



TagItSmart! - Smart Tags driven service platform for enabling ecosystems of connected objects

Fact Sheet

Project Information

TagItSmart

Grant agreement ID: 688061

[Project website](#)

DOI

[10.3030/688061](https://doi.org/10.3030/688061)

Project closed

EC signature date

23 November 2015

Start date

1 January 2016

End date

31 December 2018

Funded under

INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)


Total cost

€ 6 870 811,25

EU contribution

€ 6 870 811,25

Coordinated by

DRUSTVO ZA KONSALTING,
RAZVOJ I IMPLEMENTACIJU
INFORMACIONIH I
KOMUNIKACIONIH
TEHNOLOGIJA DUNAVNET DOO
NOVI SAD
 Serbia

Objective

TagItSmart sets out to redefine the way we think of everyday mass-market objects not normally considered as part of an IoT ecosystem. These new smarter objects will dynamically change their status in response to a variety of factors and be seamlessly tracked during their lifecycle. This will change the way users-to-things interactions

are viewed.

Combining the power of functional inks with the pervasiveness of digital (e.g. QR-codes) and electronic (e.g. NFC tags) markers, zillions of objects will embed cheap sensing capabilities thus being able to capture new contextual information. Beside this, the ubiquitous presence of smartphones with their cameras and NFC readers will create the perfect bridge between everyday users and their objects. This will create a completely new flow of crowdsourced information, which extracted from the objects and enriched with user data, can be exploited by new services.

TagItSmart will create an open, interoperable cloud-based platform with all the tools and enabling technologies, which will address the challenges related to the lifecycle management of new innovative services capitalizing on objects “sensorization”. TagItSmart will empower all steps involved from creating smart markers, Functional Codes (FCs), to supporting secure and reliable acquisition and consumption of such contextual data, while preserving user privacy, to the provision of generic functionalities and a service composition platform which will allow even inexperienced users to create and deploy their FCs based services while maintaining system efficiency.

To boost the platform adoption, a set of industrial use cases will be used as a baseline for development, while additional stakeholders will be engaged through a co-creation Open Call approach. A carefully planned engagement activity will ensure the establishment and sustainable expansion of the TagItSmart ecosystem fostering long term innovation and exploitation capabilities well beyond the project duration.

Fields of science (EuroSciVoc)

[natural sciences](#) > [computer and information sciences](#) > [internet](#) > **[internet of things](#)**

[engineering and technology](#) > [electrical engineering, electronic engineering, information engineering](#) > [electronic engineering](#) > [sensors](#) > **[optical sensors](#)**

[natural sciences](#) > [biological sciences](#) > [ecology](#) > **[ecosystems](#)**

[engineering and technology](#) > [electrical engineering, electronic engineering, information engineering](#) > [information engineering](#) > [telecommunications](#) > **[mobile phones](#)**

[social sciences](#) > [economics and business](#) > [economics](#) > **[sustainable economy](#)**



Programme(s)

Topic(s)

[ICT-30-2015 - Internet of Things and Platforms for Connected Smart Objects](#)

Call for proposal

[H2020-ICT-2015](#)

[See other projects for this call](#)

Funding Scheme

[RIA - Research and Innovation action](#)

Coordinator



DRUSTVO ZA KONSALTING, RAZVOJ I IMPLEMENTACIJU INFORMACIONIH I KOMUNIKACIONIH TEHNOLOGIJA DUNAVNET DOO NOVI SAD

Net EU contribution

€ 1 717 500,00

Total cost

€ 1 717 500,00

Address

BULEVAR OSLOBODENJA 127 13

21000 Novi Sad

Serbia

SME

Yes

Region

Србија - север > Регион Војводине > Јужнобачка област

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Participants (14)



