MAIN PRIZE:

GALILEO Masters

The overall winner – the GALILEO Master – will be chosen from the regional winners and the special topic winners. The main prize will be a grant of **EUR 20,000**, awarded by the Anwendungszentrum GmbH Oberpfaffenhofen (AZO) and the European GNSS Supervisory Authority (GSA). In addition, the GALILEO Master will get the chance to enter a six-month incubation programme in his favoured region to realise his idea.

SPECIAL TOPIC PRIZES:

GSA Special Topic Prize:

The winner of the prize will have the opportunity to realise his/her idea at a suitable incubation centre of his/her choice within the EU27 for six months, with the option of an additional six months based on evaluation after the first period.* (* costs should not exceed EUR 20,000 per six-month period)

T-Systems Special Topic Prize:

T-Systems, supported by the European Space Agency (ESA), will assist the winner of the GMES Masters in getting the awarded project off the ground.
T-Systems will support the winner in realising an innovation project, which could lead to a long-term partnership. ESA may provide technical expertise and business development support at one of four ESA Business Incubation Centres (ESA BICs).

ESA Special Topic Prize:

ESA is looking for ideas that can be implemented immediately and quickly nurtured into a profitable business with the technical and financial assistance of an ESA business incubator. Along with this extensive support package, the winner will also receive a EUR 10,000 award.

DLR Special Topic Prize:

The winner will receive a voucher for five man-months of DLR services (an equivalent to EUR 50,000 value) in the further development of his idea, such as feasibility studies, concept studies, and prototype or business development. The prize, therefore, leads to direct implementation.

NAVTEQ Special Topic Prize:

- A 12-month incubation programme that consists of one year of free access to NAVTEQ map data, content, and services
- The incubation programme will assist the winner of the NAVTEQ special topic prize with coaching, technical and business development support, and web promotions through NAVTEQ Network for Developers™ (NN4D)
- A personal technical consultant will assist in seeing the winning idea through to successful implementation.
- The opportunity to present the final application to NAVTEQ partners and customers, including leading handset manufacturers, platform and technology providers.
- The prize is worth in total approximately EUR 75,000.

University Challenge Special Topic Prize:

ESNC 2010 University Challenge

KIS4SAT will provide 10 days of work with an individual coach to be selected by the winner from within the KIS4SAT consortium. The coach will e.g. consult on IPR issues, technological feasibility and business plan in order to prepare the application to a suitable incubation programme as offered by ESNC partner regions. In addition Awapatent AB, one of the leading IP-firms in Europe, will provide patent consulting worth EUR 8,000 aiming at filing a patent for the nominated idea. Furthermore the Universität der Bundeswehr München will sponsor a ticket for the Munich Satellite Navigation Summit 2011, worth EUR 650,- .
2nd prize: The Universität der Bundeswehr München will provide the first runner-up with a free-of-charge ticket for the ESA International Summer School on GNSS 2011.

GNSS Living Lab Prize Special Topic Prize:

ESNC 2010 GNSS Living Lab Prize

The GNSS Living Lab Prize will be awarded to three winners, who will get the opportunity to conduct a "reality check trial" in a suitable Living Lab with the involvement of relevant user communities and potential future customers. The nominated innovators will thus benefit from the validation of their ideas, the user-oriented engineering of their products and services, the development of their entrepreneurial team and the intensifying of their network of industrial relationships.
In addition the three winners will receive prize money of EUR 10,000 each.

REGIONAL PRIZES:

Aquitaine / France:

The organiser will award three different prizes worth a total of approximately EUR 40,000. Each prize consists of a full one-year paid residency at one of the regional incubation centres (Bordeaux or Biarritz) including continuous coaching, complementary training, and access to public funding and private venture capital to successfully transform the winning idea into a great start-up.

Arab Middle East & North Africa (MENA)

The regional Arab MENA winner will receive a six-month incubation package at an Arab Science and Technology Foundation (ASTF) regional incubation center, or at the affiliated incubation center most suitable for the winner. This will include an appropriate level of technical and business development support, as well as the opportunity to access a pool of venture capitalists, entrepreneurs, and philanthropists. The shortlisted participants will also have sufficient access to technical and business strategy support and assistance. In addition, a special prize will be offered to the overall Arab MENA regional winner.

