

Any sufficiently
advanced
technology is
indistinguishable
from **magic!**

Arthur C Clarke





The Future is
Mobile!

Why?

Smart devices are taking over the world!

- Peoples' expectations are changing
- Markets are developing
- Infrastructure is expanding

But!

This is a new industry

- Its future is in the hands of young people whose imaginations have no boundaries
- It needs leadership!

and...

... it's being liked to the satellite industry...

How can EMMIA influence the future?

EMMIA seeks to facilitate what is happening now...

- Bringing together key players
- Showing how it can be done
- Sharing best practice
- Access to finance

Finance?

It doesn't matter how good your idea, or how important your initiative is, you need money and political goodwill to put it into action.

- **MOBICAP**
- **EMMINVEST**

▶ That takes years...

- Years are not acceptable!
- **Large Scale Demonstrators**

What is a Large Scale Demonstrator?

- Real projects
- Focus on tourism in rural areas
- Models for the future
- Scalable and Transferable

My company/region could benefit!

“Every revolutionary idea seems to evoke three stages of reaction. They may be summed up by the phrases:”

1. “It's completely **impossible**.”
2. “It's **possible**, but it's not worth doing.”
3. “I said it was a **good idea** all along.”

What is a Policy Learning Platform?

- Make better **POLICIES** for the mobile and mobility community
- **LEARN** from each other, especially from the best!
- Run the **PLATFORM** through open coordination



What do they do?

What do they do?

Workshops:



- Business innovation support
- Access to finance
- Standards and interoperability

What do they do?

Outputs:



- Creating a structure for mobile and mobility industries in Europe
- Include 10+ new initiatives
- Raising €10,000,000 of additional funding

What do they do?

Outcomes:



- Coordinating activities
- Designing the next innovation policy
- Supporting GALILEO, EGNOS and GMES

What do they do?

TOOLS:



- Mini-studies
- Exchange of personnel
- Twinning of regions
- Mutual evaluation of support programmes

What about Interoperability?

ETSI:
The European Telecommunications
Standards Institute

- Interoperability workshops
- Plugtesting

The current core regions

bavAIRia e.V. **Bavaria** (Germany)

ENCADRE **Alpes-Maritimes** (France)

Cluster 55° **Oresund** (Sweden)

GRACE **East Midlands** (United Kingdom)

BIC R&D **Czech Republic**

Province of Rome (Italy)

Who are you, and how do I contact you?

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