



International Network for the Cooperation in Applied Research in Computer Graphics,
Multimodal-Multimedia Technologies, and Visual Interactive Digital Media Technologies

Institutional Presentation

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German Research
Center for Artificial
Intelligence GmbH



vicomtech
visual interaction
communication
technologies

General Information

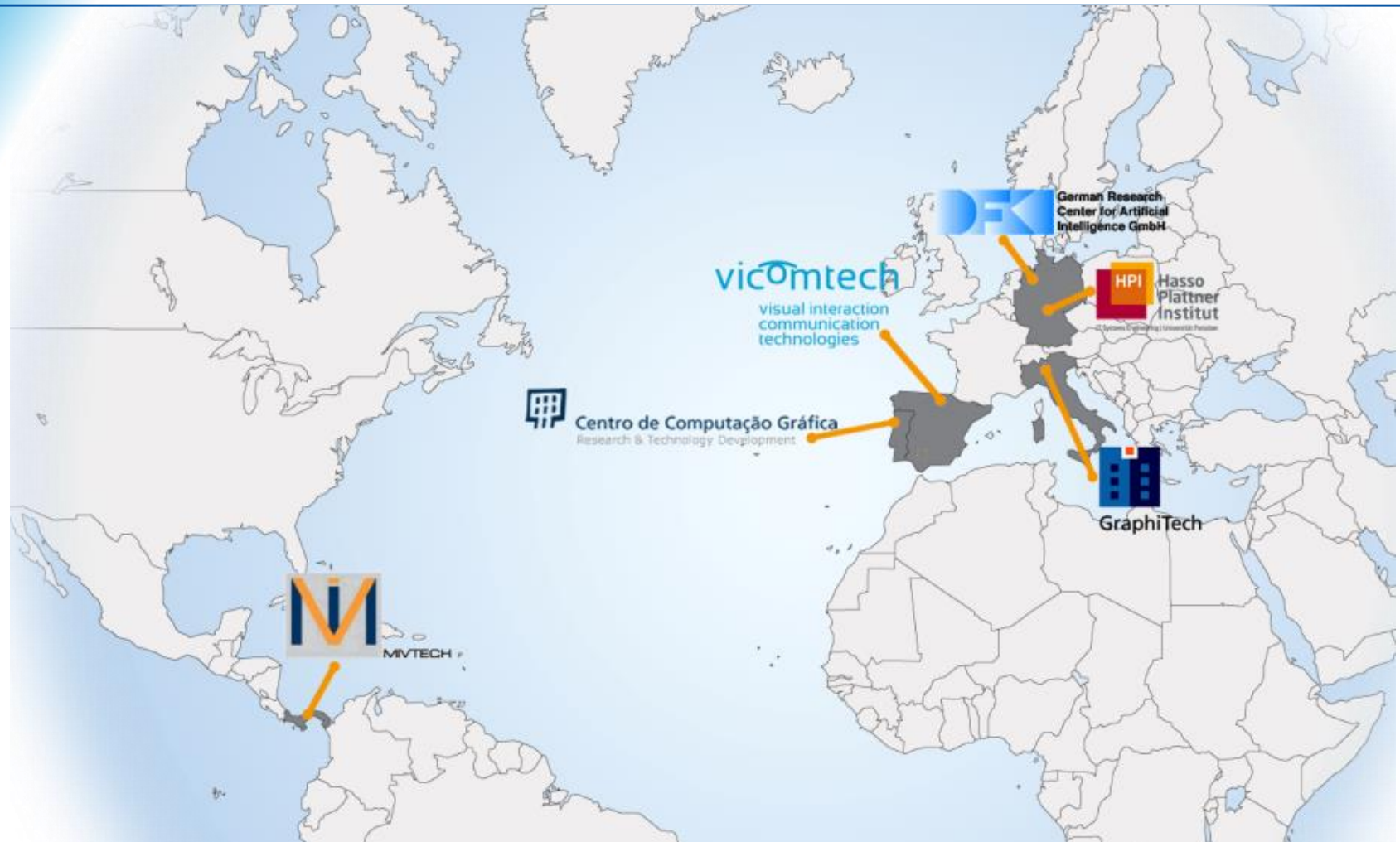
1. Introduction

- **GraphicsMedia.net** is an International Network for the Cooperation in Applied Research in **Computer Graphics, Multimodal-Multimedia** Technologies, and **Visual Interactive Digital Media** Technologies.
- **GraphicsMedia.net** was created in **December 2010** with headquarters in **Kaiserslautern, Germany** (in the premises of the **German Research Center for Artificial Intelligence, DFKI**). It is a **non-profit GmbH** under German Law with a clear international dimension.



