

# GLOBAL Forum 2010

An Open Innovation Approach  
as an Enabler for new Business Model in ICT

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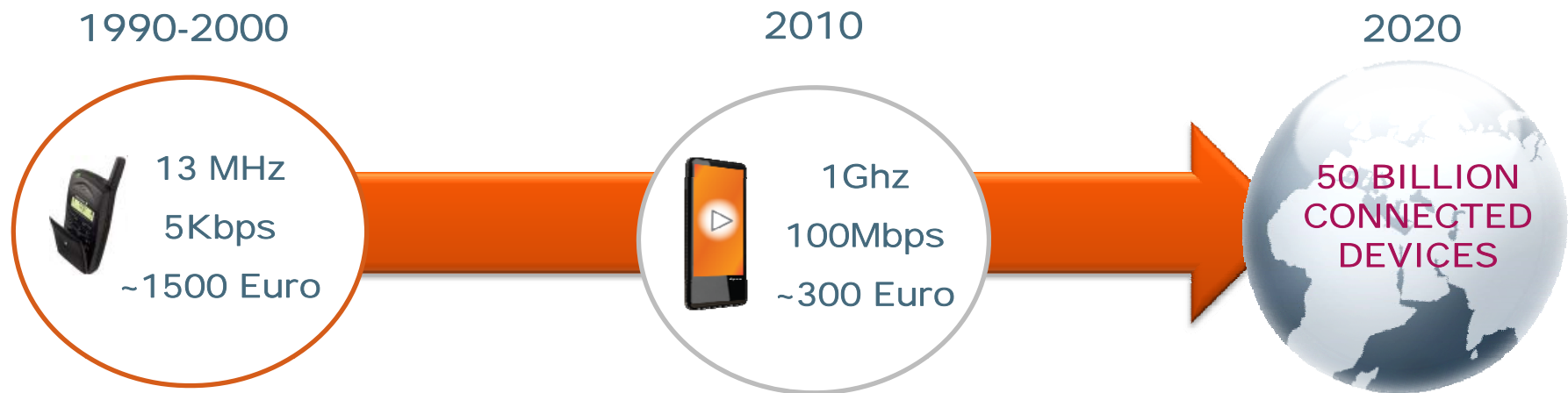
**Public Affairs Director**

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Washington DC , Nov 8<sup>th</sup> and 9<sup>th</sup> , 2010



# FAST MOVING INDUSTRIES NEED OPENNESS

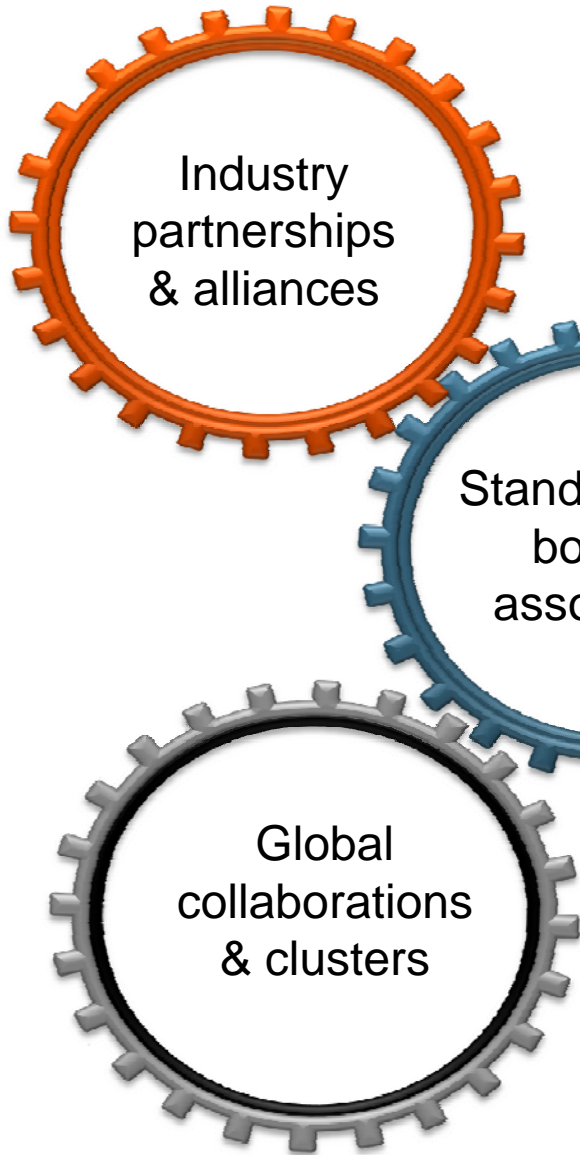


Innovation accelerates – consumers are global –  
all devices connected

Open collaboration enables  
companies to continue  
to bring end-to-end solutions

Open innovation in the  
world-wide community  
drives interoperability

# OPEN ECOSYSTEMS DRIVE INNOVATION



- Common commercial objective and customers
- Open Source collaborations



- Standards to grow markets, benefiting consumers
- Telecom, Internet, electronics and services
- 3GPP, IETF, TIA, MIPI, IEEE, JEDEC



- Technology collaboration: ISDA with IBM
- Clusters of various industries with similar needs
  - CATRENE, ITEA, FP7, ENIAC, ARTEMIS, CELTIC
- Opening new business opportunities : e-health, green mobility



**THANK YOU**

