The European Brokerage Event on Applied Multimedia (BAM)

EUROPEAN COMMISSION ORGANISER – EUREKA
SWEDEN ORGANISER – NUTEK & Swedish Multimedia Society

"A creative event with fresh innovative ideas"
EUREKA BAM Sweden, June 16-18, 1999

In three days nearly 100 creative and enthusiastic people from the EUREKA countries discussed and debated useroriented multimedia. The result was a lot of good ideas and proposals for new projects and applications. Aronsborg, near Stockholm, Sweden, was the inspiring conference place.

Several meetings took place to prepare for the event. As a result of that a brochure, containing an invitation and a questionnarie, was printed. All relevant material was also published on the EUREKA web site. Before the event all participants received a folder packed with useful material, for example profiles of all the participants' 74 projects.

Based on the answers of the questionnaire the participants were divided into four topics and workgroups:

- **Distance learning, IT in education**
- **Telemedicine, health and care**
- **On-line transactions, electronic commerce**
- **Consumer applications, on and off line**

Speaches with a look at the future
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Speaches with a look at the future
During the opening session four interesting speaches were held. *Per-Ola Eriksson*, General Director of **NUTEK** opened the event and presented his organization.

- **NUTEK** is a governmental authority under the Ministry of Industry and Trade, and takes initiatives, coordinate and builds networks for exchange of knowledge. SMEs have been a priority for EUREKA, like in Sweden. And in EUREKA they learn to co-operate with larger companies and research institutes. Eriksson said that research and technology is global.
- Still, we vould like to see the results of European R&D efforts being beneficial to Europe in the first place, and that is exactly what we wish to do by organising this BAM-event!

The opening with Per-Ola Eriksson, Director General of NUTEK, the Swedish National Board for Industrial and Technical Development

- **EUREKA** is a European wide network which promotes R&D and advanced technology, says *Ilona Vass*, Strategy & Planning at EUREKA Secretariat. Established back in 1985, EUREKA is an assisting link that encourages research and development projects between European countries, research institutes and universities. - All projects are generated by the participants. EUREKA has a lot to offer: Access to a network of advanced technology, assistance in finding partners, and access to public funding, to mention a few things.

Wim Jansen, **Scientific Officer of the European Commission** gave an introduction on the 5th Framework Programme. Jansen also spoke about the Information Society Technologies (IST) programme. The FPS/IST programme is characterized by:

- one integrated programme, one management group ° natural groupings and clusters of subjects
- proactive cross-programme actions ° non-prescriptive workprogramme
The topics for the ITS programme are:
- systems and services for the citizen ° multimedia content and tools
- new methods, IT learning and electronic commerce

Wim Jansen, introduced the 5th Framework Programme in European Commission.

Bernt Ericson, Vice President at **Ericsson**, started his speech about research and innovations by stating:
- All brilliant brains should work for me, because our ongoing projects are the most challenging. He also talked about a future society.
- The voice can be a free service. One of the innovative ideas is the "pocket book", a cheap future tool, that will save us money, paper and space. The pocket book is thought to have a 20.3x15.2 cm screen, weigh 1.4 kg, and cost approximately 9 000 Swedish crowns.
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Working style: Get married!
In the main topic groups, four sessions were held at different times. In between and after that the participants met each other on invidual basis. After turning in appointment forms with wishes on who they would like to meet, the participants received printouts that showed them their appointment times. These printouts were received at the EUREKA Secretariat. The air was filled of engaged presentations of the projects, and the people behind them. There was lots of talking about "marriage", the BAM-language for attempts to make two or several proposals to one project... Upstairs in the conference building every participant had the opportunity to launch a poster about their project, and many did.

The hot discussions were well balanced by special meetings held by the co-chairmen and the rapporteurs. Each of the topic groups had two co-chairmen and one rapporteur. Everything functioned well, managed by *Erik von Bahr*and*Lars Bolander*.

