FP7-contract n°: 632738

D3.7-REPORT ON CALL 1 AND ITS OUTCOME

Abstract

This document summarizes the results of the FI-C3 first Open Call. The call was opened on November the 1st 2014 and closed on November the 30th 2014.

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1 FI-C3's first Open Call statistics

1.1 Submitted Proposals

The FI-C3 1st Open Call was opened on 1st November 2014 and closed on 30th November 2014.

For the proposals submission, FI-C3 project set up an ad hoc platform which was accessible through the FI-C3 website: www.fic3.eu.

The total number of SMEs and Individual Entrepreneurs registered in the Submission Platform was 426. That means that 426 proposals where registered and started. However, not all of them where submitted to participate in the Call.

Finally, 229 proposals were submitted, which means 54% of the total registered.

Among the 229 submitted proposals, 23 European countries were represented. The geographical distribution of the submitted proposals is shown in Figure 1.

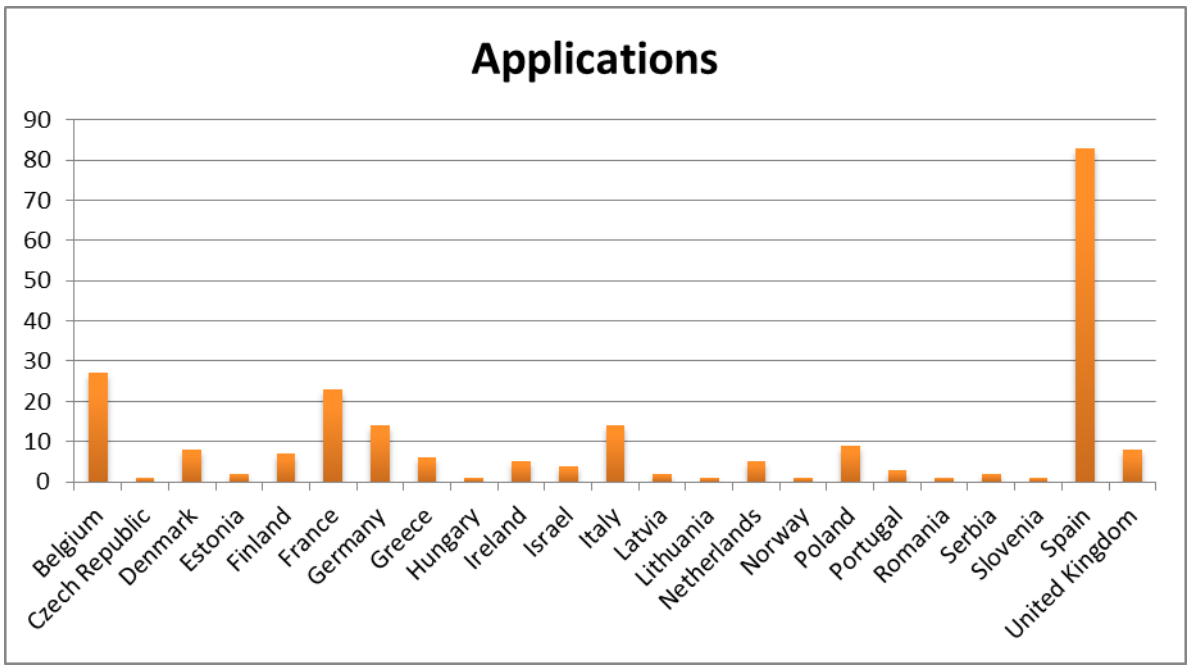

Figure 1 Geographical distribution of the submitted proposals

Spain submitted the maximum number of proposals (83), followed by Belgium (27), France (23), Germany (14) and Italy (14).

FI-C3 Project addresses 3 domains:

- Smart Territories
- Media & Content
- Care & Well-Being

The distribution of the submitted proposals regarding the addressed domain is shown in Figure 2.