FUJITSU LABORATORIES OF EUROPE LIMITED

 United Kingdom

Net EU contribution

€ 354 500,00

Address

HAYES PARK CENTRAL, HAYES END ROAD

UB4 8FE HAYES 

Region

London > Outer London — West and North West > Harrow and Hillingdon

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 354 500,00



UNIVERSITY OF SURREY

 United Kingdom

Net EU contribution

€ 570 125,00

Address

Stag Hill

GU2 7XH Guildford 

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 570 125,00



TEKNOLOGIAN TUTKIMUSKESKUS VTT OY

 Finland

Net EU contribution

€ 496 975,00

Address

TEKNIIKANTIE 21
02150 Espoo 

Region

Manner-Suomi > Helsinki-Uusimaa > Helsinki-Uusimaa

Activity type

Research Organisations

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 496 975,00



EVRYTHNG LIMITED

 United Kingdom

Net EU contribution

€ 478 500,00

Address

SWAIN'S LANE 45
N6 6QL LONDON 

SME 

Yes

Region

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 478 500,00



UNIVERSITA DEGLI STUDI DI PADOVA

 Italy

Net EU contribution

€ 443 375,00

Address

VIA 8 FEBBRAIO 2
35122 Padova 

Region

Nord-Est > Veneto > Padova

Activity type

Higher or Secondary Education Establishments

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 443 375,00



UPC KONSULTOINTI OY

 Finland

Net EU contribution

€ 436 250,00

Address

GERBYNTIE 18

65230 Vaasa 

SME 

Yes

Region

Manner-Suomi > Länsi-Suomi > Pohjanmaa

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 436 250,00



SIEMENS SRL

 Romania

Net EU contribution

€ 282 000,00

Address

BDUL PRECIZIEI 24 IMOBIL H3 ETAJ 3-5 SECTOR 6

062204 Bucuresti 

Region

Macroregiunea Trei > București-Ilfov > București

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 282 000,00



THIN FILM ELECTRONICS AB

 Sweden

Net EU contribution

€ 472 312,50

Address

**WESTMANSGATAN 27
582 16 LINKOPING** 

SME 

Yes

Region

Östra Sverige > Östra Mellansverige > Östergötlands län

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 472 312,50



UNILEVER U.K. CENTRAL RESOURCES LIMITED

 United Kingdom

Net EU contribution

€ 353 547,50

Address

**VICTORIA EMBANKMENT 100 UNILEVER HOUSE
EC4Y 0DY LONDON** 

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 353 547,50



DURST PHOTOTECHNIK DIGITAL TECHNOLOGY GMBH

 Austria

Net EU contribution

€ 431 351,25

Address

JULIUS DURST STRASSE 11

9900 LIENZ 

Region

Westösterreich > Tirol > Osttirol

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 431 351,25



CAP DIGITAL

 France

Net EU contribution

€ 208 125,00

Address

14 RUE ALEXANDRE PARODI

75010 Paris 

Region

Ile-de-France > Ile-de-France > Paris

Activity type

Other

Links

[Contact the organisation](#)  [Website](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 208 125,00



LMENTAL SOSTENIBILITAT I FUTUR S COOP

 Spain

Net EU contribution

€ 291 250,00

Address

CALLE SANT JOAQUIM 9 BAJOS
07003 PALMA DE MALLORCA 

SME 

Yes

Region

Este > Illes Balears > Mallorca

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 291 250,00



UNIVEREXPORT EXPORT-IMPORT DOO NOVISAD

 Serbia

Net EU contribution

€ 115 000,00

Address

SENTANDREJSKI PUT 165
21000 Novi Sad 

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

[Contact the organisation](#) 

[Participation in EU R&I programmes](#) 

Total cost

€ 115 000,00



RESONANCE DESIGN BV

 Netherlands

Net EU contribution

€ 220 000,00

Address

LEO XIII-STRAAT 90 J
5046 KK Tilburg 

SME 

Yes

Region

Zuid-Nederland > Noord-Brabant > Midden-Noord-Brabant

Activity type

Private for-profit entities (excluding Higher or Secondary Education Establishments)

Links

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[Participation in EU R&I programmes](#) 

[HORIZON collaboration network](#) 

Total cost

€ 220 000,00

Last update: 6 September 2024

Permalink: <https://cordis.europa.eu/project/id/688061>

European Union, 2025