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The results: "you can count on EUREKA..."
The result of all discussions and meetings was new, fresh BAM & EUREKA-projects presented in overheads and posters. About twenty project proposals, with many underlines, were raised from the four workgroups.

Distance learning, IT in education
Four project proposals:

1. Development of novel tools for DL (distance learning)

- content/markets ° methodology ° communication technology ° assigning/billing

2. Marketing network for DL tools/contents

- promotion of methodologies ° promotion of products ° business models ° translation services

3. Media platform for DL contents

- formats+compression ° storage/data management ° security

4. Shaping/refining content for DL

- methodology ° user interaction

Telemedicine, health and care
There were four project proposals from this group:

1. Movement to multimedia feedback

- Application: Handicap rehabilitation, art, interactive environment

2. Portable telemedicine terminal

- Application: Monitoring of patients in nursery homes Opportunity for: Health care application developers ° Health care accessories ° Mobile communications

3. Communication system for physically disabled people, non speaking

- Application: Intelligent house Opportunity for: SW Developers ° Natural language processing ° Product engineering ° Commercialisation

4. Process animation

- Application: modeling

On line transactions, electronic commerce
The participants in this group were very business oriented, so many personal meetings were held. Some participants also joined the Consumer applications workshop. The conclusions were: "There needs to be an approved mechanism for restructuring and mixing the participants between several sessions. The participants should be allowed free movement early on in between sessions".
The five interest areas that the workshop recognized were:

1. Infrastructure and platform
2. Security and payment
3. Software and tools
4. Content and services
5. Marketing consultancy

Consumer applications, on and off line A lot of point-to-point discussions were done in this group.
As a result of these discussions the participants came up with five project proposals:

1. Cable TV platform for the neighbourhood
2. Virtual village
3. Software and tools
4. Business analyzing and structuring
5. Multi channel platform

A typical meeting in Distance learning, Group B. Anthony Rubio, Spain, and Lena Henriksson, Sweden, were co-chairmen.

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Prize for the best project proposal
Co-chairman Kees Rovers was offering the winning project proposal a great prize: one hour in the interactive theater that will be built at the Telecom Exhibition in Geneva (October 10-17). Arranged by the Intenational Telecommunication Union, ITU, the Telecom Exhibition is the world's biggest exhibition on telecommunication.

This prize was won by *Anthony Lewis-Brooks, from Soundscapes, Virtual Interactive Space, Aarhus, Denmark.*

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Statistics and a possible follow-up event
Ilona Vass from the EUREKA Secretariat in Brussels shared some statistics on the individual meetings that had been held during the event. The number of invidual meetings requested were 141, and 123 meetings were held. Altogether, 96 persons were present at BAM, Aronsborg. Of these, 60 were ordinary participants, and the rest organizers and speakers. The event organizer Erik von Bahr from NUTEK informed the participants about a possible follow-up meeting this coming fall.
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The arrangements and the organizers
BAM was organized by *Lars Bolander* and B*erith Swande*, **Swedish Multimedia Association**, and *Erik von Bahr* and *Monika Bondestam* from **NUTEK**. In addition to this both NUTEK and Swedish Multimedia Association hired extra people to help out with the conference. Thanks to **EUREKAs** computerized mobile secretariat, and its staff, the scheduling of individual meetings was perfectly done. Aronsborg offered a beautiful, high standard conference environment, as well as delicious, first class food. The hotel managers, and their service-minded staff, made people's stay at Aronsborg even better.

Three important persons at the green EUREKA-kiosk, of Belgian design. From left Wim Jansen, European Commission, Lars Bolander, Event Manager from the Swedish Multimedia Association and Ilona Vass, Strategy & Planning at EUREKA Secretariat.