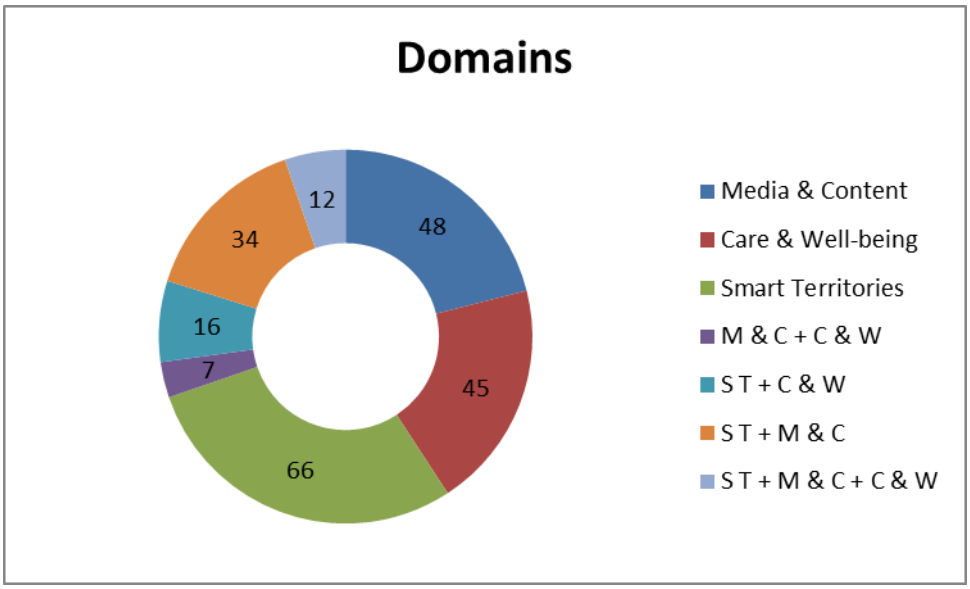

Figure 2 Addressed domains by submitted proposals

1.2 Selection Phase

The selection process that is used by FI-C3 results from the Grant agreement (DoW) signed with the Commission. However that process was, in the DoW, planned as a single phase (oral presentation in front of the selection committee). In the case of a high number of applications, that single oral procedure would have been time consuming and practically not possible, so another phase has been added consisting into a pre-selection based on the material submitted by the applicants. The selection process is described in the following Figure 3.

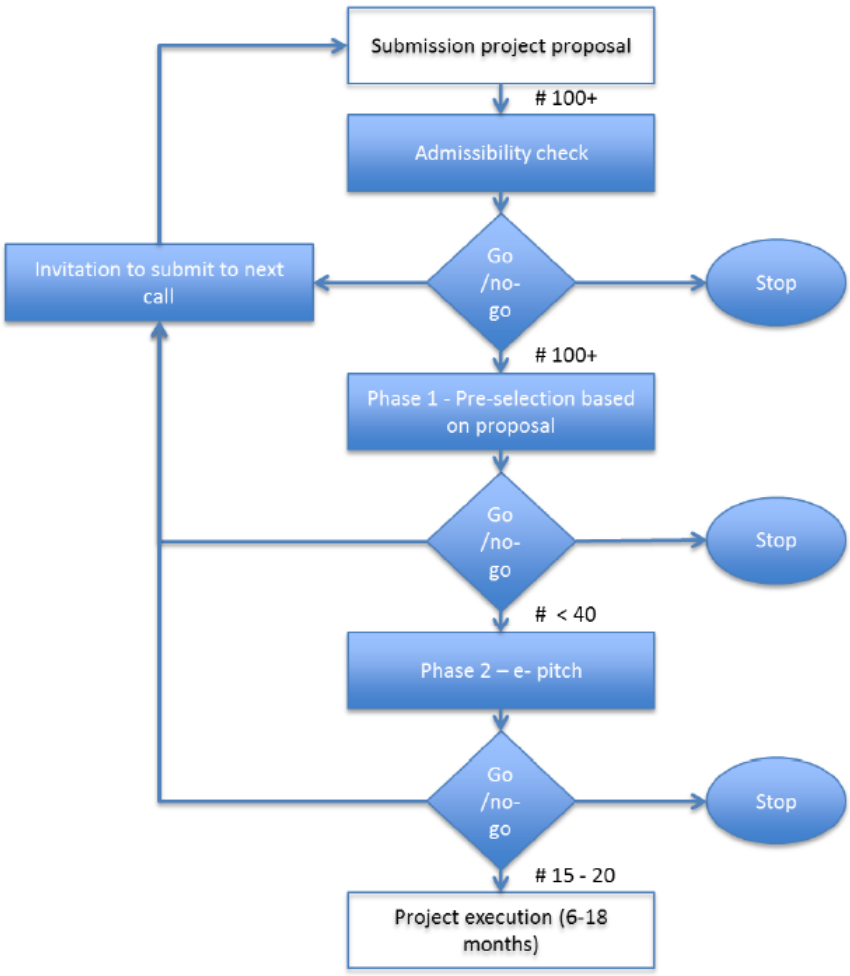

Figure 3 Proposal selection process

1.3 Evaluation Experts

A group of 16 experts was originally formed (4 selected by each FI-C3 consortium member). The experts selection was based on criteria such as expertise, business expertise, geographic distribution, knowledge on FIWARE technology and FI-C3 domains expertise. The list of experts is shown in Figure 4.

Columna1	Country	Expertise
Expert 1	France	ICT & Media, Technology and Business, Health
Expert 2	France	ICT & Media
Expert 3	France	FIWARE, Health
Expert 4	France	ICT & Media, Smart Cities, Health
Expert 5	Germany	Smart Cities & Media
Expert 6	Germany	ICT & Media
Expert 7	Germany	Media, Business
Expert 8	Germany	ICT & Media
Expert 9	Spain	Smart Cities, ICT & Media

Expert 10	Spain	ICT & Media, Smart Cities
Expert 11	Spain	Business, ICT & Media
Expert 12	Spain	FIWARE
Expert 13	Belgium	Media / Smart Cities / Open & Big Data
Expert 14	Belgium	Management adviser
Expert 15	Belgium	ICT & Media
Expert 16	Belgium	Health

Figure 4 List of experts

As interesting information, regarding expert's gender, the number of male experts was lager than female as shown in Figure 5.

