GLOBAL Forum 2010

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

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FAST MOVING INDUSTRIES NEED OPENNESS

1990-2000
13 MHz
5Kbps
~1500 Euro

2010
1Ghz
100Mbps
~300 Euro

2020
50 BILLION CONNECTED DEVICES

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

Industry partnerships & alliances
• Common commercial objective and customers
• Open Source collaborations

Standardization bodies & associations
• Standards to grow markets, benefiting consumers
• Telecom, Internet, electronics and services
  • 3GPP, IETF, TIA, MIPI, IEEE, JEDEC

Global collaborations & clusters
• 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