

NEM Summit 2009: “Towards Future Media Internet”

28-29-30 September in Saint Malo

Press Conference on 29 September at 11:00 a.m.

Paris, 22 September 2009 – The Internet of the Future will be at the heart of discussions and debate at the NEM Summit 2009, the second international symposium of the European Technology Platform, which is dedicated to networked electronic media. The event is organised under the ægis of the European Commission, and is sponsored by the French Secretariat of State for Research and Development of the Digital Economy, in close collaboration with the Regional Council of Brittany and the competitive cluster *Images et Réseaux* (Media and Networks).

The event offers all actors in the sector the chance to update themselves on Research and Development, to discuss new horizons that are opening up, and to exchange ideas on expected developments.

500 participants from around the world

The NEM Summit brings together nearly 500 participants from industry and research in the electronic media sector, and, more generally, information and communications technologies. Leading industrial actors, network operators, and media people will mingle with start-ups, SMEs, and the main European research bodies, industrial associations, and standardisation and regulatory bodies.

50 high-level international conference speakers


The NEM Summit brings together about fifty speakers of international standing, including: João da Silva, Director from the Directorate General Information, Society and Media at the European Commission; Christophe Diot, Chief Scientist at Thomson; Paul Friedel, Vice president for Research and Strategy at Orange Labs R&D; A. Katsaggelos, Professor at Northwestern University, Chicago; R.K. Logan, Professor at the University of Toronto; Tun van Rijswijck of Broadcasting Center Europe; and George Rittenhouse, Vice President of Bell Labs at the Alcatel Lucent Group.

50 demonstrations on the latest European innovations

The latest innovations in the field of electronic media will be presented: new applications of mobile or interactive TV, “enhanced” reality, 3D content, the latest technological developments relating to the ‘content’ value chain. Highlights: the demonstrations of the 3rd Project Forum of the *Images et Réseaux* world competitiveness cluster, of which several projects began as initiatives from SMEs and young start-ups.

3D village, NEMCamp, forums....

The “3D Village” will present a range of innovations developed for the general public in the field of interfaces and the image of the future; visitors will be able to discover a human-scale avatar, a digital TV news bulletin with a real conversation between a journalist and an avatar. They will also be able to follow the sensory journey in 3D of a drop of water and a digital signal, take part in a discussion between a technophile and a technophobe, go on a 3D visit to Rennes and Paris on a touch screen.



Discussion areas:

- the *Open Media Forum* will be held on 29 September; it will address the Internet of tomorrow, particularly in its aspects of sustainable development and standardisation aspects;
- the *GlobalNEM* event will be held on 30 September, and will cover international co-operation by NEM outside Europe.

Finally, the “NEMCamp – Open Coffee”, an initiative of Meito (*Mission pour l'Electronique, l'Informatique, et les Télécommunications de l'Ouest* – Mission for Electronics, Information Technology, and Telecommunications in the West), will offer an informal meeting place for innovators to exchange ideas in a convivial atmosphere.

Notes for Editors

Set up in 2005, the NEM Initiative is the European Technology Platform (ETP) focused on Networked Electronic Media. With its 650 members, NEM represents the largest European industrial initiative aimed at making a reality of the convergence between the audiovisual and telecoms sectors, and at placing European industry at the leading edge of the information age. NEM brings together industrial actors and research institutes from over 30 countries. This Technology Platform has given a 2020 perspective on the interconnected networks and services of tomorrow. Its work has produced a strategic research agenda that has contributed to the content of the European research programme.

For more information: www.nem-initiative.org

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