DigiBIC

DELIVERING NEW TECHNOLOGIES TO CREATIVE INDUSTRIES

The DigiBIC project is supported by the Seventh Framework Programme of the EU

What is DigiBIC ?

DigiBIC is a network of European leaders in research, innovation support, industry and finance. As a 30-month project, running December 2010 to May 2013, DigiBIC focuses on the deployment of technologies and tools from applied research projects in cultural heritage, digital libraries and preservation to the wider Digital and Creative Industry (CI) sector and in particular to small and medium sized enterprises (SMEs).

DigiBIC is a European showcase and technology accelerator for the Creative Industry sector, offering practical tools and support to access European expertise in technology, services, innovation and financing, and providing the ideal platform for the deployment of technologies emerging from all research initiatives in ICT-based cultural and memory preservation services from across Europe.

DigiBIC supports the deployment of the latest digital technologies to SMEs in the Creative Industries by:

- Providing companies with access to cutting edge technologies developed in applied research projects supported by the European Commission (FP6/FP7), national and regional initiatives.
- Offering dedicated demonstrations and training on technological applications.
- Giving access to support services related to intellectual property rights (IPR), finance or new business models.
- Providing hands-on technical support to assist in the exploitation of technologies by companies.
- Gathering a network of partners and associate partners from across Europe specialised in assisting start-up companies and SMEs to exploit new technologies and market opportunities.

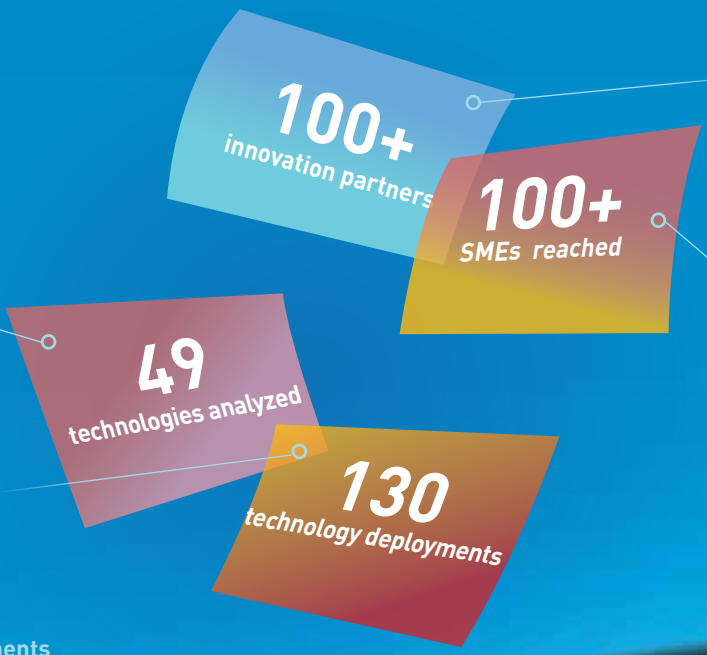
To access these technologies, visit the DigiBIC technology catalogue online where further details, contact information and related training material are available. Researchers and SMEs from all over Europe can upload details of their technologies or services free of charge on the DigiBIC online platform and hence use it as a route to market for promoting their applications throughout Europe.

DigiBIC Highlights

Fulfilling its main objective, DigiBIC successfully links up technologies emerging from research initiatives with SMEs from the Creative Industry (CI) sector: publicising and deploying technologies resulting from research initiatives while simultaneously introducing CI enterprises to applications they can use or integrate into existing systems to assist their activities and grow their business operations. As a result of these technology deployments, a number of spin-off technologies have been created by SMEs, and others are using or, in the process of integrating, these technologies into their systems.

100+ innovation partners, research organisations and SMEs involved in the DigiBIC technology deployment network. This includes 15 external organisations (most of them SMEs) who are showcasing their research results in the DigiBIC tools catalogue.

49 technologies analysed in-depth and made accessible via the DigiBIC online catalogue of tools.



116 deals means more than 100 SMEs have benefitted from the deployment of new technologies originating in research centres thanks to DigiBIC.

130 technology deployments made to SMEs and still growing, surpassing the project goal of 100 deployments.

The majority of technology deployments have been with European SMEs, but DigiBIC has surpassed its continental focus with deployments in Israel, Canada and the USA.

