From Research to Business: case Citywall

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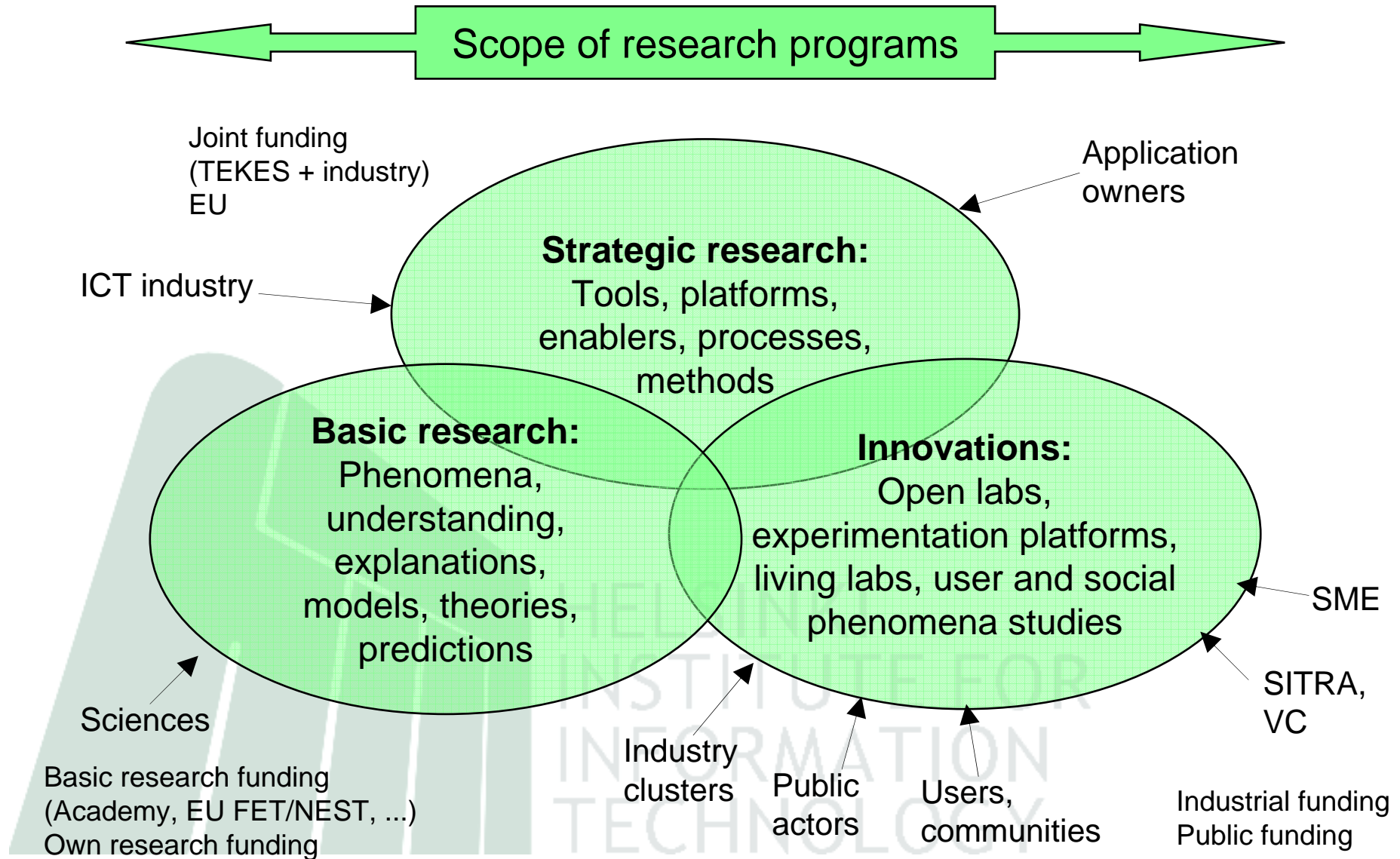
www.hiit.fi