Australia:

IGNSS will provide Australia's regional winner with promotion at IGNSS events, ten days strategic consulting and other support in the Australian innovation sector.

Baden-Württemberg / Germany:

- Prize money of EUR 5,000
- A full one-year paid residency at one of the regional technology centres, such as TTR in Reutlingen
- Targeted support for promotion, intellectual property, funding and networking
- Presentation and promotion of the winning organisation and its concept during the regional awards ceremony, with regional and national media in attendance

Bavaria / Germany:

The Bavarian Ministry of Economic Affairs is sponsoring a prize incubation package (valued at EUR 35,000) at the Anwendungszentrum GmbH Oberpfaffenhofen (AZO).Those applying to the ESA Business Incubation Centre Oberpfaffenhofen (ESA BIC OPF) will be eligible for an additional EUR 25,000 in incentive funding from the ESA, as well as an optional loan from the local bank Kreissparkasse München Starnberg. Through your involvement in the ESA BIC OPF, you can also benefit from the technical expertise of DLR and of AZO's extensive network.

Gipuzkoa / Spain:

A 12-month incubation phase in BicBerrilan, including:
- Expert consulting: advice, monitoring, business plan design, IP protection
- Specialised business training courses held by prestigious entities like IESE (MBA)
- Possibility of attending a one-week course on the MIT if selected as the best entrepreneur of the year
- Access to infrastructure such as meeting rooms, teleconference equipment, etc.
- Access to public-private venture capital

Hesse / Germany:

The regional winner will receive a EUR 5,000 prize from Hessen-IT, the action initiative of the Hessian Ministry for Economics, Transport, and Urban and Regional Development in the ICT sector. In addition, the Centre for Satellite Navigation Hesse (cesah) will support the winner with coaching and expert consulting to help them prepare their application for ESA Business Incubation. cesah is a partner of the ESA Business Incubation Initiative and is located in the direct vicinity of the European Space Operations Centre (ESOC) in Darmstadt, Germany.

Israel:

MATIMOP will provide Israel's regional winner with strategic consulting, tailored promotion and public representation services, and other support in the Israeli innovation sector.

Lombardy / Italy:

The Italian Space Agency (ASI) is offering a EUR 10,000 prize to Lombardy's regional winner. Navigate Consortium will provide six months of free office space in Milan and 10 days of consulting to the entrepreneur(s) behind the best proposal.

Madrid / Spain:

The winning application will undergo a tailored six-month incubation phase at facilities in the Madrid region. This start-up programme, which takes advantage of the madrimasd system and the Madrid Science &Technology Parks and Clusters Network – Madridnetwork, will include free office space, infrastructure, and telecommunications, as well as a marketing budget and 10 days of coaching. The aim of the programme is to accompany entrepreneurs through the pre-seed phase, as well as the initial founding and growth of their company.

REGIONAL PRIZES:

Nice – Sophia Antipolis / France:

Six months of free office space in Sophia Antipolis and 10 days of consulting in order to establish and develop the winning project.

Niedersachsen / Germany:

GAUSS – the Galileo Centre for Safety-critical Applications, Certification and Services – will award a prize money of EUR 5,000 to the Niedersachsen winner.

North Rhine-Westphalia / Germany:

The regional organiser will promote the winner and support the realisation of the awarded idea. In addition a prize money will be awarded by NAVISAT e.V.

Øresund / Denmark & Sweden

The regional winner of Oresund will receive a 6 month support programme in the incubation center of the Innovation Center Denmark in Munich. In addition Awapatent AB, one of the leading IP-firms in Europe, will provide patent consulting worth EUR 2,000.

South Holland / The Netherlands

De CLERCQ Attorneys-at-law • Civil law notaries • Tax advisors provides legal services and has always had affinity with innovative initiatives since many of its clients are in the business of developing innovative products. De Clercq is offering a prize consisting of EUR 1,600 worth of legal support – commemorating its 160th anniversary – to the winner of the European Satellite Navigation Competition. Moreover, the winner get a free booth at the annual South Holland Knowledge Festival 2010 and consultancy assistance offered by Logica and the Netherlands Space Office.

Switzerland:

The regional winner will receive a one year free membership in clusteraviatik.ch (value CHF 1,000) and will be supported in that time by experts with respect to the preparation of the application in response to national and international ITTs, e.g. through coaching and consulting activities.

