



PCN - Horizon2020

HORIZON 2020

LE PROGRAMME DE RECHERCHE ET
D'INNOVATION DE L'UNION EUROPÉENNE

Session « *Industries créatives* »

*Leadership in enabling and industrial technologies
Information and Communication Technologies*

Paris – 17/12/15

BROKERAGE SESSION

2 basic rules



1. Time

- 5' per project presentation
- 2' per profile presentation
- Yellow card: 30'' left
- Red card: time out
- + 2' for Q/A

2. Presentation schedule

- For $n=1$: speaker 1 comes on stage, speaker 2 moves close to the stage
- For $n>2$: when speaker n starts his/her presentation, speaker $n+1$ comes next to the stage

NOW: NOVANEXIA NEXT: IMAGINOVE



Novanexia



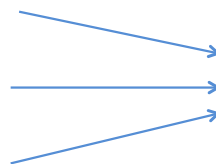
- **2014: Success of three companies working together for over a year on the European projects preparation.**
- **2015: Decision to establish the company NovaNexia**
 - integration of support activities in the project preparation of the 3 entities
 - Activity entirely dedicated to accompanying and preparation of European (H2020) and national research and innovation (R&I) projects.
- **Office and Headquarters: Lyon,**
- **Other locations: Paris (Villejuif Bio Park), Rennes, Cracow (Poland)**
- **gcerovic@novanexia.fr (Gordana Cerovic)**

Tech2Market

Cergo consulting

iNOVÉE Conseil

Accélérateur de l'Innovation



www.novanexia.fr



Novanexia

Expertise



Offer:

- We help you define a R&I project funding strategy tailored to your needs as well as finding the relevant project partners.
- Our main core services
 - **EU proposal writing (special focus to IMPACT section)**
 - proposal writing, consortium building (if applicable) and final submission.
 - **Project management**
 - For all the administrative and financial management tasks
 - **Market analysis**
 - market feasibility studies including information of prospective customers, the target markets, market size and growth prospects, business plan preparation, etc.
 - **Networking**
 - Provide you opportunities to get in touch with potential partners and relevant stakeholders in order to foster exchange of business contacts and partnership creation.
 - **Results exploitation and business planning**
 - assure the transferability and sustainability of project results and your project will become replicable and usable by others
- We have experienced senior team with expertise in ICT, health, energy, space

NOW: IMAGINOVE

NEXT: ATELIER ARTS ET SCIENCE



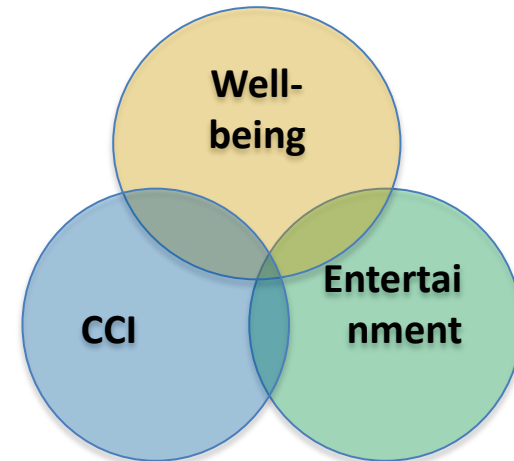
Imaginove



- Adresse: 26 rue Emile Decorps, 69100, Villeurbanne
- Contact: Vera Ovcharenko vovcharenko@imaginove.fr

Fields of expertise:

- **CCI** (e-education, audiovisual, VR, AR, e-tourism etc.)
- **Well-being** (e-health, smart cities, IoT, service robotics)
- **Entertainment** (video games, gamification, e-sport)



200 members

200 joint R&D projects mounted by members (about 12 each year)

Participation in **20** international trade shows/fairs per year

1 finished EU project in CCI – « CREATE »



Expertise



Offer:

Direct connection to about 180 innovative SMEs, 20 labs, universities.

Access to the strong ecosystem of 1200 enterprises in digital content and services in Rhone-Alpes region.

Organisation and management of Open Calls, competitions, workshops, brokerage events surveys, hackathons etc.

Producing SWOT analysis, studies, papers etc.

R&D and business development support for companies - mentoring, coaching.