- The **members** of **GraphicsMedia.net** are international institutions with a focus in applied research. Currently, **GraphicsMedia.net** has members in **Germany** (2), **Spain, Portugal, Italy** and **Panama**. It is **open** to new partners.
- Together, these institutions have more than **670 full time researchers** (plus 360 assistants/students) and a budget of **39 MEUR**

1. Introduction



1. Motivation / Context

- In many countries, applied research institutions strive to develop **Computer Graphics and Multimedia technologies** and transfer the latest advances to local companies and institutions.
- To be excellent, **best-in-kind at the local level**, but at the same time **relevant players at international level**, these institutions need a **global view**, a **critical mass**, a **robust collaboration framework**, and a **strong international presence**
- It is of **strategic** importance to strengthen **international common visions** and foster **synergies** in **science, technology, knowledge transfer** and **innovation**
 - Beyond the informal ad-hoc relations (e.g. specific projects)
 - Beyond purely scientific networks.
 - With a formal structure that supports long-term strategies
- **GraphicsMedia.net** is a non-profit international organization that coordinates the activities of **research and development, the technology transfer and the exploitation** in Computer Graphics, Multimodal-Multimedia Technologies, and Visual Interactive Digital Media Technologies

3. Objectives

1. Share a **common vision** to define **applied research strategies** and **technology transfer models** in order to be **best in kind locally** and a **relevant proactive actor globally**
2. Identify **research and market opportunities and synergies** within the network and outside the network
3. Coordinate **European and International/multinational projects strategies** for the members
4. Organize **high level seminars and symposia for strategy definition** in scientific, technological and innovation aspects
5. Foster excellence and **worldwide presence** for the organization (*including lobbying*)
6. Maintain **the international profile and connection at institutional level** for the members
7. Reach **high scientific visibility and excellence** as a network
8. Support the **continuity of the already existing and the building of new co-operations**
9. Foster **the exchange** of researchers and students
10. Develop strategies for common **definition and use of facilities and laboratories**
11. Articulate **technology screening and technology valorization** activities, as well as business angels/investors relationships ,etc.
12. Benchmark **best practices**, contrast management models
13. Foster **innovation and quality management capabilities** for the members
14. Identify and shape **new objectives and strategies for the future**



■ **Scientific Excellence**

- Reach high scientific visibility
- Excellence and worldwide presence for the organization
- Collaborate with top university and research institute world-wide

■ **Technology Transfer**

- Link novel ideas from science with marketable ideas
- Generate a new scientific and technological asset base
- License technical assets to companies, in particular SMEs
- Involve local SME – create cluster
- Create high-tech highly innovative spin-offs

■ **“Brain Drain”, Personal Development and “Brain Transfer”**

- Systematically furthering the skills and qualifications of staff members
- Develop the necessary scientific, technical, professional and personal skills
- “brain transfer” – the dissemination of technological know-how through individual persons going into private companies.

Best practices – productivity measures for a centre



Scientific benchmark

- publications in scientific journals
- accepted conference papers
- completed PhDs, Master theses



Economic benchmark

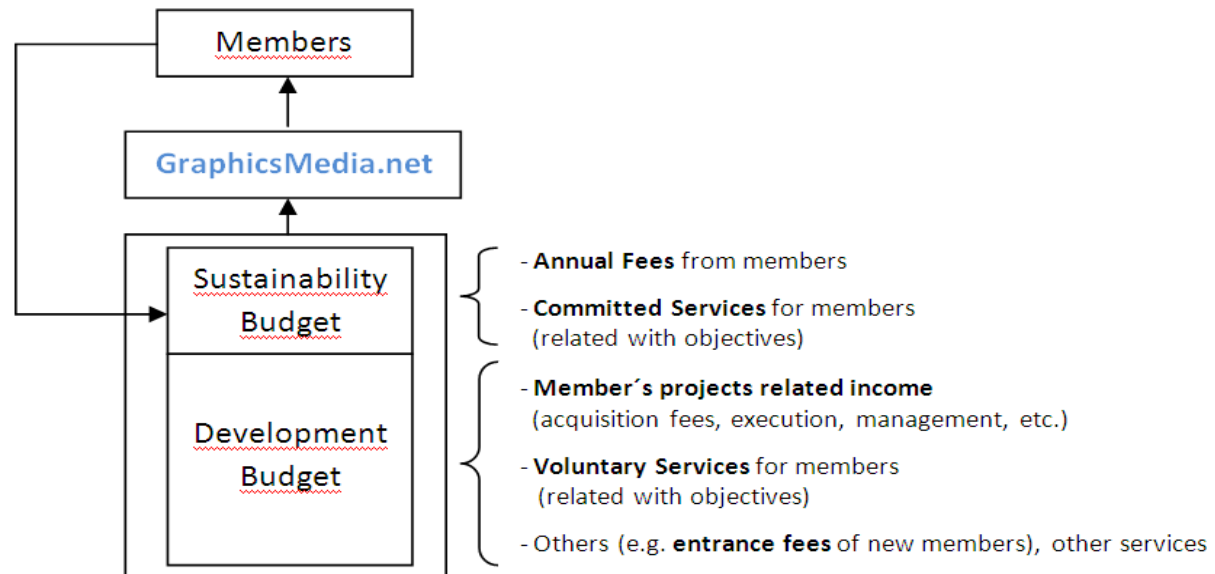
- growth (stability)
- patents or patent applications for the industrial shareholders
- numbers of spin-off companies and products
- numbers of generated jobs
- local industrial settlements