Taipei / Taiwan:

- 1st prize: EUR 10,000
  A round-trip air ticket to and accommodation in Europe for one person. (One round-trip air ticket to and accommodation in Taiwan if the first-place winner is not from Taiwan)
- 2nd prize: EUR 3,000
- 3rd prize: EUR 2,000
- Shortlists (five ideas at most): EUR 1,000 for each

For all winners in Taiwan, ITRI will provide 10 days of coaching and consulting for preparation of each respective application (valid from Dec. 2010 to Dec. 2011).

United Kingdom:

First prize: GBP 10,000 cash prize + free business incubation support with GRACE
Second prize: GBP 1,000 cash prize

USA:

The regional winner will be presented in an exclusive cover feature in the November/December 2010 issue of Inside GNSS magazine. Coverage will include photos of the winning submission and/or the creator, a profile highlighting the credentials, and, as appropriate, either an engineering case study of the winning entry or an interview with the creator. The winning entry will be presented in both print and digital editions of Inside GNSS, as well as on a special section of the magazine's website, insidegnss.com. A cash prize will also be awarded.

Valencia/Spain:

A six-month incubation phase at the CEEI Valencia (incubator centre) including:
- Free office space, infrastructure, and telecommunications
- A marketing budget
- Ten days of coaching

The aim of the programme is to accompany the winner through the pre-seed phase up until the founding of their company.

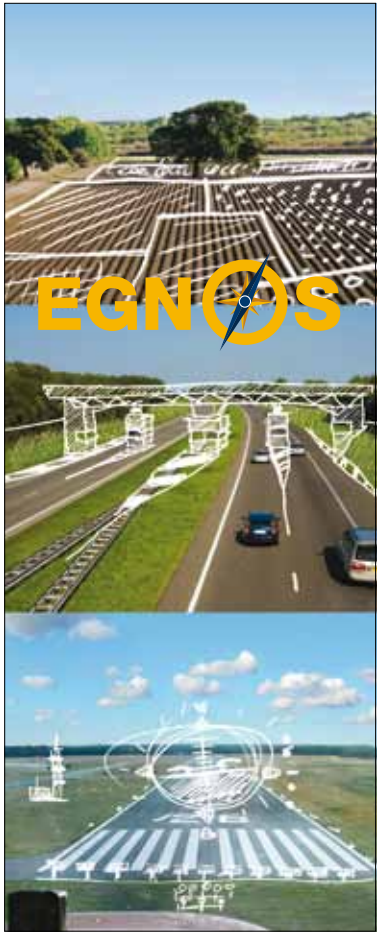
European GNSS Supervisory Authority

Special Topic Prize

The most promising EGNOS application idea

Starting Position

By developing a new generation of Global Navigation Satellite Systems (GNSS), Europe is opening new doors in high-tech industry development, job creation, and economic growth. Given the strategic nature of European satellite positioning and navigation programmes (which include both EGNOS and Galileo) and the need to ensure that essential public interests in this field are adequately defended and represented, the European GNSS Supervisory Authority (GSA) was established as the regulatory authority for the European GNSS programmes. Along with assisting the European Commission in matters related to the execution of the programmes, the GSA will focus on technical certification, security accreditation, and the market preparation and commercialisation of the system. EGNOS (European Geostationary Navigation Overlay Service) is Europe's first venture into satellite navigation. It augments the US GPS and Russian GLONASS systems, and makes them suitable for safety-critical applications. The EGNOS message that is broadcasted by satellite provides corrections and integrity information on GPS.



Objectives

GSA is actively promoting the development of downstream applications that create demand for EGNOS and Galileo and provide economic and social benefits. With the EGNOS open service now free and ready to use the focus of the GSA prize will be on EGNOS, looking for innovative satellite navigation applications that make use of EGNOS signals or services and meet the following criteria:

- The application should deliver end-to-end functionality to customers using new or existing equipment and systems.
- Positioning should be a key enabler of the application.
- GPS + EGNOS should be the primary means of positioning.
- EGNOS functionality should be used.

Prize

The winner of the prize will have the opportunity to realise his/her idea at a suitable incubation centre of his/her choice within the EU27 for six months, with the option of an additional six months based on evaluation after the first period.* Award criteria will be the uniqueness and originality of the idea, its business potential (including technical feasibility, commercial feasibility, size of addressable market, and time to market), and the credibility of the corresponding team, as well as the application's use of unique EGNOS features.

