

Living Lab Services for SMEs

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- Vehicle diagnostics,
fleet management
*OEM telematic & navigation
systems for commercial
vehicle manufacturer*
- Logistic Applications
*TIPS – Tracking, Identification,
Positioning, Security
Consignment tracking, goods
monitoring, inventory, supply
chain monitoring & surveillance*



Mobile City Bremen & Living Lab

- Mobile City Bremen

Combines research, development, testing and marketing of products in a mobile cluster.

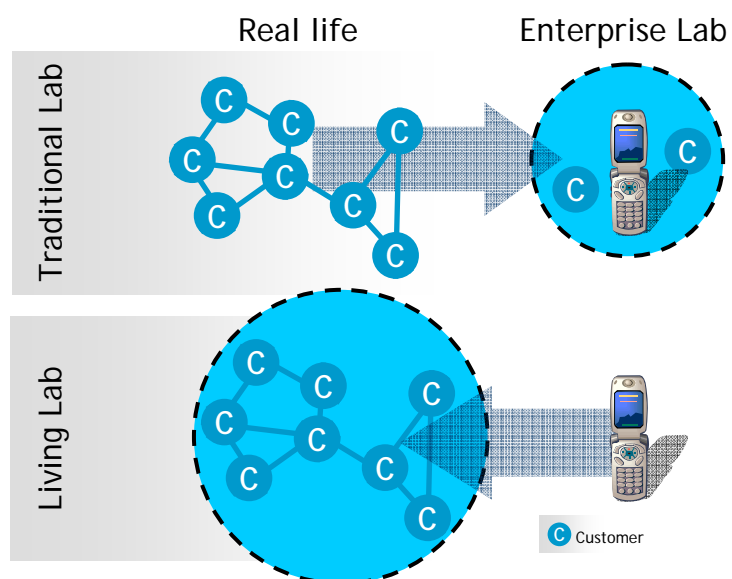
Is the networking of market participants

Stimulate an extensive dialogue between different stakeholders (traditional and creative industries, small companies and science, suppliers and end-users)

Establish a network of stakeholders

Create a support infrastructure especially for SMEs

Living Lab Approach



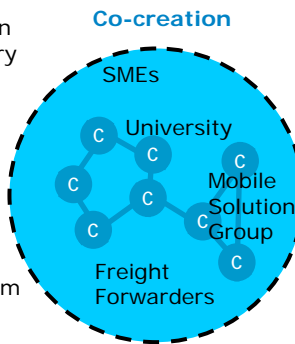
TIPS Mobile

TIPSmobil is a low cost and internet-based telematics solution with mobile phones. The driver communicate consignment status/ delivery data directly with his main office and displays order infos onto his mobile device.



Situation
Low cost online solution for consignment / delivery management was missing

Approach
Definition of problem, Segmentation of Customer groups and aggregation of needs Ideas and concepts from the scratch



Results /Benefit
Co-creation
New product
Integration in existing web-based services
Product & service improvements
Exploitation of new customer groups
Marketing support

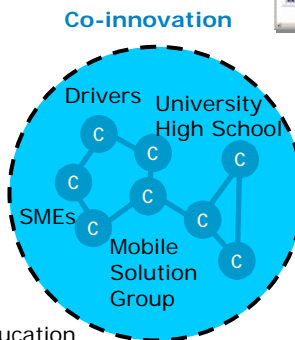
TIPS web

TIPSwEB provides a worldwide access to positioning, diagnostic and driving data of vehicle fleets. The analysis of trips and driver operation characteristics enable an economical optimization in the transport business.



Situation
Solution tailored for vehicle manufacturer and authorized dealer

Approach
Opening and integration of new user groups e.g. introduction of new learning concepts for advanced driver education



Results /Benefit
Co-innovation
Integration of education and training features in existing web-based services
Access to new user groups
Marketing support

Container Security

The events of 9-11 were a catalyst for an increase of security measures placed on global supply chains

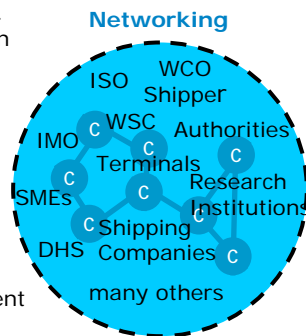


Situation

Global solution for comprehensive container supply chain monitoring is required. The need for regulation compliance and improved efficiency is evident.

Approach

Identification of stakeholders.
Networking on an international level.
Research & development for selected missions.



Results /Benefit

Access / link to international organisations and industries.
Competence cluster container security.
Awareness and education.
Consulting.
Access to stakeholders and new markets.

Expectations

- Extension of test / training facilities
- Extension of multi-contextual sphere to encompass multiple language, cultures, markets
- Development of sector-specific Living Lab sub-networks (logistics, etc)



Thank You for Your Attention

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