Identified calls:

- ICT-21-2016 **Support technology transfer to creative industries**
- ICT-22-2016 **Technologies for Learning and Skills**

NOW: ATELIER ARTS ET SCIENCE

NEXT: BULKYPIX



Atelier Arts Sciences



• **Address** : L'Atelier Arts Sciences - CEA - Bat 2033 - 17 rue des Martyrs - 38054 Grenoble cedex 09

• **Contact** : Marie Perrier - marie.perrier@theatre-hexagone.eu - 06 10 05 00 08

• **Brief description of the entity (Figures and facts) :**

Atelier Arts Sciences is a common research and creativity platform shared by Hexagone Scène Nationale Arts Sciences in Meylan, France (a multidisciplinary theater, soon to become the French Arts & Sciences National Center) and CEA Grenoble (French public technological research organization).

We connect artists (mostly from performing arts) and designers with scientists, engineers and industrials to produce breakthrough innovations.

- Since its creation in 2007, we have organized **23 arts, sciences & technologies research projects** in varied fields such as motion capture, HMI, internet of Things, optics, light, robotics, augmented paper...

These residencies might last from several months to several years (2 years is the average length). All of them gave birth to new artists installations or performances as well as new technological devices, uses or scientific ideas.

- Since 2011, we organize each year **EXPERIMENTA, en Arts, Sciences & Technologies Fair**. At the crossroads between the professional fair and the broad public event (6 000 visitors en 2015), EXPERIMENTA presents :

- An exhibition presenting selected arts, sciences & technologies projects (25 projects in 2015), taking many different forms : artistic installations, interactive or immersive artworks, augmented reality devices, technological prototype, scenographic elements, demonstrations, short performances...
- A forum approach, with thematic and participative conferences as well as creativity workshops on transversal themes (such as : energy, big data, images, ..)
- A professional day that brings together artists, scientists, industrials, institutions, culture professionals and medias with both reflective and networking activities.

We produce part of the projects presented in EXPERIMENTA : intermediate results of long term residencies as well as short-term projects (1 to 6 months) launched especially for EXPERIMENTA (ex: creation of a poetic immersive installation based on the digitalization of the Chauvet cave, presentation of the demo of a dancer controlling a digital puppet through its movement, miniaturization of a tracking device to deploy a new interactive artistic installation, ..).





Expertise / Idea



- **Offer (we would like to join a consortium or create one):**
- Organize short-term residencies/fellowships in running H2020 projects or in institutions and organize 'matchmaking events' (workshops, hackatons, etc.) that will allow artists and ICT
- Organize / welcome one year of the project an annual high visible STARTS event in Grenoble, based on our expertise of organizing EXPERIMENTA - bringing together H2020 projects, industrial players and artists and showcasing successful interactions between industry, technology and the Arts.
- Mobilizing the French Arts & Sciences network that we have initiated last year on the project, especially in promoting and participating to a new online platform for arts & sciences, as well as our other European cultural partners.

- **Identified call(s):** *(at most 2)*

ICT-36-2016 / TOPIC : Boost synergies between artists, creative people and technologists /
b. Coordination and Support Actions / 1 - Integration of artists in research and innovation projects.

We could also be involved in ICT-36-2016 / a. Innovation Action.

NOW: BULKYPIX NEXT: IRCAM



- **Address : 16/18 avenue de l'Europe - 78140 VELIZY VILLACOUBLAY**
- **Contact : Monsieur Olivier PIERRE- CEO - olivier.pierre@bulkypix.com**
- **Brief description of the entity (Figures and facts):**

Fondé en 2008 par des anciens de Vivendi Games Mobile, BulkyPix développe et édite des jeux vidéo et des applications pour plateformes digitales (mobile, réseaux sociaux, web, PC/MAC, objets connectés, casques de réalité virtuelle) en France et à l'international.

Avec un catalogue de plus de 200 jeux et plus de 100 millions de téléchargements, BulkyPix se positionne comme l'un des principaux éditeurs de jeux indépendants en Europe.

BulkyPix conseille et accompagne les marques, entreprises et producteurs audiovisuels dans leur stratégie digitale, de la conception à la diffusion de dispositifs ludiques (serious game, advergame, projets transmedia, apps, gamification). A travers ses expertises, BulkyPix développe aussi des expériences immersives en réalité virtuelle et en réalité augmentée.

<https://bulkypix.com/fr/>

Industry (Renault, Dassault Systems, Veolia, EDF, Siemens, Coca Cola, Antalis, Samsung, ...);

Service (AXA, Club Med, Swiss Life, BNP, Orange, Spotify, SFR, ...)

Luxury industry (Krug, Chanel, Breitling, ...)

Retail & distribution (Decathlon, Eristoff, Carrefour, Leroy Merlin, ...)

