
Support for companies developing Ambient Assisted Living solutions to achieve the market breakthrough

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Invitation for workshop participation on June 7th, 2011, 10h30-17h30

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Albert Borschette Conference Centre, Rue Froissart 36, 1040 Brussels, Belgium

A workshop organized by AALOA [1] and eInclusion [2] and supported by AALA [3]

This invitation is directed at companies whose business involves the development of software components or complete solutions for AAL (Ambient Assisted Living). The participation of SMEs is particularly welcome.

The goals of the workshop are to:

- Identify technical areas where – in the view of the participants – provision of common approaches or technical solutions would lead to faster, cheaper or more flexible product development.
- Provide information about on-going activities in this area supported by the European Commission and AALA
- Discuss the form and content of possible new funding measures from the European Commission and AALA aimed at involving companies in practical experimentation with new technologies currently under development, and offering them the opportunity to influence this work to match their needs.

Our common way of thinking

Why are we here today?

- We all share importance of infrastructure solutions
 - hundreds of platforms have been created, lots of semantic high level platforms
- Call FP7-ICT-2009-4 targeted THE ONE (European) platform for AAL: universAAL proposal was written with exactly this understanding
- Here several mechanisms: (1) open source development, (2) the consolidation process, (3) uStore & developer Depot, (4) strategies for community building
- Very good concepts → helping us to get closer to our vision of a common solution
- Absolutely sure that we will reach the goal to build an open community where
 - universities and research institutes from outside the consortium will join and will develop components and services based on such a platform

My idea “Dream of a common way”

- Perfect, but there is a small step beyond what we will reach in universAAL and the absolutely perfection: a standard be created and used for all AAL products
- I am in doubt, that the industry and the SMEs will follow such common platform approaches → how we can overcome the market entrance barrier?
- A lot of products and prototypes have been developed in a huge amount of projects
 - suggestion for a project idea where only the adaptation will be funded (not the development of new products from the scratch)
 - thus with one project more than 100 products could be able working together
- Due to the higher value of these products the sales numbers will increase and the price will decrease
- If that would be successful, other companies will follow

Our common way of thinking

- Thus the idea of porting projects was born in the context of universAAL
- AALOA governing board accepted to actively support this action after making sure that the door is open for other potential candidate platforms
- Does not lead to any specific status for any of them automatically
- Each porting project should have a set of products and services (that have been developed independently from that platform) will be ported to a / the candidate platform
- Local groups of owners of those products / services together with one additional local organization (as platform expert) can build consortia to submit porting project proposals
- If such a proposal is successful and a project is initialized, we expect that all regional projects that share the same target platform are confederated at the EU level
 - ideally under the supervision of a neutral expert appointed by funding bodies
 - the corresponding projects put the selected platform under "stress test"
 - the platform must show its usefulness and "usability" in practice
- proposals are free to choose the target platform to put under stress test
Important criteria for success will be the appropriateness of the platform
- universAAL has been mentioned in the announcement text as one possible target platform just to make sure that there will be at least one appropriate platform volunteer

Our common way of thinking

- Very important: the workshop is not about the selection of any platform but must discuss the feasibility of the idea from different perspectives:
 - are there any owners of products and services that would participate such projects? what would be the benefits for them?
 - do these projects really help to make one step towards achieving market breakthrough? which concrete obstacles can be cleared by them? (see short presentations on market obstacles by companies)
 - what do these projects mean for the candidate platforms in terms of additional resources needed to provide support to porting projects?
 - do the funding bodies see a solution for possible funding? under which programs or calls?
 - can the workshop at the end agree on a specific recommendation that can be followed up by the funding bodies?
- Question: found Funding Possibilities?