* costs should not exceed EUR 20,000 per six-month period

www.gsa.europa.eu

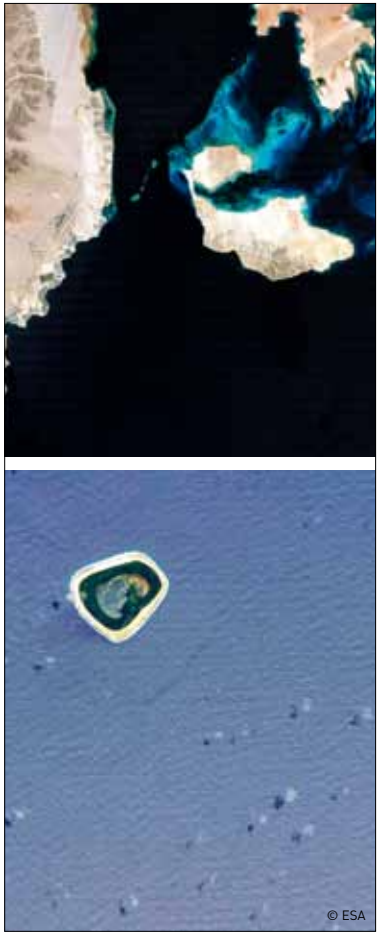
Special Topic Prize

GMES Masters

under the patronage of: esa

Starting Position

Global Monitoring for Environment and Security (GMES) is driven by the requirements of sustainable development and the need to improve the monitoring of the European and global environment, especially in view of the sustainable management of resources and the security of citizens. The GMES market includes public policy domains and a downstream services sector. The total market volume of the public policy domains is estimated to comprise a turnover of EUR 35 billion based on a 25-year appraisal period*. The world-wide turnover of the downstream services sector could achieve a similar size. GNSS services will complement GMES applications in emergency services such as SAR and disaster relief, as well as in environmental monitoring like tracking floods, fires, oil spills, and earth quakes. The relevant EU/ESA projects in this domain are MARISS, SAFER, and RESPOND. In addition, GNSS in combination with GMES may support security-relevant EU operations, such as in maritime security and border control. The European Space Agency (ESA) is the Coordinator of the GMES Space Component and leads its development and implementation. T-Systems operates information and communication technology for large corporations and public institutions. For example, T-Systems is the company behind the world's most sophisticated road-charging system – Toll Collect – and operates the innovative ICT systems that make use of GNSS in monitoring and charging traffic. Today, T-Systems runs one of the global networks through which GMES data is distributed to users around the world.



Objectives

T-Systems, assisted by ESA, will award the GMES Masters prize to the best application based upon a sound business model in a GMES core service area – land, marine, or emergency. The application should be based on dynamic earth observation data and make use of GNSS and space- and ground-based communication infrastructures.

Prize

T-Systems, supported by ESA, will assist the winner of the GMES Masters in getting the awarded project off the ground. T-Systems will support the winner in realising an innovation project, which could lead to a long-term partnership. ESA may provide technical expertise and business development support at one of four ESA Business Incubation Centres. ESA Business Incubation Centres (ESA BICs) are designed to create new business opportunities and jobs for non-space companies and broaden the market for the space industry by translating space technologies, applications, and services into viable business ideas in the non-space marketplace. The ESA Technology Transfer Programme Office coordinates the four ESA BICs throughout Europe, which are located at the European Space Research and Technology Centre (ESA/ESTEC) in Noordwijk, The Netherlands; the European Space Operations Centre (ESA/ESOC) in Darmstadt, Germany; the European Centre for Earth Observation (ESA/ESRIN) in Frascati, Italy; and near the German Aerospace Centre (DLR) site in Oberpfaffenhofen, Germany.

www.t-systems.com www.esa.int

*source: PwC Analysis

Special Topic Prize

ESA innovation prize

Starting Position

An international organisation comprising 18 member-states, the European Space Agency (ESA) is Europe's gateway to space. Its mission is to shape the development of Europe's space capability and ensure that investment in space continues to deliver benefits to the citizens of Europe and the world. ESA designs and implements the European space programme, including efforts to find out more about our Earth, our solar system and the universe we live in; develop satellite-based technologies and services; and to promote European industries.