Entertainment (TF1, Hachette, Lagardère, aufeminin.com, France télévision, M6, ...)

Museums / institutions (Le Louve, Musée Fabre, Ministère de la Marine, ADEME, ...)



Expertise / Idea



- **Offer** (if you want to join a consortium):
 - GAME DEVELOPMENT
 - DIGITAL CREATION
 - GAMES AND APPS PUBLISHING
- **Potential partner requirements** (if you want to build a consortium or complete an existing one):
- **Identified call(s):** *(at most 2)*
 - ICT – 24 – 2016 : « GAMING AND GAMIFICATION
 - CULT – COOP – 08 – 2016 : « VIRTUAL MUSEUMS AND SOCIAL PLATFORM ON EUROPEAN DIGITAL HERITAGE MEMORY, IDENTITY AND CULTURAL INTERACTION

NOW: IRCAM
**NEXT: CENTRE D'HISTOIRE CULTURELLE
DES SOCIÉTÉS CONTEMPORAINES**



IRCAM

 **ircam**
Centre
Pompidou



- **Address : IRCAM, 1 place Stravinsky – 75004 Paris**
- **Contact : Hugues Vinet, R&D Director [hugues.vinet \(at\) ircam.fr](mailto:hugues.vinet@ircam.fr)**
- **Brief description (Figures and facts):**
 - **Contemporary creation : 30 works/ year with greatest artists and latest technology in reference venues (music, dance, drama, installations, cinema,...)**
 - **Research and development :**
 - **Joint research unit with CNRS and University Pierre et Marie Curie, joint Inria team**
 - **Research scope : Science and technology of music and sound (STMS) : acoustics, signal processing, computer science, human perception and cognition, musicology**
 - **150 collaborators, leading research center in the STMS field**
 - **Integrated technology development : technology bricks, open environments, inhouse users, several dozens of products**
 - **IRCAM forumnet (4000++ members), Software collection products : Ircam Tools, Ircamax, Ircam Lab**
 - **Several dozens ongoing tech licences to companies (EU and North America mainly)**
 - **Collaborative R&D projects : ~20 ongoing, 30% as Coordinator**
 - **Ongoing EU Projects (7) :**
 - **FP7 FET Skat-VG : Sketching Audio Technologies using Vocalizations and Gestures**
 - **ERC-StG CREAM : Cracking the emotional code of music**
 - **H2020 Marie Curie MIM - Enhancing Motion Interaction through Music Performance**
 - **H2020 ICT Call 1 (2014) : ICT-18 Music Bricks (IA), ICT-22 Rapid-Mix (IA)**
 - **H2020 ICT Call 2 (2015) : ICT-19 ABC-DJ (RIA) and ICT-19 ORPHEUS (RIA)**



Expertise



ircam
Centre
Pompidou



Offer :

- **ICT-36-2016: *Boost synergies between artists, creative people and technologists* :**
 - IRCAM as a reference institution worldwide for art-science collaboration and industrial innovation driven by artistic projects : the artwork as a prototype
 - Existing platforms for artist/institutions community management and calls for residencies : Ircam Forumnet, Ulysses (Culture project)
 - New Art-Innovation Forum project as part of new Centre Pompidou's strategy, curated by IRCAM
- **ICT 20-21; 22-24; CULT-COP-08-2016**
 - IRCAM as a R&D lab/ technology provider, Creative user, Dissemination partner with high media and public exposure
 - **Technologies :**
 - Creative tools for music, sound, media authoring/ distribution
 - Audio signal processing : sound synthesis/processing, sound analysis/indexing, spatial audio and audio VR/AR, web audio API
 - Computer science : dedicated languages for music and interactive media, databases, AI and creative agents
 - Multimodal HCI for temporal media, collaborative interaction for collective performance

Potential partner requirements :

- EU-based companies interested in audio/ music technologies

NOW: CENTRE D'HISTOIRE CULTURELLE DES SOCIÉTÉS CONTEMPORAINES NEXT: ISEN



Centre d'Histoire Culturelle des Sociétés Contemporaines



- Université de Versailles Saint-Quentin-en-Yvelines, 47 Boulevard Vauban, 78047 Guyancourt Cedex
- Edwige Lelièvre, edwige.lelievre@uvsq.fr ou secretariat.chcsc@uvsq.fr
- Laboratoire dédié à l'étude de l'histoire culturelle des sociétés contemporaines. Composé de 53 chercheurs titulaires venus de différents champs de recherche, classé A+ par l'AERES, membre du Labex Patrima.