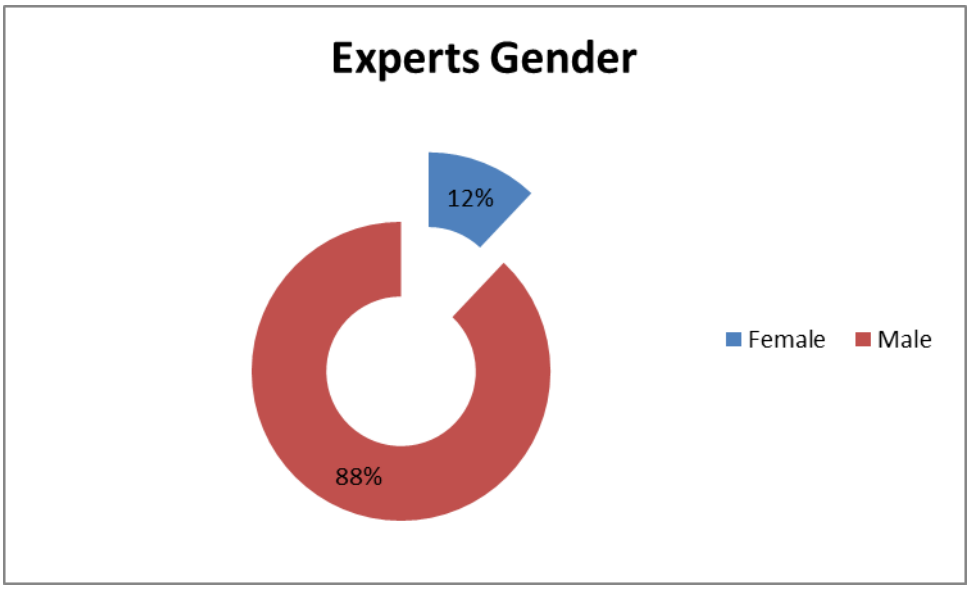

Figure 5 Experts gender

1.4 Results

Overall 12 proposals have been selected in the short list and 4 remain as back up. The proposals in the short list request 1.714.333€ out of the 1,8M€ allocated for the 1st Open Call.

The selected proposals distribution by FI-C3 domains (Figure 6) shows that the 5 of them addressed Smart Territories, 5 of them Care & Well-Being, 1 a mix between Smart Territories and Care & Well-Being and 1 a mix between Media & Content and Care and Well-Being.

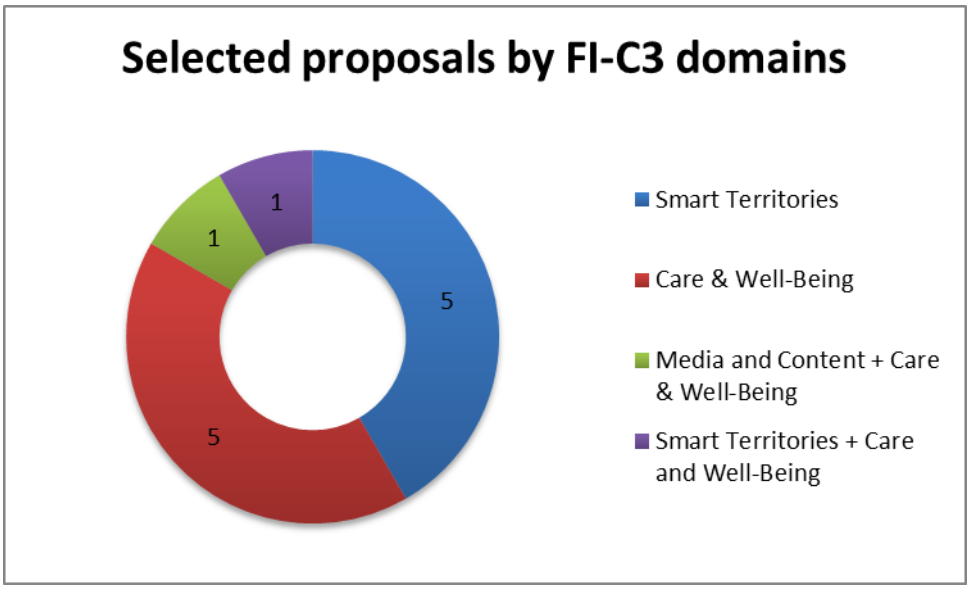

Figure 6 Selected proposals by FI-C3 domains

- The selected proposals where all submitted by SMEs. No proposals submitted by individual entrepreneurs were awarded in this first Open Call.
- The selected proposals claim to utilise an average of 6.4 GEs and SEs, being 11 the maximum and 3 the minimum.
- The average funding request is 142.861,08 € being 150.000,00 € the maximum and 108.450,00 € the minimum.
- As seen in Figure 7, nine (9) out of twelve (12) has a duration of 1 year. There is also a 9 months project, a 15 months project and an 18 month project.