HIIT

- Helsinki Institute for Information Technology HIIT
  - Joint research institute of Helsinki University of Technology (HUT) and University of Helsinki (UH)
  - Founded 1999
  - Personnel 170
- Research Programmes and Research Groups
  - Algorithmic Data Analysis
  - Future Internet
  - Network Society
  - Probabilistic Adaptive Systems

End-to-end Methodology

Scope of research programs

Joint funding
(TEKES + industry)
EU

Application
owners

ICT industry

Strategic research:
Tools, platforms,
enablers, processes,
methods

Basic research:
Phenomena,
understanding,
explanations,
models, theories,
predictions

Innovations:
Open labs,
experimentation platforms,
living labs, user and social
phenomena studies

SME

SITRA,
VC

Sciences

Basic research funding
(Academy, EU FET/NEST, ...)
Own research funding

Industry
clusters

Public
actors

Users,
communities

Industrial funding
Public funding

Petri Martikainen

- Research Manager at HIIT 2006->
- Research Coordinator at HIIT 1999-2000
- Project Manager at HUT 1995-1996

- CEO, Multi Touch 2009->
- CEO, Sofia Digital 2000-2005
- Director, DataUnit Consulting 1996-1999
- Number of Board of Director positions 1989->

HELSINKI INSTITUTE FOR INFORMATION TECHNOLOGY

Research to Business

- Some Spin-off companies based on HIIT's research
    - Ekahau (wlan positioning)
    - Jaiku/Google (social media)
    - Multi Touch
- Hundreds of spin-offs in HUT, yearly about 100 new business ideas
- Patenting as a possibility to researcher
    - New invention act for universities since 2007
        - About 70 innovation notices in HUT yearly
    - Researcher are entitled for revenue share up to 40%

CityWall research project

- Citywall was "just another demo" for IPCity (Interaction and Presence in Urban Environments, http://www.ipcity.eu/) research project)
  - IPCity is EU-funded project for mixed reality
  - Universities and Companies participating

…Citywall (citywall.org)

- Demo was a big success
- A number of business related inquiries
  - Project researchers were interested to develop the concept further

Multi Touch Ltd

- In summer 2007 Multi Touch were founded by the researchers
- Contract between the company and HUT/HIIT concerning the transfer of IPR
- Funding
  – Incubator support
  – Own money
  – Tekes funding
  – Venture Capital funding search
- Operations started late 2007
- External financing 2008
  – Tekes and Veraventure

Multi Touch

- Research results developed to products during 2008
- Launch of new and innovative LCD multitouch screen 09/2008

