

GO SMART FRAMES (Ref : 2779 / 2016-52)

GSF

Full proposal summary, as initially submitted early 2018

INTERREG V Franco-Suisse

List of project partners :

- EYEWARE INDUSTRY UNION FOR THE JURA REGION (SYNDICAT DES ENTREPRISES DE LUNETTERIE DU MASSIF DU JURA) (project leader for France)
- COHERENT STREAMS Sàrl (project leader for Switzerland)
- SWISS CENTER For ELECTRONICS AND MICROTECHNOLOGY (CSEM), (Switzerland)
- HAUTE ECOLE ARC (Switzerland), University Arc for Applied Sciences, Cantons of Neuchâtel, Bern and Jura
- MUSEE DE LA MAIN / The Hand Museum (Switzerland)
- DARIX Sàrl (Switzerland), a start-up specialized in infra-red masks,
- CENTREVUE (Switzerland), a resource center for the sight-impaired and the blind

Official beginning of the project : 1st of Dec. 2017

Official end of the project: Nov. 30th, 2019 (with a 3 month prolongation to February 29. 2020)

Total eligible budget total : 200 000,00 € financed 50 % by public funding (FEDER funds on the French side, federal and cantonal funds (Vaud and Neuchâtel) on the Swiss side.

Main objectives of the project

The GSF project intends to set up a watch and support mechanism to bring out and support innovation projects in the field of Augmented Reality, in the broad sense. GSF will focus mainly on augmented vision devices, connected or not, taking into account the multiple combinations of technologies and services likely to lead to innovations in the already identified target areas of health, industry, culture and tourism, and finally, sport, as a means to progress towards truly promising markets.

By constituting a pool of skills combining the expertise and capacities of excellence which can be found in the industry, services and the world of research in the Jura Arc, the dynamic instilled by the GSF project aims at facilitating experimentation, creative partnerships, crossbreeding solutions, prototyping capabilities and, through specialized workshops, project support for laboratories and companies wishing to be part of it. Exploratory-experimental at the start, this support, although initially starting with a “start up” spirit, must lead to convincing demonstrators and concrete

achievements, and thus, as a specialized working method and network, become more sustainable in function of its successes and the needs to which he will have responded.

Description of project implementation

The largely virtual support for carrying out the GSF operation's project (no new building, no new institution, only multi-stakeholder cooperation agreements) is due first to the method of work selected, which includes the following missions :

- periodic establishment of the state of the art, periodically refreshed,
- research and integration of original projects to support, capable of developing the skills of the cross-border area (“push” approach),
- “market” reflections that can make use of Augmented Reality and “augmented glasses” or other options, in combination or not, but with a view to seeking to satisfy clearly identified needs (in a predominantly “pull” approach)
- setting up specialized workshops, bringing together a limited number of participants representing various interests and skills, in principle complementary in the value chain so as to ensure rapid and concrete progress of projects (with either “push” and “pull” approaches), in a two-step process (see below)
- supporting projects in their initial phase and / or routing to other innovation support organizations existing in the region, thereafter.

The strength of the support envisaged also lies in its composition, which consists of combining, in a pool of skills, the expertise, concretely brought together in the project consortium, 1) from industry, 2) from services and 3) from world of research.

The aim is to facilitate experiments, creative partnerships, prototyping capacities and support for projects for labs and companies wishing to be part of this generic innovative movement (“Augmented Reality, in the broad sense), in a constant spirit of reaching concrete stages of achievements, i.e, eventually the market.

The GO SMART FRAMES project will include four complementary phase, which are, in principle, sequential (some overlap will be possible, however), but with uneven durations.

1. Installation and preparations:

Getting started, first state of the art achievement task, first project inventory, preparation of the first workshops: an important step will actually be that, preparatory, of developing all the qualities of work targeted (and explained above). The goal is to set up the favorable framework conditions to launch effective and highly focused workshops, also comprising:

- an update and also an extension of the technology assessment work already carried out,
- an identification of priority avenues and a detailed identification and analysis of potential projects;

This stage will last 6 months.

2. Workshops on promising projects

This phase includes the workshops and follow-up activity concerning the projects identified in the workshops (and as soon as possible, once these have been identified, with the implementation of internal support or suggesting a “business” routing to other organizations for more specialized monitoring); but also, in addition, analysis and communication tasks needed outside workshops.

Each workshop, lasting half a day each, will include:

- 1) upstream, preparatory work and the definition of specific objectives, as well as a working method that may vary depending on the degree of maturity of the projects treated and the area covered,
- 2) the workshop itself, and 3) a brief report on the follow-up to be given to the results of the workshop.

There will be a total of eight specialized workshops over the duration of the project, organized in turn on each side of the border, and which can each bring together between 6 and 12 people, representing, depending on the case, organizations from the world of associations, services or public administration, industry and research. Each workshop can naturally give rise to subsequent working meetings depending on the interest of the participants, for at least some of them, expressing the desire to be part of and contributing to the progress of the selected projects.