The mission of ESA's Technology Transfer Programme Office (TTPO) is to facilitate the use of space technology and space systems for non-space applications and to demonstrate the benefit of the European space programme to European citizens. The office is responsible for defining the overall approach and strategy for transferring space technologies, which involves, for example, the incubation and funding of start-up companies.

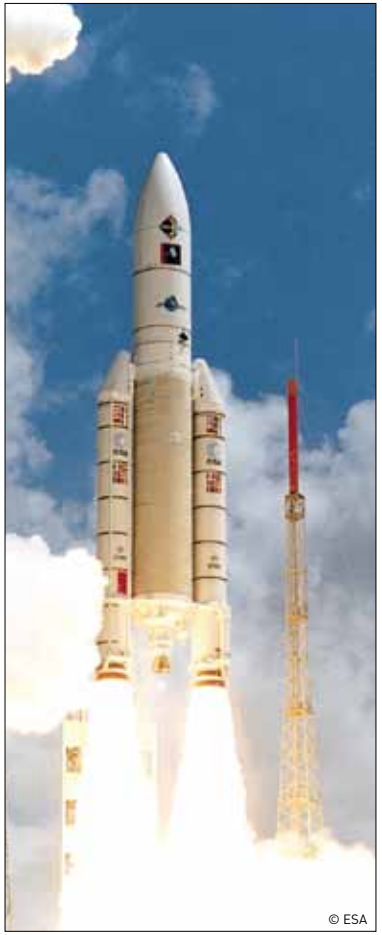
Objectives

The European Satellite Navigation Competition is a great source of innovative business ideas in virtually all industry fields. The TTPO also aims to find new ideas for the commercial use of space technology and launch new businesses in this area in Europe. Among the innovative ideas for satellite navigation applications originating from the competition's previous years are systems that report flooding in real-time, track carbon footprints, and provide location-based information no matter what the user's whereabouts are.

Prize

ESA will award its innovation prize to whoever comes up with the best business idea for using global navigation satellite systems. It is looking for ideas that can be implemented immediately and quickly nurtured into a profitable business with the technical and financial assistance of an ESA Business Incubation Centre. The winner will also receive a cash award of EUR 10,000.

www.esa.int/ttp



Special Topic Prize

Next Generation Navigation

Starting Position

DLR is Germany's national research center for aeronautics and space. Its extensive research and development work in aeronautics, space, transportation and energy is integrated into national and international cooperative ventures. As Germany's Space Agency, the German federal government has given DLR responsibility for the forward planning and implementation of the German space programme as well as international representation of Germany's interests. Furthermore, Germany's largest project-management agency is also part of DLR. In determining the focal points of its research, DLR is to a large extent guided by industry's demand for innovative products and services. Besides, it also invests in promising technologies and offers its research and development capacities to customers for their own use. Numerous products have been successfully developed in this way and launched on the market in cooperation with innovative enterprises.

Approximately 6,500 people work for DLR; the center has 29 institutes and facilities at 13 locations in Germany: Berlin, Bonn, Braunschweig, Bremen, Cologne (headquarters), Goettingen, Hamburg, Lampoldshausen, Neustrelitz, Oberpfaffenhofen, Stuttgart, Trauen and Weilheim. DLR also has offices in Brussels, Paris and Washington, D.C.

Objectives

NEXT GENERATION NAVIGATION: The GNSS infrastructure is undergoing dynamic expansion, and the demand for navigation-related solutions is growing at least as fast along with it. Smart applications designed to master existing use cases are to be complemented through "greenfield" innovations driven by technological development and various markets.

We are looking for creative ideas for new applications, products, and services, as well as concepts transferable from nature. Better understanding and usability will pave the way to a new quality of navigation with remarkable added value. The stakeholders who will profit daily from these innovations include private end-users, the public sector, and professional customers. In addition, social and environmental benefits and increased public safety will be further key criteria for realisation.
The best entry will undergo further development and implementation jointly with DLR, leading on to the next generation of navigation.