http://www.multitouch.fi

MultiTouch Oy

MultiTouch provides solutions and services for large multi-touch displays creating the new generation of engaging and interactive media installations
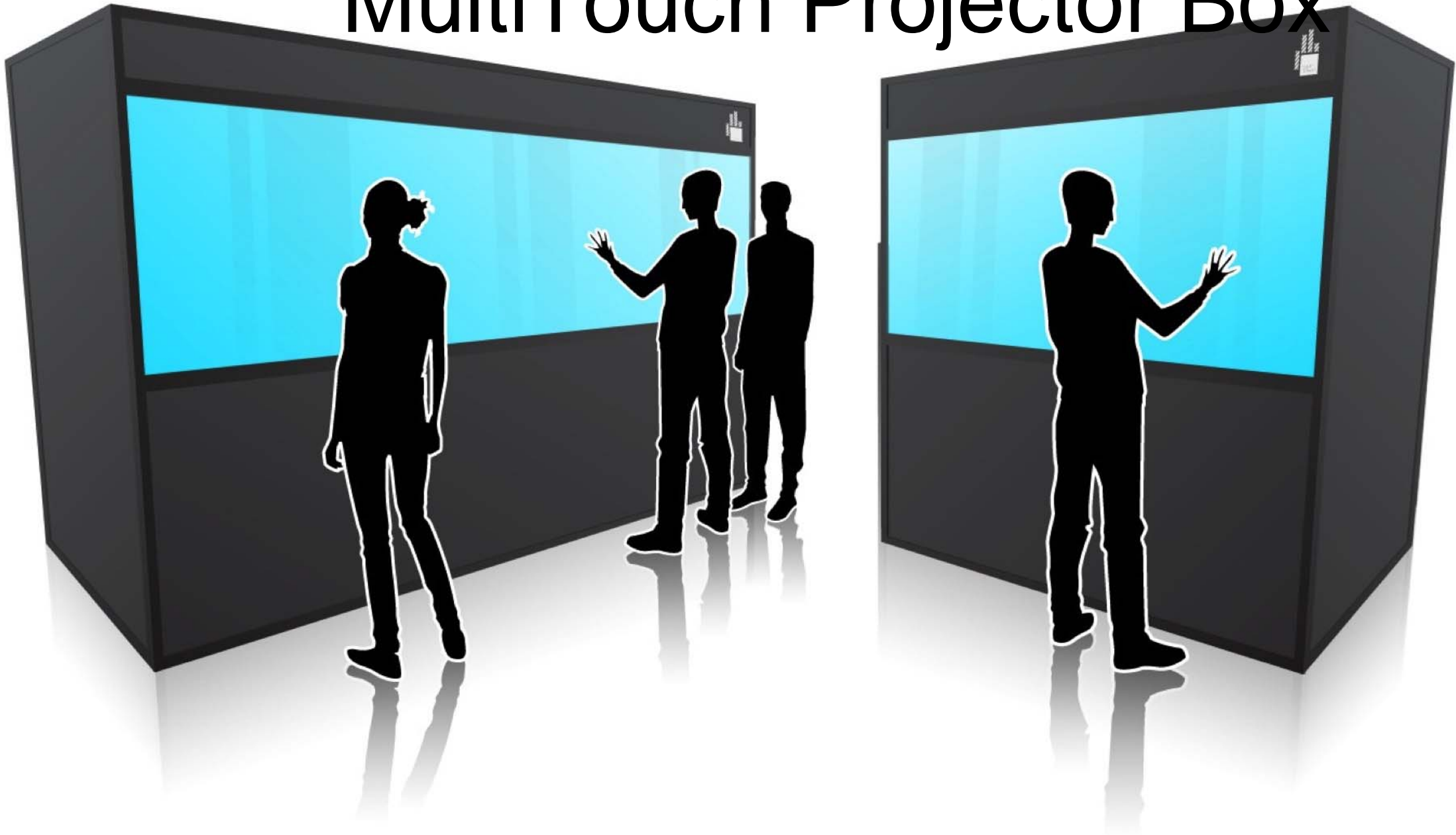
Products

MultiTouch LCD Cell

MultiTouch Projector Box

MultiTouch Cornerstone SDK

MultiTouch Projector Box

Confidential - Company Presentation - Copyright by MultiTouch Oy - http://www.multitouch.fi

MultiTouch LCD Cell

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MULTI TOUCH

MultiTouch Cornerstone SDK

MultiTouch CornerStone software handles all aspects of multitouch installation. The software controls the cameras needed for the computer vision engine, detects hand and fingers from the camera images, and provides a framework for building rich multitouch user interfaces.

MultiTouch Advantages

Thanks to LCD

- better image resolution and contrast, colour quality,
- ease of setup and maintenance