The idea is to devote two workshops to each of the four target areas of GO SMART FRAMES (health, industry, culture and tourism, sport), with each time, if possible or necessary:

- 3) an exploratory workshop, consisting in examining a panel of promising projects and selecting one to three projects presenting chances of realization and rapid progress;
- 4) a follow-up workshop dedicated to concretizing the most interesting avenues identified during the first workshop or in the continuation, if necessary with additional actors who can then help in this direction (see phase 3 below).

All of the activities in this phase will last 14 months.

3. Support for projects (technological and / or strategic)

Describe and put into action, for detected projects which appear to be carrying great promises, our support to the concretization, even to the finalization of a project by support means such as assistance in the design of a prototype, feasibility study, assistance in carrying out a survey to define the marketing strategy, define the market target, etc. When necessary, the GO SMART FRAMES project staff will route interested participants to specialized organizations, better able to continue supervising projects depending on the type of problem to be solved. This phase will be conducted in parallel with the previous one over a period of 14 months.

4. Reviews, summaries, recommendations for follow-up

Assessment and synthesis phase, communication and reports, evaluation and decision concerning sustainability (certain aspects such as sustainability, may start to be tackled earlier). This stage will last 4 months.

The total duration of the project will therefore be two years.

The will of the project leaders to bring out concrete applications, implies the need to maintain throughout the GO SMART FRAMES project (that is to say, through all stages of the project), in particular:

- a systematic observation of the field (monitoring of technologies, applications and markets),
- a “listening inclination” particular to our project orientation and mindset, so as to make of the search for solutions at the best possible point of progression a GSF culture; this means also a particular spirit of openness, to remain constantly agile with regard to technological alternatives; with therefore no confinement in a particular technology proposed by an inventor, or an industry entrenchment if other options seem more promising, today but also perhaps in the very near future,
- the promotion of exemplary projects that may arise in the scope of the project,
- a search for partnerships with similar or complementary projects,
- a strong connection with specific skills and follow-up skills; problems will arise quickly, for each project, coaching, intellectual property, financing, R&D, rapid prototyping, marketing or industrialization, etc., for which it will be the need for :
 - 1) to bring together for each project the potential partners capable of advancing it;
 - 2) make the appropriate recommendations;
 - 3) to find as quickly as possible, if necessary, the right business routings for the progress of projects
- a continuous openness to changes, inevitably punctuating the project along the way (for example the current trend of "increasing plug-ins" to install on normal glasses, or the "data management" evolution of augmented ecosystems).

In summary, and beyond the above-described rationale of the project's successive phases, it is a question of constantly progressing by a proactive and focused approach: on

- by the organization of small specialized workshops to detect (meaning a very selective exploratory phase) and accompany innovative projects promoting applications in target areas (concretization phase of identified tracks), associated with also specific markets (essentially these are: sport, medical, security, industrial processes, visual impairment, games and leisure, real estate, environment, tourism and culture, training),
- through support which has both concrete and eager to find for each project needing them, the complementary skills on the technological, industrial and commercial levels, by putting its leaders in contact with ad hoc stakeholders, partners or investors), yet complying with strategic positioning on the market,

- a communication activity, on the websites that we control (currently: a handful), and reporting (i.e., report on each thematic workshop and final report, aimed at the concerned economic decision-makers), for key innovative developments, but also the advancement of the GO SMART FRAMES project as a whole and its performance in terms of personalized support in general.

Expected results :

The project "products" will / can be, mainly:

- a state of the art report, which will subject to two updates during the project,
- a catalog of initial projects that the staff made up of the project leaders will follow and seek to push towards implementation stages closer to the market, with as soon as possible appropriate "business" routing, as well as incoming project, as GSF unfolds, with the same approach,
- the website, already existing, but considerably enriched during the project with incoming inputs
- eight thematic workshops, with diverse guests and published results, and options for monitoring new projects (target: at least one project per workshop),
- prototypes or demonstrators in development (at various stages, of course), linked to the incubated projects,
- patent filings or requests for instruction of intellectual and industrial property, if needed,
- constitutions of industrial partnerships, consortia on projects or creations of start-ups,
- realization of innovative products, at least in progress towards that objective, for the most advanced projects,
- a final strategic report for the use of Augmented Reality in different activity sectors in the "Jura Arc" region, including eyewear, but not only, in fact, relevant to all the industrial and service sectors concerned.

To the extent that the projects being monitored are enhanced, when it comes to the possibilities of routing them to other organizations, and if the workshops bring their expected load of motivated participants eventually capable of showing their satisfaction, documented deliverables will be produced to communicate and disseminate this success curve effect, suggesting for a mid-term future new products and new users, even new jobs; the notion of success concerning the products treated within the framework of the GSF project will thus become truly substantial.