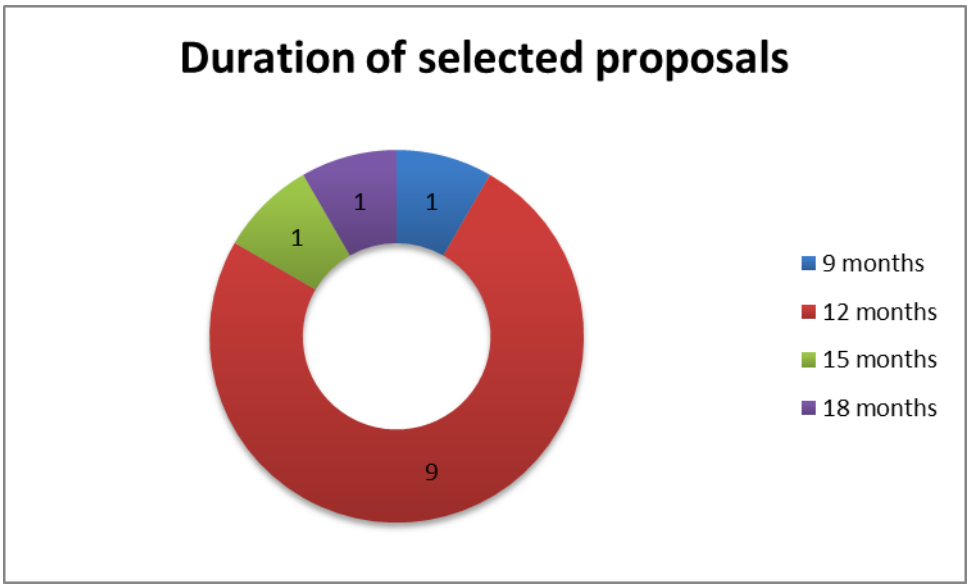

Figure 7 Duration of selected proposals

- Finally, the distribution per country is shown in Figure 8.

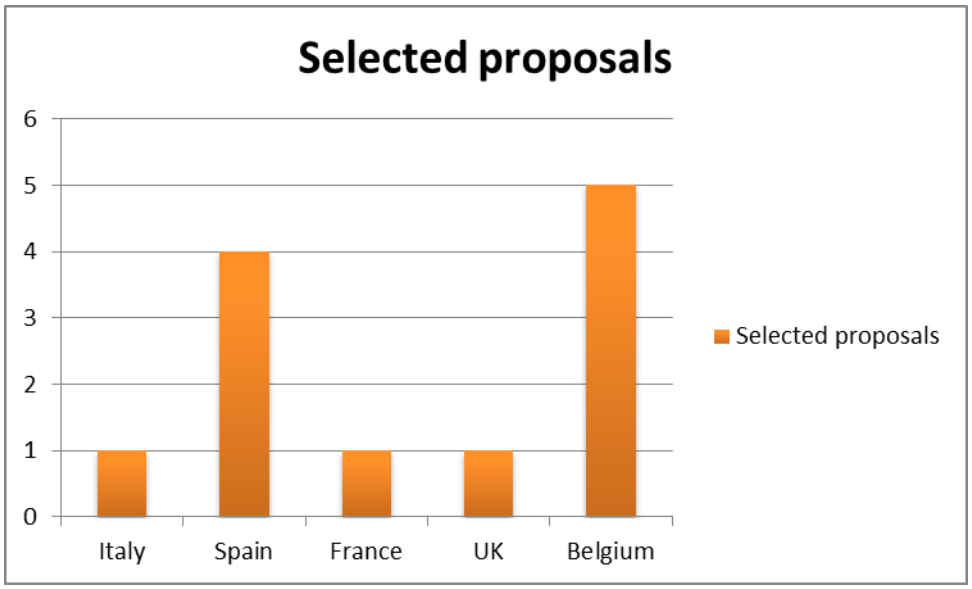

Figure 8 Selected proposals per country

2 Awarded proposals

In the following points we provide some information about the selected proposals. At the time of writing, negotiations are on progress with those projects so that sub-grants may be given to them. However no contract has been completed to date.

2.1 Bee API

c	Connected Beehives For Smart Territories
SME/Individual	SME
Nationality	France
Funding Request	137.000 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	6

Proposal Executive Summary

Bee API is a **connected beehive** with associated **services to remotely manage the apiaries life cycles in cities**. Thanks to IoT technology, **Bee API** aims to foster the implementation and exploitation of beehives in smart territories. Indeed, urban beekeeping is on a dynamic trend (especially in big cities like London, Johannesburg, Hong-Kong,...) but it is not yet well integrated in cities life and the two "traditional" business models still operate: on one hand, apiaries managed by professional beekeepers who sell honey, on the other hand, passionate individuals or non-profit associations producing honey for their own consumption.

Bee API introduces a **new urban business model for an ancestral and rural activity** allowing a larger deployment of apiculture in urban areas: Any citizen, company, or city having appropriate locations to do so, can rent and host beehives to locally produce honey. The hives are managed by experienced beekeepers, operating as **services providers** who can anticipate and plan their operations thanks to the remote control of the **Bee API** hives: embedded sensors and actuators provide the capability to manage the status of a hive from web services and apps. The harvested honey is shared by the host and the beekeeper.

