



Market Barriers for Technology application

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Who are we ?

- ▶ Development engineering for applications.
- ▶ More than 20 years expertise in health and social market.
- ▶ Large experience in R&D projects supported by European Union :
- ▶ Electronic design and microprocessors programming (firmware).
- ▶ Software development (C#, Linux and Windows environment, .Net,).
- ▶ IP applications for communication solutions.
- ▶ Solution integration.

Company Profile

R&D Projects



Experience

- ASHORED
 - DOMOASISTENCIA
 - SCALP
 - CASA
 - IBCoBN
 - DICE
 - PASS
 - HAS VIDEO
 - DALES
 - IST@HOME
 - ATTENTIONET
 - BEDMOND
- TIDE 101
 - PC 287
 - TIDE 1002
 - TIDE 1068
 - ACTS 101
 - ESPRIT 22346
 - EUREKA 2090
 - IST-1999-10523
 - IST-1999-19998
 - IST-2000-28406
 - e-TEN C517316
 - AAL-2008-1-026

Technology Applications

▶ **Domotics**

▶ **Telecare**

▶ **Nursing homes**

Experience

Barriers

- ▶ **Innovative projects.**
- ▶ **How far are they to real market?**
- ▶ **High competition.**
- ▶ **Exploitation results (agreements).**
- ▶ **European markets differences.**

**Project
Experience**

Dependency vs. Technology

- ▶ **Technology usefulness**
- ▶ **How to apply the technology**
- ▶ **Technology Evolution**
- ▶ **Market**
- ▶ **Enterprise issues**

**Perspective of
Manufacturers**

How to apply the Technology?

General Perspective

- ▶ Design for all
- ▶ User Friendly
- ▶ User vs. Carer
- ▶ Usefulness vs. Privacy (ethical problems)
- ▶ **TECHNOLOGY COST**

ICT Products which user needs

▶ **Basic Technology:**

- ▶ Elemental technology.
- ▶ Sometimes “like old”.

▶ **Simply Products:**

- ▶ Expensive development.
- ▶ User adapted.

Perspective of
Manufacturers

ICT Products which market asks for

- ▶ **Current technology**
- ▶ **Complex products:**
 - ▶ Complex adaptation.
 - ▶ Big development effort.

**Perspective of
Manufacturers**

Project Success

Project Experience

- ▶ **Information.**
- ▶ **Contact with real needs (final users).**
- ▶ **Products:**
 - ▶ Partial solution.
 - ▶ Complement to a current product.
 - ▶ First step product.

Example

Project Experience

- ▶ **Smart homes.**
- ▶ **Difficult market: cost barrier.**
- ▶ **Applications:**
 - ▶ Nursing home solution.
 - ▶ Communication protocols.
 - ▶ Improve telecare solutions.

- ▶ **Elderly People:**
 - ▶ Continuous growing up.
 - ▶ Age group distinction.
 - ▶ Nice market.
- ▶ **Disabled People:**
 - ▶ Small market.
 - ▶ Growing up related to Elderly people.

- ▶ **Current status with a low impact:**
 - ▶ e-Inclusion.
 - ▶ Ageing.
 - ▶ AAL.
- ▶ **Additional support for R&D:**
 - ▶ New products development.
 - ▶ Technology adaptation.
 - ▶ Standards definition.

Thank you for your attention

