

Issy-les-Moulineaux

- Innovation is our nature -





Issy-les-Moulineaux is one of the major hubs of the French IT revolution. With 35,000 employees in this sector, ICT is the driving economical force of the town.

➤ **70,000 jobs for 64,000 inhabitants**

A true **Medialand**, Issy has based its economic development strategy on creative industries in the communications and media sector.

eParticipation

Living Labs

- Manchester City Council
- IBBT
- Université de Paris 8
- Issy Media



AIR GRAFFITI

People's Voice Media
Connecting Communities

MIRBUA
crossmedia experience

Navidis

SMEs

Navidis



Advanced Pilots
Apollon
of Living Labs Operating in Networks



Context and key elements

Integration framework: aggregate Media Technologies using 3D, crossmedia, community reporting and context aware mobile applications and transfer them in Living Lab network.

Key elements

- **Integrate:** test different ways of aggregating eMedia technologies for eParticipation in cross-border settings.
- **Share** content across different technologies to test the interoperability between different partners technologies.
- **Harmonize** SME, NGO and Start Up approaches
- **Combine** hyper-local scenarios (needed for eParticipation) and Cross border testing meaning; Different Pilots adapted to local context
- **Reduce** the cost needed to pilot eMedia technologies (content production).
- **Find** the right Business Model
- **Engage** with the users

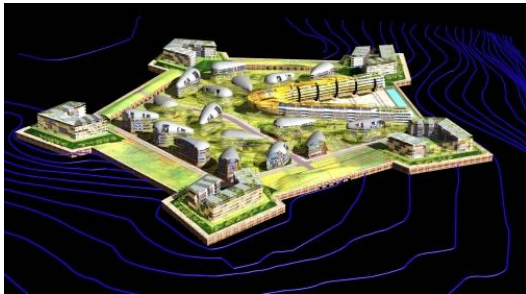
PMEs

- **Engage:** Partner versus Subcontractor
- **Commitments:** Set expectations with budget in line
- **Clarify:** How sharing knowhow & techno when competitor
- **Usage:** Usages of the solution versus Deliverable goals
- **Next:** Business Model validation

- **Opportunities:**
 - International Market
 - BtoB development
 - Visibility and Promotion
 - New Usages, New Market
 - Features Developement and R&D
 - Partnership

eParticipation through eMedia experiment

- Issy-Les-Moulineaux Digital Fort The Use scenario for the French pilot is an Urban Game built around the City of Issy Les Moulineaux and the Digital Fort new district.

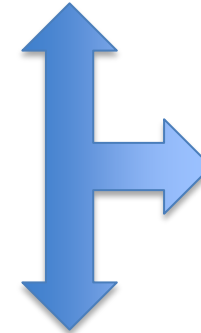


Test how eMedia technologies can be aggregated to enable citizens to explore and reappropriate the History of their city.

During and after the game content will be exchanged across the different technologies being tested (3D, cross-media, Context aware apps, Community Reports).



A Multimedia Discovery Trail



eParticipation through eMedia pilot

→ an interactive multimedia trail on the History of the Fort of Issy, using QR codes, 3D modelisation, geolocation and community reporting