Then, **Bee API** leverages FIWARE technology in order to:

- **ease bees and cities inhabitants cohabitation**
- **optimize urban beekeepers logistics**
- **implement agile and ultra-short distribution channels**
- **publish open data sets about urban apiaries (namely for scientific analysis)**

Finally, as they are in great danger at the countryside, **Bee API** contributes to preserve bees, keeping in mind the famous Einstein's statement: "*If bee disappears from the surface of the earth, man would have no more than four years to live*".

2.2 EWT

Project Name	Empathic Wearable Technology
SME/Individual	SME
Nationality	United Kingdom
Funding Request	147.650 €
Project Duration	12 months
Project Domain	Care & Well-being
Number of GEs/SEs to be used	6

Proposal Executive Summary

Doppel is a wearable device that improves your capacity to manage the pressures of time and stress in your daily life. It enables you to become more alert or to relax, without drugs such as caffeine or alcohol, or time-consuming methods such as meditation.

It does this through the phenomenon of heart rate entrainment by which our heart rate can synch up with an external beat. We created a new way of achieving an effect similar to that of listening to upbeat music to wake up or chilled out music to relax. With no distraction, the user gains control over how they feel and perform.

Through doppel's novel approach, there is an exciting opportunity to exploit the potential of two massively expanding markets; wearables and mindfulness, worth $14bn and $27bn respectively, to create a new crossover segment. Unlike the current wearable technology offerings, however, doppel can have a tangible effect on the person wearing it to help them feel better and take more control over their lives.

We have tested people in a controlled environment, have achieved positive qualitative and quantitative results and have a patent pending on what we have discovered. We are working with focus groups and conducting user testing to develop both the wristband and the app. The FIware platform is central to our plans for the app that will undertake all of the measurement and analysis and provide a means of calibrating the band. We aim to Kickstart doppel in April 2015.

We see doppel as the first of a new breed of wearable technology that gives a tangible benefit to the person wearing it. We do not believe that the future of wearables will be flashing lights and graphs of stats, but rather a softer technology that lives symbiotically with us and helps us to be more of the person we want to be.

2.3 FiGlass

Project Name	FiGlass
SME/Individual	SME
Nationality	Spain
Funding Request	108.450 €
Project Duration	9 months
Project Domain	Care & Well-Being
Number of GEs/SEs to be used	9

Proposal Executive Summary

FiGlass aims to solve two major problems that affects to hearing impaired people: hard to perceive acoustic signals and also hard to communicate in case of emergency.
The existent solutions are very static and don't let mobility, for example, blinking lights devices in wall.

FiGlass splits these problems in three major categories to resolve them more efficiently:

- In one hand, we transform acoustic signals to perceptive signals (like vibrate) and visual signals to inform instantly to the user in any place at any time.
- Management of routine notifications such as doorbell or open fridge. Also, we manage alerts that can suppose safety problems, such gas or flooding alarms.
- Finally, in order to handle the alerts we have a tele care team 24/7 pending of any alert or eAssistance request from the user.

All this is built over Fi-Ware GE. Orion and Wirecloud are two of them, among others.

2.4 AlzhUp

Project Name	AlzhUp, we challenge Alzheimer's with you
SME/Individual	SME
Nationality	Spain
Funding Request	148.000 €
Project Duration	12 months
Project Domain	Care & Well-Being
Number of GEs/SEs to be used	5

Proposal Executive Summary

Reta Al Alzheimer S.L. is a company focused on 2 clear goals: Delay of cognitive impairment and help of active ageing, focusing on Alzheimer's in a first stage, but aiming to different dementias in the future.

The reason for a service like this is that, with 44 million people diagnosed Alzheimer's in the world, 100 million people affected and pharmacological therapies not being reliable until many decades ahead, the focus must be on how to live with Alzheimer's today, and how to increase quality of life of both patients and their environment.

The way of achieving these goals is through AlzhUp, which is based on 4 key pillars:

1. A **scientifically validated pre-diagnosis tool**, which main objective is to facilitate pre-diagnosis of Alzheimer's.
2. A **Personal Bank of Memories** with the possibility of cataloguing memories through a patented algorithm, based on the Art of Memory, in a similar way our brain stores memories, making it a unique tool against other similar systems that can't use their content for helping in dementias due to its cataloguing methodology, similar to a computer, which is not valid for our brain.
3. **NON pharmacologic therapies, scientifically validated** (PACID therapy created by CRE Salamanca), covering 7 different cognitive areas) and completely customized to each patient thanks to the Personal Bank of Memories, allowing delay of Alzheimer's effects up to 3-5 years.
4. **Active Participation** of the family based on a powerful gamification system, following and improving the white book for Alzheimer's gamification presented by University of Stamdford.

AlzhUp is thought for families and professionals (specialized centers, occupational therapists, insurance companies) and is presented in a standard version of 60 €/year, or a professional one for 15 €/month. The service will be released worldwide in 2015.

