



Open platforms and AAL market opportunities & barriers

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A platform for innovation

- Est. 2009 under the EI Applied Research Enhancement (ARE) programme
- Provide framework technologies for industry
- Provide a testing continuum from concept to commerce
- Building a leadership position for AAL based enterprises
- Mapping sensors to services that are attractive to use
- Bridging ICT & ageing research to industry opportunities
- CASALA: linking the **Netwell Centre** research to industry

Working with industry in applied research, innovation through to commercialisation.



Ireland's EU Structural Funds
Programmes 2007 - 2013

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Enhancing Longer Living in Smarter Places

CASALA Living Lab

...a purpose-built development of 16 smart apartments constructed specifically for Ambient Assisted Living (AAL) applications – Great Northern Haven.



CASALA Living Lab – Our Experiences

- Developing Great Northern Haven
 - Tender process, No pre-commercial procurement
 - No risk migration, Looking for 20 year guarantees!
 - Lack of knowledge, among installers and professional consultants
- Challenges need to be addressed for future developments.

CASALA Living Lab – Our Experiences

- Challenges of Scaling
 - Challenges exist at local, regional, national... international levels
 - Stakeholders want to remain tech neutral
 - Real subtleties in service touch points
 - Developing new service delivery models = change!
- **Move customers from being simply satisfied to delighted...**

The Opportunities...

- Open Platforms
 - Provide the ability to assemble or choreography the many service touch points
- Mapping the different service ecosystems on a cross-national basis

www.casala.ie

Working with Industry in Applied Research, Innovation through to Commercialisation

www.netwellcentre.org

Transforming Communities, Environments & Technologies for Ageing-in-Place

Thank You

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