Expertise / Idea



- **Offer :**
- Conception de jeux vidéo au gameplay innovant pour la valorisation du patrimoine
- Analyse utilisateur de projets de musées virtuels/jeux historiques

- **Identified call(s):**
- *ICT-24-2016: Gaming and gamification*
- *CULT-COOP-08-2016: Virtual museums and social platform on European digital heritage, memory, identity and cultural interaction*

NOW: ISEN

NEXT: CULTURPLAY



High engineering school for electrical engineering and computer science

- **Maison du Numérique et de l'Innovation , Pl. G Pompidou, Toulon - France**
- **Contact: Alena Siarheyeva**
alena.siarheyeva@isen.fr
- **ISEN-Toulon is :**
 - ***550 engineering students***
 - ***23 full time researchers, incl. 2 SSH***
 - ***VA R&D 2014= 667 k€; 2015= 670 k€***
 - ***Collaboration with 3 CNRS mixed research units : IM2NP, LEST & LSIS***
 - ***Federation of schools ISEN-ISA-HEI***
 - ***ICI Lab: « interface for creativity and ingeniosity » (experimental education and R&D on teaching for creativity in engineering education)***
 - ***Fab Lab – member of the MIT network***



Expertise / Idea



- **Looking for:**
New media for education (co-production of content)
- **Identified call(s):** *ICT 22 Technologies for learning and skills, part b) R&IA*

NOW: CULTURPLAY NEXT: AUVIOUS



journée d'information
Présentation des appels à projets H2020 de la filière

le 17/12
9h30/13h30
14 rue Alexandre Parodi
75010 Paris

INDUSTRIES CREATIVES



Inscription avant le 14/12

cap-digital



CULTURPLAY

About & main products

- Established in 2013
- Main focus on Apps/Games for Cultural Heritage
- “Athens 5th Century” Historical RTS Simulation Game (product in development)
- “Excavation Simulator” Sim/Management Game
- about Archaeology (product in development)
- “Acropolis Virtual Tour” commissioned by MoC 2014
- “Epidavros Virtual Tour” commissioned by UOA 2015



culturplay

Project idea or interest & offering

- Game Design/Production Services
- Interest for participation in Cultural Heritage & Museum Projects
- Interest for participation in Scientific Visualization Projects
- Experience with IP Legislation in CH Market
- Designing new services for GLAM's



culturplay

contact us!

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NOW: AUVIOUS NEXT: INTE*LEARN



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auvious

AUVIOUS

about & main products

- Established in 2014
- Main focus on Web Conferencing, Telecommunications
- Online Meetings Platform, based on WebRTC
- Free Public Beta is LIVE (November 2015)
- Encrypted Video Communication in the browser
- 16 Concurrent Video Streams, unlimited attendees
- Embed in software or infrastructure using the API
- Team also develops software for Ericsson Research
- Uses FIWARE technology

NOW: INTE*LEARN NEXT: MOBICS



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inte*learn

Multimedia Εκπαιδευτικές Εφαρμογές

inte*learn

about: the company & products

- **Established** in 1989
 - **Main focus:** Educational Technology
 - **Specializing** in developing multimedia educational environments which support the educational process for each level of education and subject.
 - **Focused** on educational design, script-writing, design and content production as well as in programming of applications and integrated educational environments.
- Educational applications – Categories:**
- Edutainment
 - Games
 - Educational software
 - Competence tests for children and adults such as linguistic readiness (for pre-school age)



Project interest & offering

interests

- **ICT-22-2016:** Technologies for Learning and Skills
- **ICT-24-2016:** Gaming and Gamification

offerings

- Learning disabilities
- Autism, Attention Deficit Disorder (ADHD)
- Competence tests and remediation actions
- Authoring tools

Contact us!



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NOW: MOBICS
NEXT: MOPTIL

HORIZON 2020
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mobics

cap digital

company & main products

about

- Established in 2006, 10 developers
- Main focus on innovative ICT products
 - Full range of software development
- Strong R&D team
 - Long experience in EU projects
 - Various application domains
- Project segments
 - Smart infrastructures with IoT (sensors), e.g. smart cities, smart ships
 - Video analysis applications (transport, crisis management, ...)
 - Tourism (portals, mobile applications)
 - Smart city services (transport)
 - ICT-enabled sports

main products

- [iGuide](#) – A mobile tourist guide for unexplored places
 - Offline maps & Route guidance
 - Social features (user routes, sharing)
 - Multi-lingual narration text-to-speech engine
- [mobiKeyes](#) – stereo vision technology for accurately locating objects in the 3D space in real-time
 - Similar to Kinect, but overcoming some of its limitations
- Custom video analysis algorithms
 - e.g., www.meleagros.eu
- Game engine for online multiplayer casual games
 - www.playbiriba.com
- Big data algorithms and frameworks