2.5 Guide Me Right

Project Name	Guide Me Right
SME/Individual	SME
Nationality	Italy
Funding Request	127.500 €
Project Duration	15 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	6

Proposal Executive Summary

Guide Me Right (GMR) is a cross-platform community marketplace where you can discover and book new social experiences with a **Local Friend:** somebody who shares with his local knowledge and lifestyle, the same he usually does with a friend.

Everybody has the opportunity to earn money, meet new people and promote his own location by applying to become a Local Friend. Each Local Friend has to create a personal list of activities by answering to the following questions:

- What do you do with a friend who pays you a visit?
- What do you actually do during your free time?

The GMR gamification system automatically suggests the hourly fee of each Local Friend by linking it directly to his reputation on the website.

Our Guests can be both travelers and local people looking for new interesting things to do.
Guests can look for the closest Local Friend available, compose their own experience by selecting the activities they are interested in, book it, and share their review with the Guide Me Right community.

Today, we want to develop a FI-C3 project so as to:

- facilitate the Guest search process by enabling them to look for the Local Friend activities, but also for all the local event and point of interests available and to discover who are the Local Friend available for such attractions;
- improve the effectiveness of our recommendation system so as to use external information (social network), internal info (Lifestyles, profile information, past research) and open data in order to match our users based on their "social affinity".

GMR offers a flexible but reliable experience via a mobile-oriented service that connects in real time travelers, local people and cities in such a way that each one of them is going to benefit from such interaction. We take advantage of Internet and tech so as to offer new offline opportunities.

2.6 Oliva Card

Project Name	Oliva Card
SME/Individual	SME
Nationality	Spain
Funding Request	149.850 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	6

Proposal Executive Summary

Oliva Card uses innovative technologies and business model to empower merchants and promote local economy. Integrating merchants into a universal yet customized loyalty program and equipping them with data analytics and targeted marketing tools, Oliva Card helps small merchants prevail in today's retail market transformed by new technologies, thus preserving and fostering local economy in a globalized world.

2.7 SmartTaxi

Project Name	SmarTaxi
SME/Individual	SME
Nationality	Spain
Funding Request	148.500 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	6

Proposal Executive Summary

Smartaxi use Artificial Intelligence and Big Data to disrupt the taxi industry.

Smartaxi is a social platform for taxi drivers, which collect their location data, analyse it with own Artificial Intelligence algorithms and provide to taxi drivers a heat map indicating where they can find customers more likely. Through BIG DATA analytics Smartaxi facilitates the taxi drivers job and the cities environmental care.

There are several problems that Smartaxi addresses:
First, for taxi drivers and fleet managers the main business objectives is getting the most rides at minimum time and with the least distance wasted. In one day, the distance of the sum of the world taxi drivers looking for customers is the same as round trip to the sun. Second, Taxi fleets city mobility councils one of the key metrics is to reduce pollution and traffic jams. In some cities, taxi drivers address the 15% of the traffic. Third, taxi customer's main complaint about taxi service is the time it takes to find a taxi.

Smartaxi is the BIG DATA solution for inefficient taxi distribution around the cities offering unprecedented operational advice to taxi drivers. (1) Taxis Increase rides as is further more efficient to decide based on real-time data than based on gut feeling. (2) City councils reduce the traffic generated by random taxis around the city (3) Passengers wait less. Smartaxi main assets are our Artificial Intelligence platform with a proven 93% accuracy and the data captured on real-time from the Smartaxi community.

2.8 Neveo

Project Name	Neveo
SME/Individual	SME
Nationality	Belgium
Funding Request	150.000 €
Project Duration	12 months
Project Domain	Media & Content + Care & Well-Being
Number of GEs/SEs to be used	3

Proposal Executive Summary

Neveo = the brand new intergenerational communication facilitator.

Nowadays, in Europe, 80% of elder people do not use new communication technologies (Smartphones, Tablets or computers). On the other hand, using new technologies is democratized for families. It clearly exists a digital gap although ICT permit to reduce people isolation. Everybody in each family send messages, photos, emails or videos to each other. The only one who is not taking advantage of this network is your elder! Neveo tends to improve intergenerational communication by proposing an innovative digital solution dedicated to elder people suffering from isolation and their family.

Neveo box connects elder people and their family by using communication channels, which are familiar to each of them: fixed phone lines and televisions for the elders, Smartphone or web for their families. Videophone calls, photos, videos exchanges or messages are becoming extremely easy to use for everybody!

How to use it?
Via your free Smartphone application or a dedicated website you will be able, in one click, to send messages, photos, and videos or make videophone calls. Those will be directly transferred to your elder's television and she will manage this information with a very simple remote control and his/her proper fixed phone.

Neveo can be installed on every single television and fixed phone line in the world in a very easy way (Plug and Play installation can be done in 5 minutes without possessing any technical background). It means that every single family in the world would be able to install the elder box and create their own network without particular technical help.

Do you need more information about Neveo? Please check out our website www.neveo.be and drop us a line!