International visibility benchmark

- quantity and quality of coverage in the media

4. Business Model

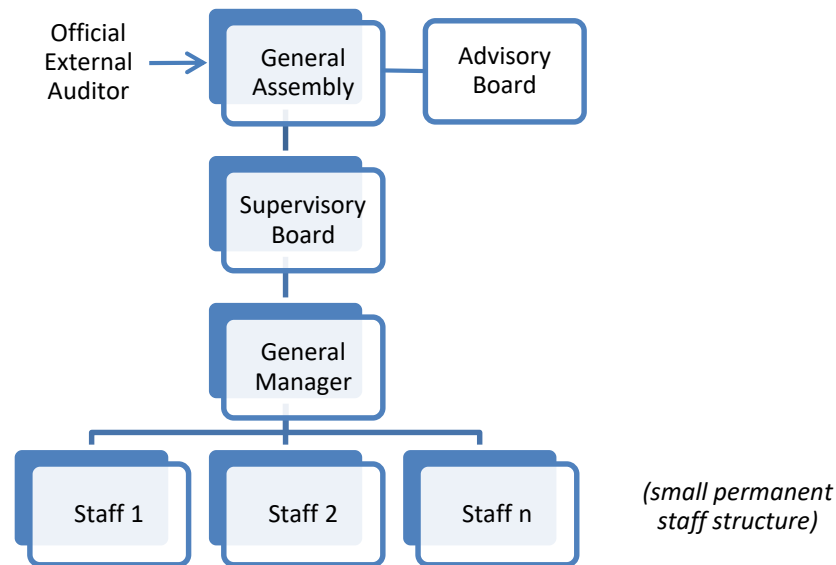
- GraphicsMedia.net has a sustainable financing model (approved by the Board) in which the **success in promoting activities for the members** is the key business factor. The **main income source** will be related with **international member's R&D projects**.



- At the **beginning**, the activities of GraphicsMedia.net will be **performed mainly by the members** to bootstrap the initial phases.
- An **external Managing Director** will be appointed in **2013**, after **2 years** of creation, and external consultants can provide some specific services.

5. Structure

- As non-profit GmbH, **GraphicsMedia** net has the following structure:



- The President of the General Assembly, and **General Manager**, is **Prof. Didier Stricker**, Head of the “Augmented Vision” Department of **DFKI**.
- The President of the Board is **Dr. Jorge Posada**, Associate Director of **Vicomtech**.
- Prof.em. Dr.-Ing. José Luis Encarnação** is the president of Advisory Board.

6. Membership

- **Independent Applied R&D Institutes** (public/private), non-for profit, interested and aligned with the mission and vision of the Network
- **R&D Units of multinational companies** interested and aligned with the mission and the vision of the Network
- **Multinational hi-tech technology transfer** companies, interested and aligned with the mission and the vision of the Network

7. Activity Plan 2011 (I)

[illegible]