Specifically, we are looking for the brightest ideas in two major fields with the following aspects:

Theme 1: **SECURITY-CRITICAL APPLICATIONS**

ACCURACY and AVAILABILITY:

Enhancement through methods such as multi-frequency usage, local augmentations, hybrid sensors, and redundant systems

INTERFERENCING SIGNALS:

Recognition and suppression within the GNSS receiver, as well as through the signal processing chain

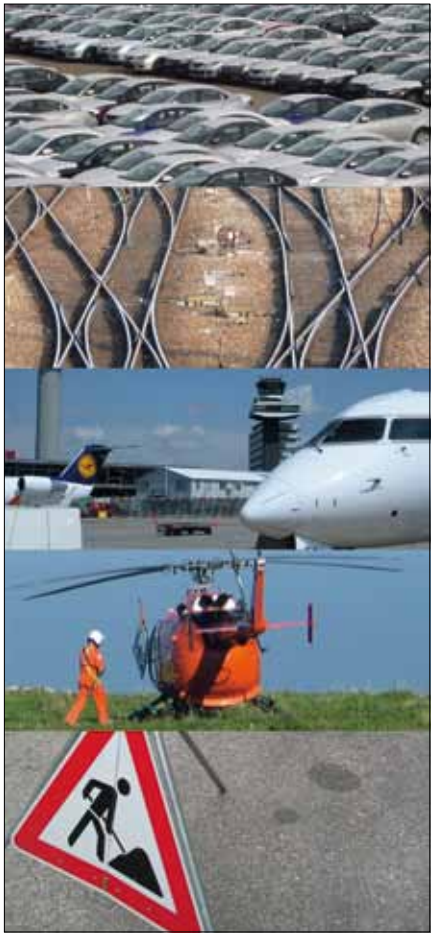
SECURITY-RELATED TASKS:

Use of GNSS applications and integrated solutions for rescue and police operations, crisis management, and disaster relief

TRAFFIC and TRANSPORT:

Robust navigation with maximum security and reliability in real time

In this first major topic, DLR is seeking technical and application-oriented solutions with outstanding innovative character.



Theme 2: **BIO ENGINEERING in NAVIGATION**

LOCALISATION and ORIENTATION:

Methods transferred from nature to applications

BACK-UP of GNSS POSITIONING:

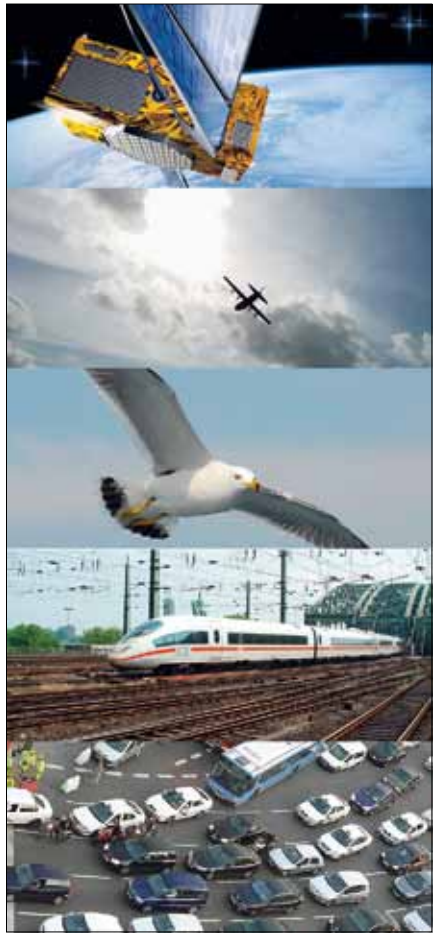
New approaches – also without complex infrastructure

In this second major topic, DLR is looking for interdisciplinary ideas generated from engineering and natural sciences, especially biology.
Please note that the best proposals from Germany will be submitted to German Space Agency for potential founding in the framework of a research project.

Prize

The winner will receive a voucher for five man-months of DLR services (an equivalent to EUR 50,000 value) in the further development of his idea, such as feasibility studies, concept studies, and prototype or business development. The prize, therefore, leads to direct implementation. While all contestants will demonstrate their innovation competence merely by participating, the winner will enjoy the added benefit having the DLR Special Topic Prize on his record as a testament of quality.

www.dlr.de



NAVTEQ™

Special Topic Prize

In the field of navigation and location-based services for mobile devices

Starting Position

NAVTEQ digital map data is fuelling a new era of innovative thinking and inventions and sparking the development of precise, reliable navigation products and services. NAVTEQ is the means of developing a virtually limitless range of location-based services (LBS) – services that will connect people for lunch, for meetings, for life. Indeed, with its high level of detail and accuracy, NAVTEQ digital map data is the sure route home in the storm, the smart way around a problem, the guide through one's busy business day. NAVTEQ's Points of Interest (POI) data, mapping software, and exciting new technologies such as voice-enabled data are the building blocks of a whole new generation of location-based services and applications. NAVTEQ also offers real value for consumers and developers through its LocationPoint Advertising solution. Developers receive a share of revenues, while consumers value their timely, interactive, and relevant offers based on proximity and profile information. This ad-supported model can be applied across all location-aware devices with connectivity.