Robust and truly multi-touch

- works in all lighting and hand conditions
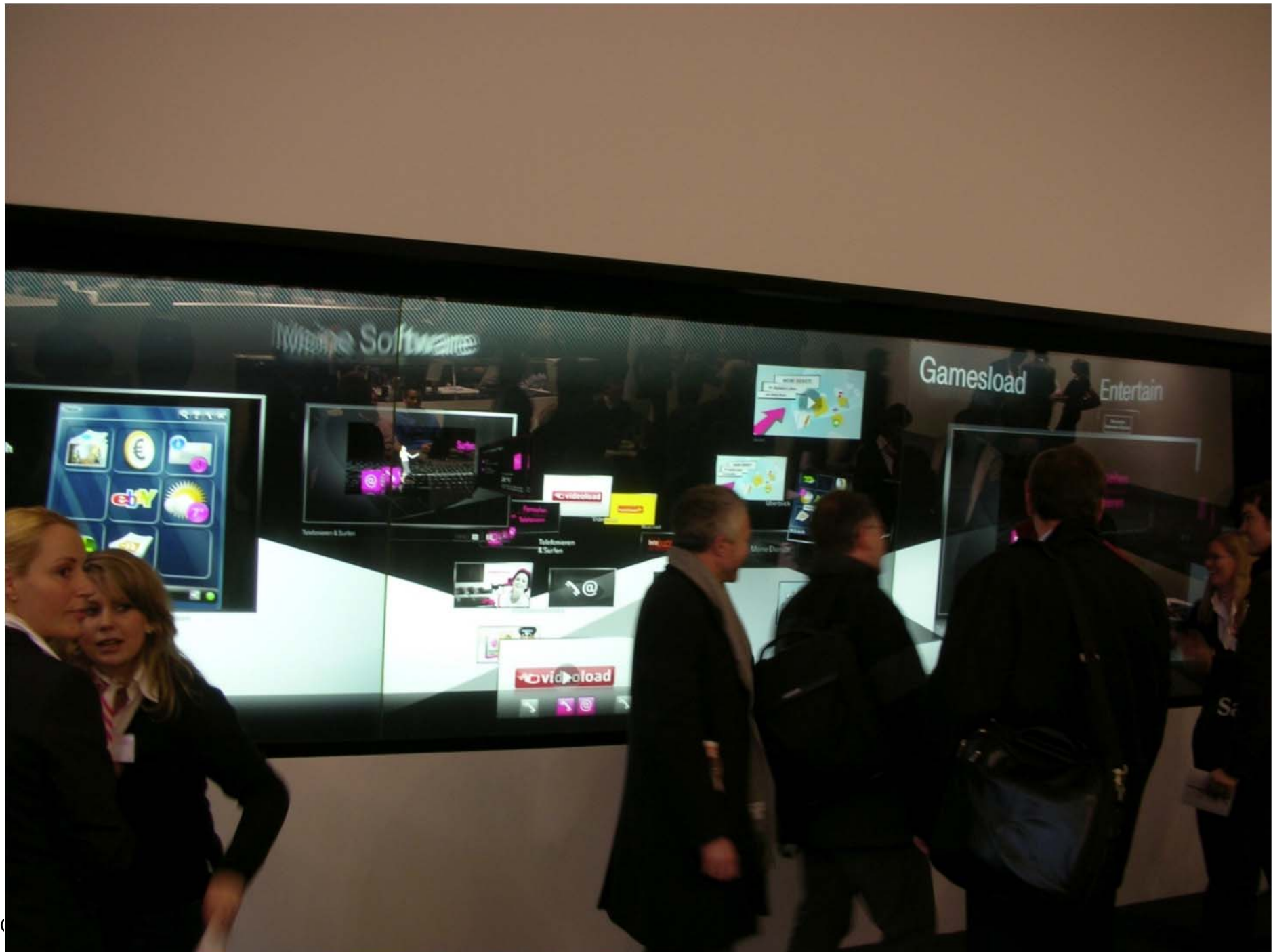- sees hands and not points

Flexibility

- modular composition
- any set-up (wall or table) and orientation (portrait landscape)

Cornerstone SDK Customer Case

SDK	Reference Designs	Clients own software & hardware development here
License		

T-Mobile stand at CeBit 08

Using MultiTouch Cornerstone SDK the largest MultiTouch screen in public

Standard HW and SW for easy customising

| mt1 | Standardized Hardware | Standardized Software | Client software customi-sation here |

The MultiTouch LCD Cell

MULTI TOUCH

Launch of the MultiTouch Cell

CityWall

The first ever MultiTouch Installation outdoor

IP Deutschland