7. Activity Plan 2011 (II)

OBJECTIVE 6. Maintain the international profile and connection at institutional level for the members													
OBJECTIVE 7. Reach high scientific visibility and excellence as a network													
Scientific event (workshop, conference...) organized													
"Selected Readings of International Applied Research in Media & Graphics" Volume 1													
OBJECTIVE 8. Support the continuity of the already existing <u>cooperations</u> , as well as the building of new <u>cooperations</u>													
Consolidation of membership: explore set of possible new members													
OBJECTIVE 9. Foster the exchange of researchers and students													
Policy development and mechanisms for exchange or researchers & students, common <u>MSc.</u> /PhD, etc.													
OBJECTIVE 10. Develop strategies for common definition and use of facilities and laboratories													
OBJECTIVE 11. Articulate technology screening and technology valorization activities, as well as business angels/investors relationships, etc													
Technology screening workshop, detection of market opportunities													
Policy for Subcontracting issues between members & partnerships, technologies transfer deals in Projects.													
OBJECTIVE 12. Benchmark best practices, contrast management models													
Workshop for Innovation, Quality and Management issues													
OBJECTIVE 13. Foster innovation and quality management capabilities for the members													
OBJECTIVE 14. Identify and shape new objectives and strategies for the future													

8. Indicators (I)

Indicators	
Number of GraphicsMedia.net proposals presented (number of proposals) <i>Note: "GraphicsMedia.net proposal" is a proposal with strong impulse from GraphicsMedia.net, including members as beneficiaries, which is presented to an external financing party (e.g. EU, NATO, industrial client,...)</i>	10-12
Total volume requested (grant or subcontract for the whole project duration) (EUR) <i>Total volume requested for members in GraphicsMedia.net proposals presented in that year</i>	6.000 – 7.200 KEUR
Total volume acquired (grant or subcontract for the whole project duration) (EUR) <i>Total volume acquired for members in GraphicsMedia.net proposals presented in previous year</i>	Assuming 1/7: 850–1000 KEUR
2-days strategy workshop (number per year) <i>Strategy workshops with the participation of the BoD representatives as well as senior researchers/area coordinators, where overall strategy, common technology lines, strategic roadmaps, potential proposals, exchange issues, etc. are discussed</i>	1
Common Ph.D. researcher activities (number of Ph.D. candidates involved) <i>A common Ph.D. research activity can be: (i) a research stay of the Ph.D. student in another member, (ii) a joint tutoring of a Ph.D. candidate, (iii) a joint research line of two or more Ph.D. candidates on an agreed topic.</i>	2
Exchange of other researchers (not pursuing Ph.D.), and students of MSc. or Bach. (number of people exchanged) <i>Stay of a researcher who is not pursuing Ph.D., or a student doing M.Sc., or final year project in another member</i>	1-2

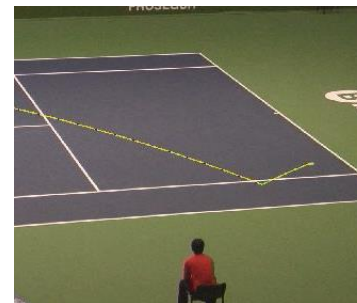
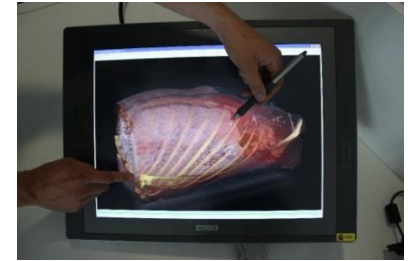
8. Indicators (II)

GraphicsMedia.net Joint Research Publications (number) <i>Joint research publications between 2 or more members. Note that, although this can happen mostly in common projects, this is possible also in other cases, where only a common research interest exists.</i>	1-4
GraphicsMedia.net supported Scientific workshop/conferences (number) <i>Scientific workshops and conferences, organized by one or more partner (GraphicsMedia.net active support in organization issues). It is expected that in this events papers from several members are presented.</i>	0-1
Common GraphicsMedia.net SDK developments (number of SDK active that year) <i>A GraphicsMedia.net SDK is a software platform used for applied R&D in which at least 2 members work at the software development level, with a continuous and strategic horizon. The SDK can belong to a single member with special use arrangement for other development members, or have a shared ownership.</i>	0-1
GraphicsMedia.net mediated technology transfer (EUR) <i>Success of GraphicsMedia.net in mediation of technology transfer in that year (EUR). This could happen if GraphicsMedia.net (i) actively helps one or more members to sell a joint mature technology in the market, (ii) helps to put the technology of one member in the local context of another member, (iii) helps to get external resources and means to productize a technology belonging to one or more members.</i>	0.1 MEUR
Senior researcher hours (>3 years exp.) dedicated per partner (hours) <i>Minimum dedication per partner of senior researchers to GraphicsMedia.net proposals in that year, these hours should be mainly for proposal support.</i>	250
Junior researcher hours and administrative staff hours per partner (hours) <i>Minimum dedication per partner of junior researchers and administrative staff to GraphicsMedia.net activities (in general, not so much focused in proposals as Senior Researcher)</i>	200