2.9 DDP

Project Name	Digital Driving Pass – unlock the value of the driving data
SME/Individual	SME
Nationality	Belgium
Funding Request	148.000 €
Project Duration	12 months
Project Domain	Smart Territories + Care & Well-Being
Number of GEs/SEs to be used	11

Proposal Executive Summary

Motosmarty creates a **telematics platform** that offers advanced insights into driving behavior and car use while respecting drivers' privacy. It's called **Digital Driving Pass** (**DDP**) - it gets road users back into the driving seat - the driving data i.e. location, driving behavior and car use, is owned and shared by the driver with 100% security. It puts customers in control of the data, introduces data portability and privacy-friendliness. The **DDP profile of a driver** becomes an extension of the traditional driving license with information on driving behavior & car use. Additionally drivers have access to **personal driving dashboard** that allows them visualizing, obtaining feedback on and managing their DDP driving profiles. The portal provides statistics on every important aspect driving - speed, acceleration/braking, road types, traffic psychology etc. and gives recommendations (**driving feedback**) on how to drive smarter, safer and more efficient.

The DDP platform brings also a lot of benefits for companies - it provides **smart analytics about driving and mobility** taking into account driving behavior, car usage, safety and risk - information valuable for *insurers* (UBI), *road authorities* (road safety policy & road tax), *roadside assistance* (remote vehicle breakdown assistance), *drivers' training* (personalized coaching), *fleet owners* (fuel economy and fleet operational excellence & safety) and *car sharing/rental* (drivers profiling).

The **DDP platform** works with various pre-selected data collection technologies ranging from smartphone to car infotainment and **allows rapid deployment of cost-efficient**, **competitive** and **successful telematics-based programs** with full range of valuable and profitable solutions for customers.

Digital Driving Pass - "Dropbox" for your driving data

2.10 SmartParking

Project Name	SmartParking
SME/Individual	SME
Nationality	Belgium
Funding Request	149.833 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	6

Proposal Executive Summary

'Smart Parking' is a solution that allows parking customers to pay their ticket on their mobile, without going to the payment kiosk in the parking. Smart Parking takes it a step further and reduces the need of tickets by scanning license plates. Access control becomes ticketless. It reduces waiting in line to pay, or looking for a payment station/kiosk in that parking. The APP component of this project also allows customers to find nearest parking from their current position.

We call it smart access, smart payment technology.

The goal of Smart Parking is to:

- Innovate in payment > cash/cardless
- Innovate in access > ticketless
- Locate nearest parking

It allows for more loyalty/customer follow-up by the parking operator and gives an overview of parking transactions per customer.

Smart Parking further uses location based technology of smartphone to guide the customer to the nearest parking of the same operator.

The payment solution integrated in Smart Parking offers single touch to pay method (1touch2pay). This reduces further complexity for customers to use credit/debit cards on their smartphone.

2.11 Yagram

Project Name	Yagram Embracing the future of the healtcare through mobile health technology
SME/Individual	SME
Nationality	Belgium
Funding Request	149.750 €
Project Duration	12 months
Project Domain	Care & Well-Being
Number of GEs/SEs to be used	7

Proposal Executive Summary

Yagram is a digital health startup that focuses on delivering frontend and backend applications to improve treatment adherence and patient-centric care. The project's main objectives are to develop Yagram's minimum viable product for HIV patients into a fully operational application while copying this application's architecture and customizing it for a second chronic or high-need pathology.

2.12 Zebra

Project Name	Interoperable platform for Remote monitoring and Integrated e-Solutions
SME/Individual	SME
Nationality	Belgium
Funding Request	149.800 €
Project Duration	18 months
Project Domain	Care & Well-Being
Number of GEs/SEs to be used	6

Proposal Executive Summary

Our goal is to develop an open medical communication platform for pre- to post-hospital treatment, by implementing real item audio-video interaction between medical personnel and patients with real time access to device and medical data. Our team developed a pre-hospital (ambulance) telemedicine device that can deliver real time bidirectional audio-video between a patient in a moving ambulance and a physician at any remote location. The device also realizes live and automated transfer of vital parameters integrated with a tailor made acute stroke decision support software. The goal of this telemedicine device is to speed up the diagnosis of acute stroke patients, increasing patient outcome and reducing costs, both for hospitals and society.
We successfully progressed a clinical feasibility study with results published in international peer-reviewed journals. Currently we are starting a longer randomized trial on outcome and time savings related towards the solution we are now commercializing.

Currently we are closing our first commercial sale of the solution to a Belgian Hospital. The goal of the FIWARE project is to integrate this solution in a wider audio-video-data network: **I**nteroperable platform for **R**emote monitoring **I**ntegrated e-**S**olutions (Zebra). Our solution will allow transferring of real time audio-video and medical data in a legal compliant manner. The platform will have an open front end, in which any medical device will be allowed to interconnect. The platform will allow live analysis of data, making it suitable for acute and time-sensitive interventions.

