



Thursday December 16<sup>th</sup> 2010

Organized by IBBT in collaboration with Bell Labs,  
part of the Future Internet conference week

### Program

8:00 – 9:00 Registration & welcome coffee

**9:00 – 10:30 Joint plenary session iMinds – FIA**

- Welcome
  - o Mario Campolargo & Louis Rodríguez-Roselló, European Commission
  - o Wim De Waele, CEO IBBT
- The Internet of Things - [Peter Hirshberg](#)
- [INCA](#) award ceremony

10:30 – 11:00 Coffee break

**11:00 – 12:30 Plenary session**

- [Andrew Herbert](#) (Microsoft Research)
- [Michel Akkermans](#) (Clear2Pay)

12:30 – 14:30 Networking lunch & demo's

**14:30 – 16:30 Break-out sessions**

- **Venturing \***
  - o Danny Goderis (Bell Labs), Corporate Venturing as beachhead to conquer new Markets
  - o Elevator pitches of young starters, to be commented on by a panel of judges
  - o Art Norins (CEO Nor1), Building for a global success

- **Immersive Experiences \*\***
  - o [Olivier Schreer](#) (HHI)
  - o Philippe Bekaert (IBBT)
  - o Jef Macq (Bell Labs)
  - o Harm Belt (Philips Research)
  
- **Green ICT \*\*\***
  - o Flavio Cucciatti (Telecom Italia)
  - o Sam Samuel (Bell Labs)
  - o Fabio Neri (University of Turin)
  - o Andy Houghten (EU Commission administration)
  - o Panel debate, moderated by Mario Pickavet (IBBT)
  
- **Media Value Chain \*\*\*\***
  - o Harry Sorgeloos (VRT Medialab)
  - o Sape Mullender (Bell Labs)
  - o [Herbert Van De Sompel](#) (Los Alamos National Library)
  - o Nico Verplancke (IBBT)

16:30 – 17:00 Coffee Break

**17:00 – 18:15 Joint plenary session iMinds – FIA**

- The business view: [Ben Verwaayen](#), CEO Alcatel-Lucent
- The government view: [Neelie Kroes](#), European Commissioner for Digital Agenda

18:15 – 20.00 Networking reception & demo's

## \* Venturing

Participating in a new business creation is a common activity among U.S. workers over the course of their careers. Europe is still lacking behind when it comes to entrepreneurship. Might it be because a venture is an undertaking that is dangerous, daring, or of uncertain outcome? Nevertheless Europe has some promising showcases based on emerging digital technology.

Professional guidance, the right collaborations and cross-fertilization with other innovative starters are key to success in bringing a coordinated innovative offer to the market. From the start, IBBT has paid a lot of attention to maximizing the valorization potential of research results through the deployment of tools and instruments to support and stimulate incubation and entrepreneurship.

This session aims to provide a hands-on view on what's happening in the domain of ICT innovation in Flanders/Europe through some exciting testimonials and a panel discussion tackling the availability of seed money for new ventures.

Speakers for this track:

- “Corporate Venturing as beachhead to conquer new Markets” – Danny Goderis, Alcatel-Lucent

Presentation of ALU Corporate Venturing

Focus on area:

- Research, Incubation & Ventures : a magic mix of technology & business skills
  - Critical success factors
- Elevator pitches of young ICT starters

Five Promising young companies present their offering in a short presentation of 7 minutes.

Among the presenting companies will be the winners of a collaboration of IBBT and the Silicon Valley accelerator Plug and Play. A panel of judges will briefly comment on their presentation and discuss the role of incubation and venture capital in shaping the future of the Internet

Moderator: Wim De Waele

Judges (to be confirmed)

- GIMV - Alex Brabers
- LRM – Stijn Bijnens
- Big Bang – Barend van den Brande
- ALU - Danny Goderis
- Plug and Play – Saeed Ahmidi
- Seedcamp – Reshma Sohoni

- “Building for a global success” – Art Norins, CEO Nor1

Nor1 is quickly bridging the gap between the techniques of the advanced consumer web with the hospitality and travel industries. Based in Sunnyvale, California and Frankfurt, they are an example of a quickly growing global startup. Art will discuss his strategy in creating a worldwide leader.

## **\*\* Immersive experience**

Advances in various domains – including networking, human-computer interaction, visual computing, virtual worlds and display technology – are paving the way towards an Immersive Internet. The Immersive Internet will support real-time capture, distribution, delivery and display of ultra-high resolution virtual and real-world audio-visual (multi-view) media.

These new technologies for communication, collaboration and media consumption will fundamentally influence the way we organize education, business, entertainment, healthcare, etc.

The “Immersive Experiences” session will discuss challenges and technical breakthroughs for realizing this vision, and will highlight ongoing R&D initiatives on the above topics.

Speakers for this track:

- Olivier Schreer (HHI)
- Philippe Bekaert (IBBT)
- Jef Macq (Bell Labs)
- Harm Belt (Philips Research)

## **\*\*\* Green ICT**

Today, the ICT sector (networks, data centers, PCs, TV sets, etc.) is responsible for about 8% of the total electricity consumption worldwide and this is increasing rapidly. On the other hand ICT is of course also an important enabler to reduce the energy consumption in buildings, transport, production, etc. This session will focus on the former aspect (energy consumption in the ICT sector) and will provide an analysis of the problem and an overview of mid and long term solutions to reduce this ICT intrinsic energy consumption. For example in the area of telecom networks, the session will focus on investigations to indicate in which part of the network (home, access, core, fixed and wireless) the power is consumed and how to solve this by introducing new network concepts, new protocols or new technology.

Speakers for this track:

- Flavio Cucciatti (Telecom Italy)
- Sam Samuel (Bell Labs)
- Fabio Neri (University of Turin)
- Andy Houghten (EU Commission administration)

The presentations will be followed by a panel debate with all speakers, moderated by Mario Pickavet (IBBT)

#### **\*\*\*\* Media Value Chain**

Over the last decade digital technology has overtaken the traditional media by storm. Broadcasters, newspapers and publishers are forced to rethink and re-orient their business models as e-books, social networks and IP-based video distribution enter the stage. Both in media production and media consumption this poses technological challenges at the architectural and application level. This session will focus on the most pressing topics: Rich content and metadata production, design and organization of digital multimedia libraries and archives, semantic search and media-centric networks. The session will also demonstrate the work that has been carried out between IBBT and its partners on multimedia archiving in Flanders and collaboration projects with companies on the digitization of libraries.

Speakers for this track:

- Harry Sorgeloos (VRT Medialab)
- Sape Mullender (Bell Labs)
- Herbert Van De Sompel (Los Alamos National Library)
- Nico Verplancke (IBBT)