"Academic results usually end at proof of concept, while commercial work ends with prototype. DigiBIC bridges the gap between these two camps and allowed us to go beyond the remit of academic research at QMUL. The project provided resources to help us develop our technology for the commercial sector and provided training, a network of cultural industry contacts and support for beginning our start-up company. In fact, our major achievement with help of DigiBIC is the transfer of knowledge from research to the Cultural Industries through the creation of our start-up, Mix Genius. We're quickly becoming a key player in the audio software industry with two venture investors and our company recently being valued at about two and a quarter million Euro."

Josh Reiss,
Mix Genius, United Kingdom

"Through our involvement in DigiBIC we've discovered that two of our main technologies, Meshlab and Meshlab iOS, are increasingly interesting to SMEs in the Creative Industries who require 3D mesh editing and processing. Through the interest of these SMEs we've also discovered that our applications are ready to be delivered and deployed. DigiBIC has shown us that our applications can be practically employed by people outside of the research field, like businesses who have taken them up and used them to the success of their commercial activities. As technologists we also learned, through DigiBIC, how to promote and publicize our work so people know our technologies exist. We've discovered a lot of SME players in the Creative Industries who didn't know about us and have been able to share our applications with them by allowing them to try them out for free. As a result we've had a number of deals and are currently discussing the integration of Meshlab and Meshlab iOS into the technologies of a number of SMEs."

Guido Ranzuglia
Visual Computation Lab ISTI-CNR, Italy

The DigiBIC Award
Rewarding Successful Collaborations

AWARD FINALISTS:

SME category :

LION SYSTEMS

Luxembourg-based Lion Systems has entered into a long-term partnership with the German Research Centre for Artificial Intelligence (DFKI), Augmented Vision department. Originally a developer of high-tech 3D camera systems and motion analysis software, traditional markets for Lion Systems products are the sports and health industries. Thanks to the DigiBIC project, Lion Systems has been able to expand into the cultural heritage and creative industries, using both their own technologies and other digital technologies available through the DigiBIC platform. Potential clients now include advertising agencies, companies active in digital worlds and gaming, as well as designers willing to turn their handcrafted works into digital models or 3D printed prototypes.

"Access to tools being developed in the framework of research projects has allowed Lion Systems to expand the range of technologies being offered to its clients in the cultural sector. We have developed in-house high resolution InGaAs near infrared cameras to greatly improve the scientific analyses of art collections. Offering 3D scanning services ideally complement that offer and allow us to be recognised as an innovative and leading company on that specific market segment. Our partnerships with research projects, both the DFKI and our use of Meshlab from the Visual Computation Lab of ISTI-CNR, are meant to be long-term agreements. The technologies are fully integrated into our service offer and play a key role in our business strategy. We'll keep on integrating other relevant technologies from such institutes in the future."

Marc Schmiz / Lion Systems, Luxembourg

SOCIAL IMPACT TRACKER

Social Impact Tracker is the product of a social enterprise who were set up with the support of their local European Business and Innovation Centre (BIC) and 2013 EBN Congress host, NORIBIC. The product allows frontline organisations, such as charities, voluntary and community groups, NGOs and social enterprises, to collect a range of qualitative and quantitative data for multiple funders (including the European Social Fund) to measure and report on its outputs, social impact/value, or used as a tool for social return on investment. Some of our user organisations deliver creative programmes and services, so the Social Impact Tracker can be used to measure the impact on participant learning, skills and employment opportunities.

"Our collaboration with the University of Ulster introduced us to a new technological framework that vastly improved the sustainability, performance, accessibility and reliability of Social Impact Tracker. The new customised platform enables organisations to self-impact and see the difference they are making on people's lives. We can now offer the product to hundreds of users through a network of UK distributor partners. You could say this process was a good example of both digital and social innovation, we harnessed the University technical expertise and blended this with our understanding of the organisation's social need."

Peter MacCafferty / Social Impact Tracker, Northern Ireland

The DigiBIC Award rewards businesses and research institutes who have worked together to successfully deploy digital technologies in the Creative Industries. It recognizes the impact of successful technology deployment on the growth and development of individual companies. During the DigiBIC workshop at the EBN Congress in Derry-Londonderry on May 31, 2013, each of the three finalists presents their organisation and pitches to become the overall DigiBIC award winner.

