

What do princes, apps and caring robots have in common?

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Answer: ICT 2010, the 'Digitally Driven' showcase of information and communications technology hosted by the European Commission. This biennial event lived up to its billing as Europe's leading forum for ICT research and innovation. More than 5,000 researchers, industry leaders, policy-makers and even a prince sampled the fruits of 25

years of EU-funded ICT research in Brussels from 27-29 September.

During a full conference programme, Europe's scientists and technologists shared the floor with industrial leaders and policy-makers, including Vice-president of the European Commission Neelie Kroes, Vice-president of the European Parliament Silvana Koch-Mehrin, and CEOs of Ericsson and SAP, to name a few.

The CORDIS team was also on hand during the ICT 2010 expo to unveil an eye-catching touch-screen application it developed for the Commission's Information Society and Media Directorate General. The colourful application brings to life an unprecedented era of R&D excellence.

Conference-goers were drawn to this dynamic application hosted on two touch-screens mounted in the EC zone of the expo. Under the banner, 'Thinking ahead... 25 years of European ICT research', the flash-based application shows a 3D brain rotating slowly as sparks of blue electricity pass to neurons representing selected themes where European ICT research has made a difference, such as in robotics, micro-electronics and photonics.

Behind each theme are a set of selected milestones and facts which appear with the touch of a pulsing axon. Other features include a tailored slide presentation of key policy moments for ICT research over the past several decades, and a video clip of how this translates into products and services helping European citizens every day, from the ubiquitous GSM to pioneering telemedicine.

Suitably impressed

With 200-plus stands covering several thousand square metres of exhibition space, delegates were treated to the latest ideas emerging from European research consortia, from new safety and security systems to 'caring' robots around the house. Conference-goers soaked up the 'digitally charged' atmosphere.

Meanwhile Europe's press hustled to get the best shot of Belgium's Prince Philippe and the Commission's Neelie Kroes (see photo) as they were shown around the expo.

'Everyone [was] eager to get a good shot of the Prince as he was given a demonstration of the Commission's new touch-screen application,' commented one member of the press who was following the entourage. 'The Prince was suitably impressed with what he saw,' she tells CORDIS News.

The touch-screen application has a big sister which has been developed for the web and will be available on CORDIS in early October. The website includes more background information on the programmes and projects breathing life into European ICT research.

Countries

Belgium

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