Project ideas & offerings

projects ideas

- **ICT-24:** School challenger: casual educational games for intra and inter-school tournaments
- **ICT-21:** ICT tools for rapid deployment of below the line advertising campaigns (or for tourist attractions/events in museums)

offerings

- ICT technology provider for projects in the creative sectors
- Good background in digital advertising concepts
- Good links to EU partners (ICT or not) – assistance in consortium formation
- Experience in proposal writing





contact us!

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NOW: MOPTIL
NEXT: PEGNEON

le 17/12
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Inscription avant le 14/12



REAL TIME 3D VR AND AR
RECONSTRUCTION OF ARCHEOLOGICAL
SITES

Company & main products / technologies

about

- Established in 2014
- Main focus on Virtual (VR) and Augmented Reality (AR) in Cultural Sites
- Own tablets to use our Apps / one tablet per visitor
- The user can see fully reconstructed monuments with colors, statues as they used to be in antiquity and have an immersive experience when visiting a site of particular historical or cultural interest.

main products & technologies

- ACROPOLIS OPTICAL ILLUSIONS
- KNOSSOS3D
- OLYMPIA3D
- ACROPOLIS OF RHODES3D (release 2016)



Project idea or interest & offering

interested

- **ICT-21-2016 - Support technology transfer to the creative industries ([link](#))**
- Moptil has implemented commercial VR and AR solutions for 3D Reconstructed visualization of Archaeological Sites in Greece and is searching partnerships to scale up its solution in the European and International Market.





contact us!

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NOW: PEGNEON
NEXT: TREBBBLE

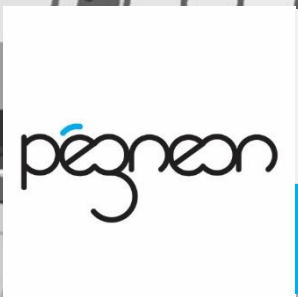
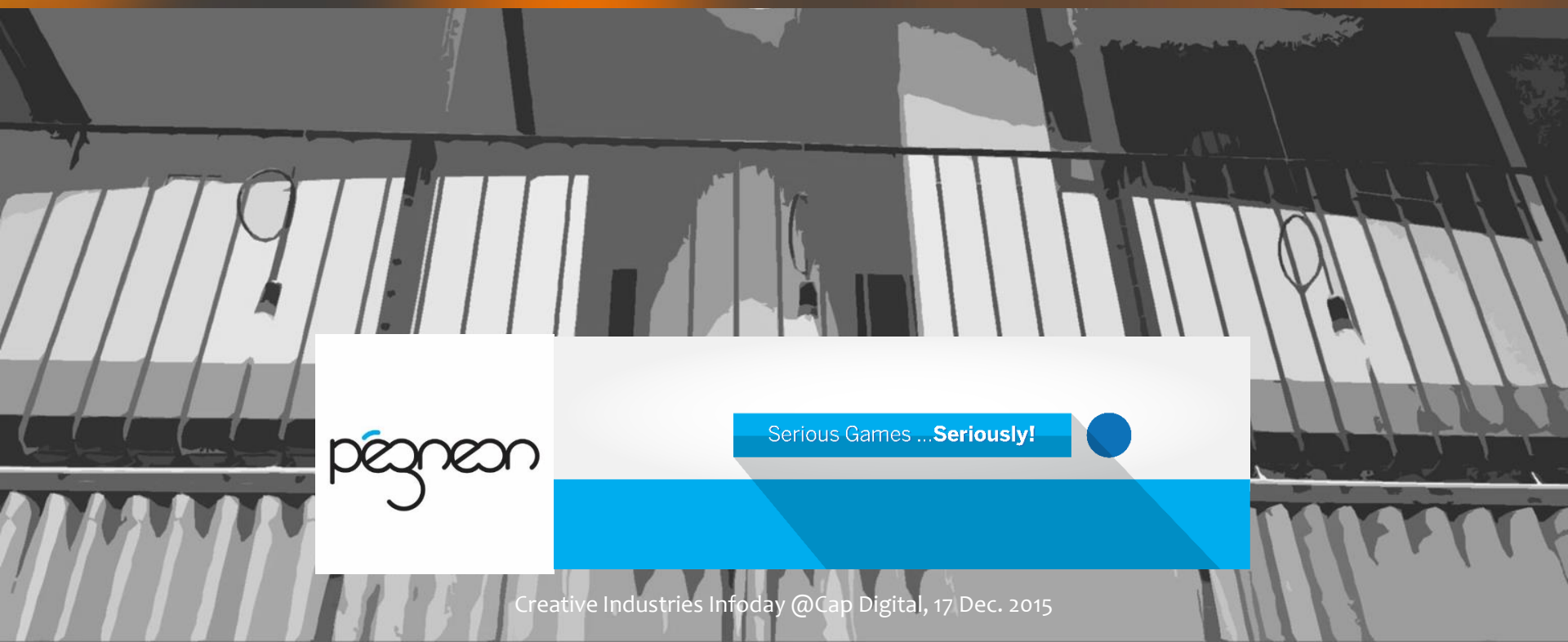


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Serious Games ...**Seriously!**

Pegneon_Serious Games... seriously!

About

- Established in 2014
- Utilisation of Educational Games for motivating employees to grow within their working environment.

Current projects

- Safety and Hygiene Games
- Fire safety Game
- Driving Safety Game
- and more...

Products/ Technologies

- Customized tools: be as involved as you like in the product lifecycle
- Customised Games: create a new product or transform any existing concept or product
- Graphic design and Unity 3D Framework
- Created in C#
- 3D animations



Project idea interest & offering

Interested

- In collaborating with a 3D animation company to create new educational games on Environment Sector

Offering:

- Unity 3D expertise
- Instructional designer expertise.
- Full Back-end support for games





contact us!

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NOW: TREBBBLE
NEXT: AIT



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INDUSTRIES CREATIVES



Inscription avant le 14/12



Company & main products

about

- Established in 2010
- Leading mobile agency in Greece
- Main focus on creating tailor-made mobile solutions that help brands grow
- Core activities
 - Mobile Strategy
 - User Experience (UX) Design
 - Native App Development
 - Cloud-based Backend Development

main products

- OPAL, a mobile communication & engagement platform
- OPAL helps brands and agencies personalize customer experiences and increase mobile revenues
- Core features
 - Rich-media content
 - Audience segmentation
 - Behavioral analytics
 - Enterprise ready



Project idea

Project ideas

- **ICT-21:** Behavioral and contextual omni-channel messaging platform
- **ICT-21:** Real-time adaptive gaming platform



Contact us!

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NOW: AIT
NEXT: NETWORKING SESSION IN THE
OPEN SPACE!



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INDUSTRIES CREATIVES



Inscription avant le 14/12

cap-digital



Athens Information Technology

about

- Non-profit, independent research organization that combines its talented faculty, industry links and partnerships to foster world-class education and advanced research in innovative technologies.
- Thematic Focus: IT, Telecoms and Innovation Management. Highest in Greece in the per capita attracted EU Research Funds in ICT.
- Main Activities:
 - **Research**
 - Frontier Research in the context of EU Funding Programs
 - Applied Research in the context of Industrial Grants
 - **Education**
 - Graduate (MSc & PhD) in collaboration with U. of Sheffield & Aalborg U.
 - Summer Schools
 - **Technology Transfer**
 - Professional / Executive Training on Technical & Soft Skills
 - Consulting Services
 - Innovation Management & Entrepreneurship (creation and pilot operation of a virtual, open ideation ecosystem)



Project idea or interest & competences

ICT-22-2016: Technologies for Learning and Skills

ICT-36-2016: Boost synergies between artists, creative people and technologists

- Initial phase of proposal formation for both objectives
- Challenges for implementing STEAM education with concrete ICT technological approaches (ICT-22)
- STARTS initiative

ICT-24-2016 Gaming and gamification

- Innovation action on re-purposing gaming technologies in elderly activity motivation
- Motivating by gamifying the active life of the care recipient, in home and outdoors

Competence on Consortium Formation and Proposal Writing

- Extensive network of trusted parties
- Going beyond the State of the Art
- Defining Measurable Results & Impact
- Financial, Implementation & Sustainability Aspects



Relevant Technical Skills

- Optical, Wireless Telecoms, Sensors, Beacons, RFIDs
- WEB, Mobile Apps, Big Data, IoT, HMI Design, Smart Environments, eLearning, Gaming, ...



contact us!

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