Add photos with QR code

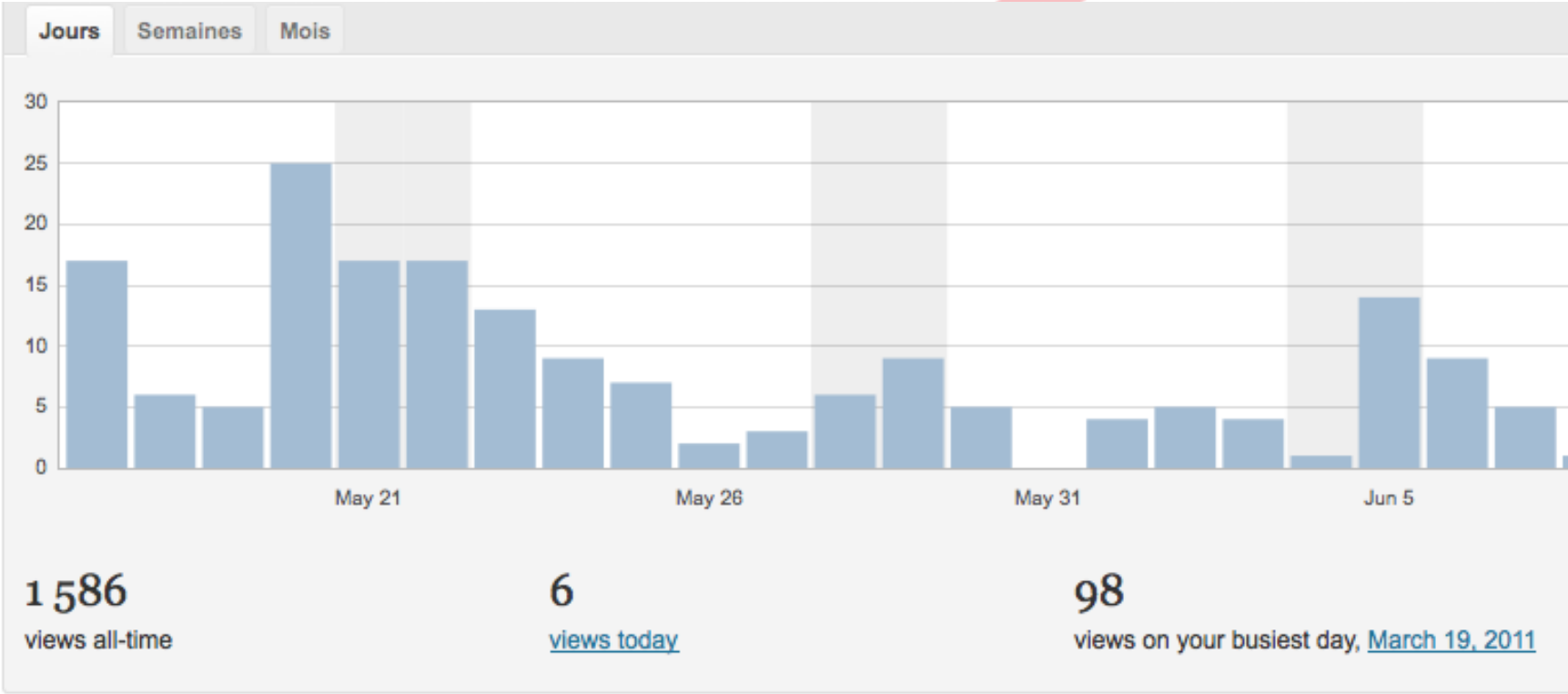


Etapes	Participants	Etapes réalisées	Points
16	57	314	1106

Main key events:

- March 2011: pilot is launched on the occasion of the Internet Festival
- May 2011: pilot receives double award in a national events' competition

www.issy.com/web-reporter



Achievements

- **May 19, 2011: The multimedia trail is double awarded at a national competition.**

Evillementiel:

- a national competition created and organized by the EFAP (French Establishment of Communication Studies)
- Purpose: to bring forward the best initiatives & events organized by small and medium-sized cities
- 3 themes: Culture, Sports and Sustainable Development
- More than 150 participant cities
- Issy-les-Moulineaux received the Award for the **Best cultural event** and the **Grand Prize Evillementiel 2011**, all categories included.



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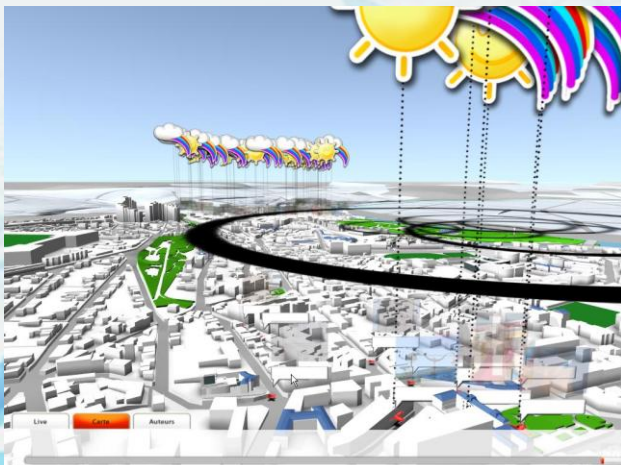


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Urbadeus



Urbadeus shows an early test of Urbadeus with citizen in Issy-les-Moulineaux, where users push contents created with a mobile phone to a 3D model of the city and this in real time



& Interface adaptee



Navidis

2, Place Jules Gévelot
92130 Issy-les-Moulineaux - FRANCE
Tel : +33 1 41 08 01 70
www.navidis.com