Objectives

NAVTEQ is looking for developers to submit innovative location-based ideas that work with mobile phones and/or wireless handheld devices using satellite positioning technology and NAVTEQ map data. Here are some suggested use cases for your LBS idea submission.

- Content: use of content from NAVTEQ or third parties that enhances functionality or is the main feature of the solution
- Enterprise: applications related to helping inventory and people to function efficiently, plus local search advertising, buying, and billing
- Entertainment/leisure: gaming, location-based imaging, sport, travel, and tourism applications
- Navigation: routing and turn-by-turn directions, POI look-up, and traffic and pedestrian applications
- Social networking: peer and "find-me" applications, or applications related to child/senior monitoring, safety alerts
- Location-based advertising: use of mobile advertising that combines precision proximity, contextual and demographic targeting

Prize

- A 12-month incubation programme that consists of one year of free access to NAVTEQ map data, content, and services (please register and download the competition tender for details).
- The incubation programme will assist the winner of the NAVTEQ special topic prize with coaching, technical and business development support, and web promotions through NAVTEQ Network for Developers™ (NN4D)
- A personal technical consultant will assist in seeing the winning idea through to successful implementation.
- The opportunity to present the final application to NAVTEQ partners and customers, including leading handset manufacturers, platform and technology providers.
- The prize is worth in total approximately EUR 75,000.

www.navteq.com www.nn4d.com

ESNC 2010 University Challenge

supported by EUROPE INNOVA Innovation in Services KIS4SAT & AWAPATENT

Special Topic Prize

ESNC University Challenge

Starting Position

High quality GNSS education is a driver for innovation, an enhancement for companies' competitiveness and a valuable opportunity for international cooperation. To bridge the gap from GNSS research and academia to entrepreneurship the ESNC University Challenge particularly addresses students and research associates with the aim to foster the creation of commercial ventures from bright ideas. Furthermore the University Challenge will leverage exposure and credibility of student innovations on a global level and establish links to the world of business. The ESNC University Challenge is being carried out by Anwendungszentrum GmbH Oberpfaffenhofen (AZO) and supported by the CIP project KIS4SAT (Knowledge Intensive Services in the satellite downstream applications and services sector) and Awapatent AB.

Objectives

The ESNC University Challenge not only addresses students and research associates with a background in aerospace and GNSS-specific courses of study but aims at reaching out to any young researcher dealing with areas of potential applications, be it prospective automotive engineers, logistics providers, game and other mobile application developers, or health promoters. The evaluators will focus on creativity and market needs rather than technological perfection of the business idea.

Prize

The aim of the ESNC University Challenge is the realisation of the winning idea in form of founding a start-up company. KIS4SAT will provide 10 days of work with an individual coach to be selected by the winner from within the KIS4SAT consortium. The coach will e.g. consult on IPR issues, technological feasibility and business plan in order to prepare the application to a suitable incubation programme as offered by ESNC partner regions. In addition Awapatent AB, one of the leading IP-firms in Europe, will provide patent consulting worth EUR 8,000 aiming at filing a patent for the nominated idea.

Furthermore the Universität der Bundeswehr München will sponsor a ticket for the Munich Satellite Navigation Summit 2011, worth EUR 650,- incl. the opportunity to present the awarded project at the exhibition booth of Anwendungszentrum GmbH Oberpfaffenhofen.