3 Back Up proposals

3.1 FoneSmart

Project Name	Foneclay for Smart Territories
SME/Individual	SME
Nationality	Italy
Funding Request	150.000 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	4

Proposal Executive Summary

The company has built a web based application that allows anyone too easily and rapidly design/create/test and deploy mobile applications for smart phones in the world.
The interface is based on a visual language paradigm where the user assembles the various visual elements (text, buttons, images, lists and grids) and build the application logic using a drag and drop paradigm.
It is possible to simulate/preview the app before testing and finally deploying it on the actual devices.
Even though no programming experience is required, the tool can be profitably used by professional developers and software houses as well, to accelerate development for applications that are suited for our framework or for rapid prototyping.

The objective of this proposal is to expand Foneclay scope to support Internet of Things (IoT) application.
We believe that the initial deployment of the IoT will be quite fragmented in terms of standards, systems and types of objects. In this environment, our goal is to accelerate IoT adoption by providing a development framework that simplifies app design/development and deployment.

So far, the Foneclay platform has been used by artists and brand to implement creative and amazing user interfaces. We would like to provide a similar tool in the frame of IoT, to allow everybody to develop creative and innovative apps using a simple and intuitive designer tool. In this way, we are reducing the knowledge barrier needed to create innovative IoT applications, thus increasing the number of potential users and innovators.

FI-WARE platforms feature early and rich implementation of new IoT technologies and standards. This represents a unique worldwide opportunity to implement and fine tune support for next generation IoT applications.

Eventually, this activity could also pave the way for another FIWARE enabler, and we would be happy to provide the Foneclay services to the FIWARE community for developing innovative apps within the FI-WARE framework.

3.2 MarLobs

Project Name	MarLobs.com
SME/Individual	SME
Nationality	Belgium
Funding Request	101.375 €
Project Duration	12 months
Project Domain	Smart Territories
Number of GEs/SEs to be used	5

Proposal Executive Summary

MarLobs = Marketing of Local Business

We offer a solution to the N°1 question of every offline business/retailer: **"Getting customers at the door".**

For local business generate foot traffic:

- by offering a service where retail meets mobile, location (GPS) and vicinity (ibeacon)
- by making offline part of a mobile interactive world

Retail meets mobile and becomes "Smart Retail".

For the consumers:

- Easily find what you are looking for, best pizza in town and if not open, just checkout the recommendations in the neighborhood
- Empowered consumer: they feel in charge, reviews, comments
- Protected: privacy is based on what you choose to share
- Rewarded, just by entering that restaurant
- Feel well treated
- Feel like VIP, free coffee if you enter, awesome customer experience
- Great you as the shopping queen/king

For the local business:

- Get the tools as the big ones at a low price, be competitive
- Be found
- Promote yourself easy at a low budget, no cure no pay
- Attract new customers, know the customers (if privacy discloses it)
- Be proud of the great shopping experience and personal service they can offer
- Grow their business

Cities can enjoy a vibrant shopping center, integrate it with smart city guides and help promote their local businesses.

We will offer white label apps for shopping malls, brands, large stores

3.3 nSHOPan

Project Name	Nearby shopping advertising and notifications
SME/Individual	SME
Nationality	Spain
Funding Request	111.150 €
Project Duration	9 months
Project Domain	Smart Territories + Care & Well-Being
Number of GEs/SEs to be used	6

Proposal Executive Summary

Set consists of **a mobile application and a web management application**.

The mobile application **displays notifications, advertisements and offers from nearby commercial establishments**.

- Users can reserve the item or the service offered.
- Users can inquire about specific items or services.

The application will receive notifications when it detects that the user is near the commercial establishment, in the shop itself or when the user accesses a particular section of the store.

The methods to detect the proximity of the user would vary depending on the type of commercial establishment.

- **Bluetooth LE Beacons**: sections within a mall.
- **Geolocation** using the commercial establishment WIFI connection: entire shopping center.
- Generic Geolocation (WIFI networks around, GPS or telephony networks): trade associations of shopping streets, fairgrounds, etc.

The application notifications are grouped by areas or categories to which users can subscribe.

Users have the possibility to rate each notification on a scale, so that, over time, the system provides only the most interesting notifications for each type of user. Statistical factors (anonymous and voluntary) such as genre, age, whether the user has finally purchased the product or not, etc., could be used **to improve the accuracy of the reports**.

The commercial establishment would have a web management application to enter notices and offers: the start date of the offer and the expiration date of the offer, description, category, section or beacon (if any) and so on.

3.4 Mybrana

Project Name	Mybrana AR game platform
SME/Individual	SME
Nationality	Spain
Funding Request	150.000 €
Project Duration	12 months
Project Domain	Media & Content
Number of GEs/SEs to be used	5

Proposal Executive Summary

Mybrana is social network based on augmented reality, AR, formed by an app and a content platform to have fun "augmenting" the world and playing pervasive AR games. Our community transforms augmented reality into a fun discovery experience.

Our users can "augment" people and places in real time by adding digital content to them. These stickers are 2D or 3D graphic models from artists or creative users who share them at Mybrana Store.

On the other hand, our community can also play geo-located AR games that have been integrated in cities, and are also sold at Mybrana Store.

We use innovatory algorithms of people recognition and 3D point cloud reconstruction to enable this natural markerless augmented reality.