Research Institute category :

ENEA

ENEA, the Italian National Agency for New Technologies, Energy and Sustainable Economic Development has been selected as a finalist in the Research Institute Category for its terrestrial colour and underwater 3D laser scanners. The colour 3D laser scanner can be used for restoration and remote monitoring, cataloguing and fruition by creative industries working in the cultural heritage, film and gaming sectors. The underwater 3D laser scanner is the result of a national research project for underwater archaeology and from this experience two new systems are now being developed: one, in collaboration with a Scottish SME called Smart Light Devices, for underwater oil structures inspection, and the second, with EU funds, for nuclear site monitoring.

"Collaborating with SMEs and the potential for them to use our technologies is key, so with our multidisciplinary applications we're in contact with a number of different sectors. The terrestrial colour 3D laser scanner (RGB-ITR), for example, can be used for a number of different applications: its data can be used for restoration and remote monitoring (for each point it is possible to monitor colour and structure degradation like we're doing with our Sistine Chapel project), cataloguing, and fruition (3D movies or high-level games). SMEs can also use this instrument for services, enabling it to cover several sectors of the cultural heritage environment, and thus reducing time and costs of post-production."

Massimiliano Guarneri / ENEA, Italy

STEPS FORWARD : POLICY RECOMMENDATIONS

The experience of the DigiBIC project, examining the potential for commercial exploitation of research results emerging from FP6 and FP7 projects, has clearly demonstrated the innovation gap between research and commercial exploitation from many FP7 research projects. Despite initial indications of outcomes with promising commercial potential, in-depth analysis and Technology Readiness Level (TRL) indicators showed that more than 75% of outcomes from the FP6 and FP7 research projects involved in DigiBIC cannot be considered ready for exploitation. Actions are urgently needed at policy level to improve the potential for commercial exploitation of research results.

The lessons learned in DigiBIC have led to the preparation of a number of policy recommendations that are set out in the *DigiBIC Roadmap of Future Grand Challenges* and the *DigiBIC Policy report*. These recommendations include the following:

① Content circulation and rights management is a major policy issue. Efficient ways must be found to **permit new uses of creative content to be established within existing legal frameworks in the short-term**. New economic models to facilitate easier SME access to emerging content and technologies must also be developed. In the medium-term homogeneous legal and market regulatory environments should be developed at a European level.

② Innovative ways of **encouraging SME participation in EU research activities** should be investigated. For example, open innovation approaches or specific competitions, pitches and prizes might be organised at the European level, allowing SME players to select and co-fund some research projects that would be especially relevant to them and have individual or collective access to the results of such research. Such crowd selection schemes would allow an assessment of the market potential of the proposed research developments at a very early-stage and identify to which extent different end use scenarios are worth being pursued during the projects.

③ Radical overhaul of EU funded research framework and processes **to ensure focus on exploitation of results**. For example, more industry experts including SMEs represented on evaluation panels, making marketable pilots mandatory for applied research projects, requirement to involve professional innovation partners in research projects with responsibility for identifying and rating (TRL) exploitable results and bridging the gap between research and commercialisation, better connection between research projects and new market take up measures e.g. new SME instrument within Horizon 2020 and its framework programme for research and innovation.

④ **Improved support, encouragement and incentives for researchers** to commercially exploit their own research results. For example, one-to-one entrepreneurship training for interested researchers; investment readiness coaching, bringing potential equity partners in touch with research institutes at an early development stage of their projects.

DigiBIC partners

EBN	www.ebn.eu
Fraunhofer IGD	www.igd.fraunhofer.de
Queen Mary University of London	www.qmul.ac.uk
ceei centro europeo de empresas e innovación burgos	www.ceeiburgos.es
technoport	www.technoport.lu
ISTI Istituto di Scienza e Tecnologie dell'Informazione "A. Faedo"	www.isti.cnr.it
biclazio business innovation centre	www.biclazio.it
ina SUP	www.ina.fr
Coventry University Enterprises Limited	wwwm.coventry.ac.uk
mediadeals	www.media-deals.org
memnon RESEARCH & DEVELOPMENT	www.memnon.be
BEELD EN GELUID	www.beeldengeluid.nl
Hungarian Science and Technology Foundation	www.tetalap.hu
CORDIA	www.cordiaconsulting.eu

This document has been prepared by the Netherlands Institute for Sound and Vision and EBN within the DigiBIC project. Released in May 2013 at the EBN Conference.

www.digibic.eu

The DigiBIC project is funded with support from the European Commission. This brochure reflects the views only of the authors, and the European Commission cannot be held responsible for any use which may be made of the information contained therein.

DigiBIC

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SEVENTH FRAMEWORK PROGRAMME

The DigiBIC project is supported by the Seventh Framework Programme of the EU