2nd prize: The Universität der Bundeswehr München will provide the first runner-up with a free-of-charge ticket for the ESA International Summer School on GNSS 2011.

www.anwendungszentrum.de www.europe-innova.eu/kis4sat www.awapatent.com www.unibw-muenchen.de

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ESNC 2010
GNSS Living Lab Prize
supported by GAINS

Special Topic Prize

GNSS Living Lab Prize

Starting Position

Living Labs are User Driven Open Innovation Platforms. Stakeholders, including firms, public agencies, universities, institutes and users are all collaborating for creating, prototyping, and validating new service-products and societal infrastructures in real-life contexts in a Public-Private-People-Partnership (PPPP).
The Living Labs are grouped under the European Network of Living Labs (ENoLL), which was launched in November 2006 by the EU Finnish Presidency and supported by the subsequent ones.
129 Living Lab sites are already operational in domains, spanning from eHealth to Energy Optimisation and Efficiency, from Intelligent Mobility to Inclusion of the elderly and disadvantaged people and Rural Development. The project GAINS (Galileo Advanced INnovation Services) funded under the European Union's Seventh Framework Programme (FP7) and supervised by the GSA, supports the establishment of a dedicated GNSS Living Lab special topic prize in line with the ESNC 2010. It aims at facilitating the emergence of User Driven Open Innovation Demand for services and applications enabled by satellite navigation technologies.

Objectives

The GNSS Living Lab Prize calls for developers and users, engineers of research institutes, and development departments but also from new ventures to submit proposals for GNSS-related products and services ready to be tested and ideally implemented in a suitable Living Lab. Submissions to the prize shall focus on one of the following themes: health, energy and media.

Theme 1: **GNSS for health, ageing and inclusion**

This theme calls for highly innovative services and integrated solutions with the aim of a triple win: unlocking the huge business opportunities in Europe and in the global market, containing the costs for society, and improving the quality of life (including good health) in general and in particular for the elderly and disab-


© CSI / JP ATTAL

led. Submissions for this theme should address one or more of the following topics: GNSS technologies for

- patient-centred health services
- innovative eHealth tools and services in real life
- learning together, including inclusion, accessibility and coverage
- ageing well / independent living
- support of health information systems and telemedicine
- systemic and managerial innovation, efficiency and process improvement

Theme 2: **GNSS for energy efficiency and environment**

GNSS technologies can play an important role in reducing the energy intensity / consumption of the economy and at the same time in reducing carbon emissions. Hereby urban areas are of high importance to provide the right setting for testing, validating and deploying GNSS-based solutions for improved energy efficiency. Innovative GNSS solutions and applications can help reduce energy consumption in private households and public buildings and spaces. In the area of environmental management, they can enable a rapid and efficient response to extreme incidents induced by climate change. GNSS technologies can bring about substantial improvements in monitoring and situation awareness, data sharing and interoperability, and decision-support and communications. Applications to be submitted for this theme should address prevention, preparedness and response to climate-induced incidents concerning both urban and rural settings with solutions e.g. for:

- environment and energy efficiency in private households and in public buildings
- prevention, alert and rescue to minimise impacts of climate change
- mobility efficiency
- efficient lighting

Theme 3: **Media**

In the last ten years, digital media have succeeded in transforming the global media landscape. Every part of the industry, from television to movie industry, from newspapers to music has seen the way people consume media content change dramatically. The media creation, promotion, delivery and buying act have all been impacted. Business models are changing so fast that the industry has difficulties catching up with the trends. Web 2.0 technologies have even amplified this change of behaviour by providing cheaper disseminating technologies allowing new media to reach millions of readers with almost no capital expenditures. Media have an important role to play in e-participation and e-democracy as they foster new ways of developing user participation as active co-producers of content and services. They contribute to strengthen the process of open innovation, to maximise impacts in terms of social cohesion. New telecommunication networks as 3G+, 4G, Wimax, FTTx and new devices as smartphones, and netbooks generate new types of consumer behaviour in the media industry. In this context, GNSS technologies and services can complement the offer generated by the above mentioned technologies and provide citizens and people with added value services in the sectors of:

- tourism
- e-participation and e-democracy
- education
- leisure
- gaming
- social networks

Prize

The GNSS Living Lab Prize will be awarded to three winners, who will get the opportunity to conduct a "reality check trial" in a suitable Living Lab with the involvement of relevant user communities and potential future customers. The winning innovators will thus benefit from the validation of their ideas, the user oriented engineering of their products and services, the development of their entrepreneurial team and the intensifying of their network of industrial relationships.
In addition the three winners will receive prize money of 10,000 EUR each.

www.openlivinglabs.eu

funded under: