



INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

Introduction to ITEA 2

Call 5 Project Outline Preparation Days, Berlin, 1 Feb 2010
Rudolf Haggenmüller - Chairman ITEA 2

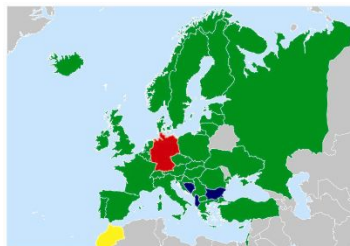


The EUREKA framework



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- 39 full members
(38 countries + European Commission)
- 3 NIP countries
(NIP = national information points)
- EUREKA Chairmanship: Germany
(July 2009 – June 2010)
- 2 EUREKA Associated Countries

- EUREKA is a pan-European network for market-oriented, industrial R&D
- ITEA 2 is one of EUREKA's ICT Clusters (others: CATRENE, CELTIC & EURIPIDES)



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ITEA 2's initiators



- Members of the ITEA 2 Authorities Committee (ITAC)
- The ITEA 2 Founding Companies (IFCs) are:
Airbus, Alcatel-Lucent, Barco, Bosch, Bull, Daimler, European Federation of High Tech SMEs, Italtel, Nokia, Philips, Siemens, Telefonica, Telvent, Thales and Thomson.



Mission & Ambition

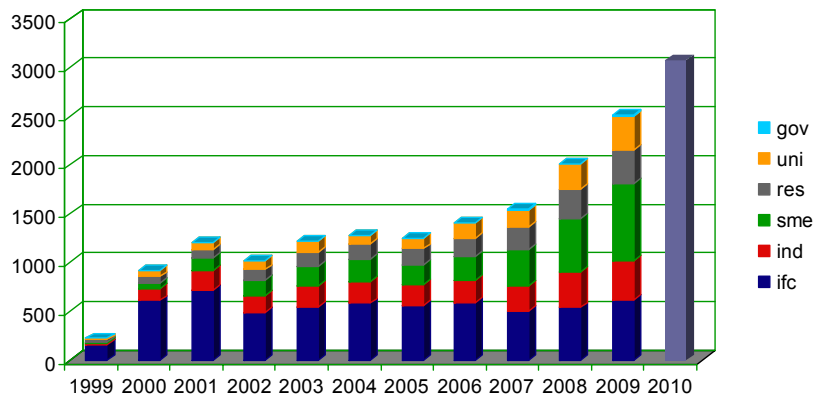
- Contribute research excellence to Europe's competitive software-intensive systems and services
- Combine research excellence with innovation
- Deliver tangible results
- Address societal needs
- Anticipate technological trends and paradigm changes
- Contribute to European competitiveness and well-being through ICT-based innovation

The growth of our community ITEA – ITEA 2 FPP Effort per partner type



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Status January 2010

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Why is ITEA successful



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- ITEA as an EUREKA cluster is:
 - Industry-driven
 - Bottom-up to favour innovation
 - Flexible to favour business impact
 - Market-oriented
 - Inter-governmental
 - Based on a multi-dimensional concept of excellence for project selection
 - Community-oriented, easily accessible for industry and SMEs
- ITEA is:
 - Not top-down
 - Not driven by pre-agreed long-term programme priorities
 - Not driven by pre-agreed priorities shared by all PAs

ITEA is the best place for fresh ideas, focussed, concrete, timely business opportunities



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Successful and promising key areas

- High Definition TV
- Systems & Software Engineering
 - Product line engineering
 - Agile Innovation
 - Testing
- Automotive Open System Architecture

- Digital media
- Web of Objects
- Service creation and management

- Healthcare and wellbeing
- Mobile NFC services
- Energy efficiency
- Ambient intelligence in the Home domain



Some project highlights 2009

- | | | |
|---|--|---|
|  | <ul style="list-style-type: none"> • EPAS | <p>Single European payment area</p> |
|  | <ul style="list-style-type: none"> • SmartTouch | <p>The value of global standards, the business driven expansion of EUREKA</p> |
|  | <ul style="list-style-type: none"> • SODA | <p>The Web of Objects</p> |
|  | <ul style="list-style-type: none"> • TIMMO | <p>TIMING model for AUTOSAR</p> |
|  | <ul style="list-style-type: none"> • Modelisar | <p>Functional simulation</p> |
|  | <ul style="list-style-type: none"> • Usenet | <p>Generic platform for ubiquitous M2M communication</p> |
|  | <ul style="list-style-type: none"> • Cantata | <p>Multimedia content analysis and automated action generation</p> |

ITEA Roadmap for Software-intensive Systems and Services, 3rd edition



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Key concepts:

- Application domains
Each domain description includes various scenarios with short-, medium-, and long-term visions and required technologies
- Technology categories
For each technology category, a number of short-, medium-, and long-term challenges are elaborated
- Trends & Grand Challenges :
 - Societal Computing
 - Service Innovation
 - Sustainability
 - Massive Scalability

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ITEA 2's Focus 2010



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Innovation

Business Impact

Fast exploitation

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Thank you *for your attention*