9. Profile of the Members

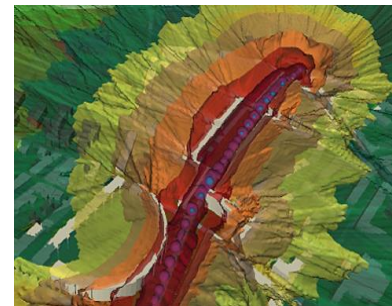
Vicomtech

- 105 Researchers
- San Sebastian, Spain
- <http://www.vicomtech.org>
- Research areas
 - **Digital TV & Multimedia Services**
 - eHealth & Biomedical Applications
 - eTourism & Cultural Heritage
 - 3D Animation & Interactive Virtual Environments
 - ITS & Engineering
 - Human Speech & Language Technologies



DFKI – German Center of Artificial Intelligence

- **423** Researchers
- Kaiserslautern –
Saarbrücken – Berlin
Germany
- <http://av.dfki.de>
- Research areas
 - **Augmented Vision**
 - Intelligent User Interfaces
 - Agents and Simulated Reality
 - Knowledge Management
 - Language Technology
 - Robotics Innovation Center
 - Safe and Secure Cognitive Syst.
 - Innovative Retail Laboratory
 - Institute for Information Systems
 - Innovative Factory Systems



Centro de Computação Gráfica

- 48 Researchers
- Guimaraes, Portugal
- <http://www.ccg.pt>
- Research areas
 - Computer Vision
 - Creative Media
 - Engineering Process Maturity and Quality
 - Laboratory of Perception and Visualization
 - Urban and Mobile Computing
 - Usability Research and Services
 - Virtual Characters and Actors



Centro de
Computação Gráfica

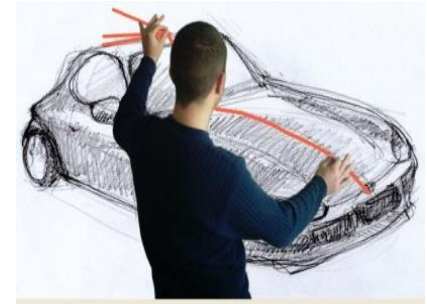


Graphitech

- 18 Researchers
- Trento, Italy
- <http://www.graphitech.it>
- Research areas
 - 3D Geovisualisation, Geovisual Analytics and LBS
 - Computer Graphics
 - Cultural Heritage
 - Digital Educational Games
 - HCI and Advanced Multimodal Interfaces
 - Industrial Applications
 - Shape semantics and descriptors

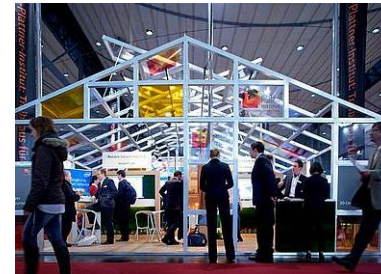


GraphiTech



Hasso-Plattner-Institut

- Postdam, Germany
- <http://www.hpi.uni-potsdam.de/>
- Research areas
 - **Computer Graphics Systems**
 - Human Computer Interaction
 - Enterprise Platform and Integration Concepts
 - Internet Technologies and Systems
 - Operating Systems and Middleware
 - Business Process Technology
 - Software Architecture
 - Information Systems
 - System Engineering and Modeling
 - School of Design Thinking



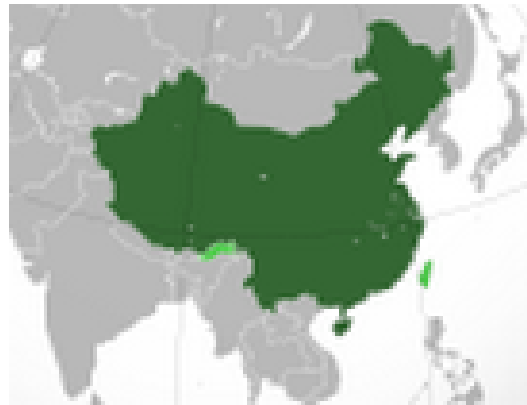
MIVTech

- 25 Staff
- Panama City,
Panama
- <http://www.mivtech.com>
- Application areas
 - Corporate TV
 - Multimedia Graphic Design
 - Information Security
 - Audience Measurement



China partner

- Currently, advanced conversations **with a reference Chinese partner** are taking place. In the next few months they could be full members of GraphicsMedia.net



Contact

Thank you!
Muito Obrigado!
¡Muchas Gracias!
Eskerrik asko!
Vielen Dank!
Grazie Mille!