engineering data that fits well into Industrie4.0"</i>
<i>Smart Health</i>	<i>Smart Mobility</i>
FEops <i>"Convincing technology to put patient modelling in practice, will create revenue streams in different applications and increase patient outcome."</i>	Kalray S.A. <i>"Kalray developed a strong but flexible hardware technology to bring the connected car dream to reality."</i>
Santech <i>"Social collaboration and connecting the care community is key for the quality of life, but a challenging mission to realise. The proof is in the elderly eating the pudding."</i>	Livedrive <i>"The Livedrive approach to have the driver at the centre of their platform usage is very unique and clear."</i>

About Digital Innovation Forum (DIF) 2017

The Digital Innovation Forum (DIF) 2017 was held at the RAI Amsterdam on 10-11 May, co-organised by ARTEMIS Industry Association and the EUREKA Cluster ITEA. The DIF focused on global Digital Innovation topics and the respective emerging challenges towards a vision of the future for and built by industry. This first edition of the Digital Innovation Forum was dedicated to the 'Digital Transformation'.

The digital transformation is an imperative global topic that is accelerating the revolution of business activities, processes, competencies and models in a profound way, and will enable digital technologies to be fully leveraged. Often regarded as a threat to European industries, especially the more traditional ones, the digital transformation should be seen, and used, as an opportunity to create value for business and society. This is what the DIF2017 was all about.

This two-day event provided an opportunity to enjoy a plenary programme with inspiring speakers on Digital Transformation, interactive workshops on Smart Energy, Smart Health, Smart Manufacturing and Smart Mobility, a full-scale R&I exhibition, and SME / Start-up innovation sessions and innovation market judged by high-ranking juries composed of top industry executives and Venture Capitalists.

<https://dif2017.org>

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ABOUT ARTEMIS Industry Association

ARTEMIS Industry Association strives for a leading position of Europe in Embedded Intelligence. The Association is a membership organization for the European R&I actors with more than 180 members and associates from all over Europe. The multidisciplinary nature of the membership provides an excellent network for the exchange of technology ideas, cross-domain fertilisation, as well as for large innovation initiatives.

ARTEMIS Industry Association believes that there are no sharp delineations between technologies, and that such technologies should not be considered in splendid isolation. These areas together will allow the rise of new innovative businesses that support the opportunities for value creation in several sectors that Embedded Intelligence creates. In an industrial context Cyber-Physical Systems encompasses a wider class of systems than Embedded Systems in their most narrow definition. Therefore, ARTEMIS-IA distinguishes three focus areas that together create this wider industrial context of Embedded Intelligence:

- > Embedded and Cyber-Physical Systems,
- > Internet of Things,
- > Digital Platforms.

As private partner in ECSEL Joint Undertaking, ARTEMIS-IA supports formation of consortia and initiation of project proposals for joint collaboration and creates the meeting place where key industry players and other R&D&I actors identify strategic high priority topics for collaborative R&I projects.

More information about ARTEMIS:

www.artemis-ia.eu | www.ecsel.eu



Mentioned ARTEMIS projects

CRYSTAL - <https://artemis-ia.eu/project/46-crystal.html>

CRYSTAL will establish workflows based on current and emerging technologies and enable their use in the engineering environment of relevant industrial domains to reduce system design costs through the improvement and smart integration of system analysis, safety analysis and system exploration tools as well as reduce development cycles by developing reusable technological bricks in alignment with the IOS and RTP

ABOUT ITEA

ITEA is the EUREKA Cluster programme supporting innovative, industry-driven, pre-competitive R&D projects in the area of Software-intensive Systems & Services (SiSS). SiSS are a key driver of innovation in Europe's most competitive industries, such as automotive, communications, healthcare and aerospace.

There is a wide consensus that from now to 2030 change and disruption will be permanent features in society, with the way of living and doing business becoming fundamentally different from what it is today. Digital Technology has a major role to play in mastering the changes. And it is within this domain of Digital Technology that ITEA is addressing innovation in Software, IT Services, Internal IT and Embedded Software, collectively denoted as 'Software innovation'. For Europe, an industry strong in Software Innovation is a prerequisite for maintaining global competitiveness and in securing high-value jobs in Digital Technology and in other, more traditional industries that are dependent on Digital Technology.

ITEA stimulates projects in an open community of large industry, SMEs, universities, research institutes and user organisations. As ITEA is a EUREKA Cluster, the community is founded in Europe based on the EUREKA principles and is open to participants worldwide.

Each year, ITEA issues a Call for projects starting with a two-day brokerage event. Each Call follows a two-step procedure, in which the quality of the project proposal is evaluated and improved, finally leading to a selection of high quality project proposals that receive the official ITEA label.

ITEA's mission is to be the recognised partner for European industry, optimising support for companies and R&D actors active in ITEA projects in the area of SiSS, thus making best use of funding made available by the ITEA supporting countries. Following the EUREKA structure, each ITEA project partner can apply for national funding in their own country – allowing a project idea to attract funding from all participating countries.

<https://itea3.org>



Mentioned ITEA projects

AVANTI - <https://itea3.org/project/avanti.html>

To safeguard complex, high-tech production in Europe, flexible design, optimum time to market and exceedingly high product quality are vital. The AVANTI project aims to improve the advanced behaviour description of devices, components and complete production systems and to establish a formal virtual commissioning test method, integrating these goals into the life cycle of the production system and thereby meet the needs of OEMs and their suppliers for defect-free, fast planning and commissioning.

BaaS - <https://itea3.org/project/baas.html>

The BaaS project targets the need for comprehensive and open cross-domain management and control services in the light of the trend towards smart commercial buildings in which building automation systems are integrated with ICT systems. This requires a novel approach towards the modelling of a building with respect to its properties and functions. BAAS will establish a generic service platform for commercial buildings that supports the development and deployment of novel valued-added services and applications.

MoSHCA - <https://itea3.org/project/moshca.html>

The number of people with chronic diseases, and especially diabetes, is growing worldwide. Self-management of chronic diseases is crucial in the prevention of serious and costly complications. MoSHCA is a mobile health (m-Health) project designed to improve the patient-doctor interaction and control of chronic diseases. MoSHCA provides intelligent, user-friendly, medical and wellbeing decision-making embedded software, using medical sensors for mobile devices and information systems.

SEAS - <https://itea3.org/project/seas.html>

The SEAS project will address the problem of inefficient and unsustainable energy consumption by enabling energy, ICT and automation systems to collaborate at consumption sites, and by introducing dynamic and refined ICT-based solutions to control, monitor and estimate energy consumption. An additional aim is to explore business models and solutions that will enable energy market participants to incorporate micro-grid environments and active customers.

SoRTS - <https://itea3.org/project/sorts.html>

The SoRTS project aims to increase productivity and effectiveness in cancer treatment and reduce patient risk by supporting healthcare professionals in the transition from invasive, open surgery to minimally invasive, image-guided intervention and treatment (IGIT). Such oncological treatments range from ablations to radiotherapy treatments. Improved productivity and effectiveness in healthcare enabled by IGIT is expected to significantly lower healthcare costs due to shorter hospitalisation and higher throughput.