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Evaluation by the participants in forms and interviews...
In the end of the BAM event all the participants filled out an evaluation form. The results of the form will be mailed out to all the partcipants as soon as possible. During the last day of the event some of the participants were asked what they thought about the event in general:

- I made a lot of new contacts, and the atmosphere has been very good, said *Gordana Prutki-Pecnik* from the **EUREKA NIP Office in Croatia**. The only problem she could think of was the booking system.
- That wasn't because of the organizers, she said, but because of the databases.

Gordana Prutki-Pecnik, University of Zagreb, Center of Technology Transfer, Eureka NIP Office, Croatia.

Emilio Iglesias from the **EUREKA Office in Spain** said that the Spanish participants were very satisfied with the event.
- It has been a good opportunity to make new contacts, he said. Now we have good contacts with other EUREKA offices in Sweden and Finland.

Emilio Iglesias from the EUREKA Programme Directorate Collaboration Dept, Madrid, Spain

Anthony Lewis Brooks, a participant from **Denmark** also said that he made some interesting contacts, but he thought the event was a little too short.
- I could have done another day, he said. Brooks was also a little bit disappointed with the personal meetings. Some of the participants that he had scheduled meetings with didn't show up. Brooks wished that he could have met the Danish National Project Coordinator (NPC). Brooks thinks that all NPCs should be required to attend these kind of events.

PRIZE WINNER

Anthony Lewis-Brooks, from Soundscapes, Virtual Interactive Space, Aarhus, Denmark.

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Ilona Vass: The event BAM and EUREKA
In a short interview, *Ilona Vass*, Strategy & Planning at **EUREKA Secretariat**, expressed herself about the BAM conference and the role of EUREKA.
- The event arrangements has been terrific. This is far better than EUREKA expected, even if BAM isn't one of the bigger conferences within the EUREKA network. We see EUREKA as a catalyst for collaboration in projects, but then it's up to each organization and country to work for the project that they believe in.
- The member countries of EUREKA, in addition to the EU Commission, pay a fee, which helps to keep the EUREKA Secretariat and its staff, going. On the other hand, conferences like this one is paid for by the host country, and the participating companies and organizations. EUREKA is offering access to a network of advanced technology and marketing through EUREKA seal of excellence.
- Keep up the contact with the NCPs, National Contact Persons in each country! Then the projects can take off soon. Take a look at our web site, and you will get all the information you'll need about EUREKA, and its most successfull projects. Look for JESSI and MEDEA.

Ilona Vass, Strategy & Planning, at the EUREKA Secretariat.

www.eureka.be
(For JESSI and MEDEA: Whats new>Eureka Library>Surveys...>Information Technology and there you find JESSI and MEDEA)
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Björn Burell/BAM-rapporteur

The BAM-programme
Wednesday, June 16

- 15.00 Co-chairman meeting
- 17-19 Registration
- 19-19.30 Cocktail, Dinner

Thursday, June 17

- 09.00 Opening speach:

Per-Ola Eriksson,
Director General, NUTEK
What is EUREKA?
Ilona Vass, EUREKA Multimedia in the 5th Framework Programme:
Wim Jansen, European Commission Research and Innovations:
Bernt Ericsson, VP, Ericsson

- 11.00 Start of parallel workshops
- 12.30 Lunch
- 14.00 Parallel workshops continue
- 15.00 Individual meeting facilities
- 17.00 Parallel workshops continue
- 18.30 Individual meeting facilities
- 19.30 Cocktail
- 20.00 Dinner

Friday, June 18

- 09.00 Conclusions of the first day
- 09.15 Parallel workshops, last session
- 10.34 Individual meeting facilities
- 12.45 Plenary closing session: -Presentation of results per workshop by the co-chairmen -General evaluation and suggestions for follow-up -Closing of the event
- 13.00 Lunch
- 14.00 Shuttle bus to Arlanda Airport

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EUREKA-members represented
Belgium, Croatia, Czech Republic, Denmark, Estonia, Finland, Germany, Israel, Italy, Latvia, Lithuania, The Netherlands, Slovenia, Spain, Sweden, Switzerland, Turkey, United Kingdom and the European Commission.
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