



## PRESS RELEASE FRANCE - NICE / SOPHIA ANTIPOLIS

### France - NICE / SOPHIA ANTIPOLIS European Satellite Navigation Competition

**Munich, October 21<sup>st</sup>, 2008** -The winners of the 4 special topic prizes and 13 regional prizes were in the spotlight at the 5th ESNC prize giving ceremony as part of the SYSTEMS Trade-fair.

**New success stories for Nice/Sophia Antipolis, France region :** Mr. Jean-Pierre Mascarelli, President of TEAM Côte d'Azur, Region was present to support the regional winner M.Lokesh BITRA from Nice/Sophia Antipolis, France and M. Louis-Pierre Salmona and his Nice/Sophia Antipolis project which won the European Space Agency (ESA) innovation prize

*This year's winner from France's Nice-Sophia Antipolis gateway, which scooped top Galileo honors last year, was Lokesh Bitra. His "Yellow Tags" idea enables real objects on cellphones and GPS-enabled mobile devices to be marked with "visual-virtual" tags. In addition to the prize, Bitra's project will also be accompanied by TEAM COTE D'AZUR to help him protect his invention and set-up a company on the Côte d'Azur.*

*Pierre Salmona and his Nice/Sophia Antipolis project won the European Space Agency (ESA) innovation prize for a mobile phone-based museum guide that combines WiFi technology with stationary pseudo-satellites (known as "Pseudolites") to enable indoor navigation. A regional winner was also chosen from each of the 12 partner regions taking part in the competition.*

Britain's Sci-Tech scored a hat trick by scooping three prizes -- the main €20,000 prize, the overall 'Galileo Master' title and the special topic prize for the best EGNOS application -- for its tracking system that helps find and rescue boat crew who fall overboard. The system is based on mobile GPS/GSM modules that are worn by all crew members.

All ESNC 2008 prize winning projects were also exhibited on the "Navigation World" stand on October 24 at the Munich SYSTEMS show. The aim of the ESNC competition, which was launched in 2004 within the framework of the Galileo European Satellite Navigation project, is to strengthen collaboration between the participating regions to encourage the development of satellite navigation-based applications. Previous winners from the Nice/Sophia Antipolis region, which is the official gateway for France, include ANTEC, which won the Galileo Master 2007 title, as well as VU-LOG 2005 and HCL Technologies 2004. The projects are selected by the Nice-Sophia Antipolis regional committee, led by TEAM Côte d'Azur and the Sophia Antipolis Foundation, and regrouping national and regional networks, associations, clubs, research centers, universities and higher education institutes around the theme of satellite navigation.

**The France - Nice / Sophia Antipolis, regional winner of the 2008 contest  
Mr Lokesh Bitra , YELLOW TAGS**



**DESCRIPTION**

Posting and tagging with bits of information has become very common in the digital world, and similar behaviour is slowly catching on in the real world, too. The possibility of tagging in the real world forms a link between the two worlds and will increase effectiveness, utility, and profitability. A person could describe his or her address as follows: "Come over to Prado Centre and find my virtual tag; that's the building". The virtual tag of a theatre could provide real-time information, such as showtimes, availability, and so on.

**INNOVATION**

Using GNSS technology, YTags enables business and individual users to setup visual-virtual tags like 'placeholders' over realworld objects, providing an intuitive and experience-rich medium for location-based information seekers and location-aware service providers. YTags forms a platform that enables anyone with an integrated compass and GPS-enabled camera phone to set up, view, or edit a virtual tag. This vector-based application makes it light and less demanding on resources and data traffic.

**TARGET MARKET**

YTags is a solution based on GPS-enabled smart phones, which makes it a mass-market application. Tags is designed for smart phone users, commercial players with location-specific interests, and those interested in user-generated content. With the increasing penetration of the mobile Internet and the growing LBS market, the scope for YTags, is quiet vast. In 2007, European mobile LBS revenues amounted to roughly EUR 157 m and are expected to grow to about EUR 421 m by 2012.

**CUSTOMER BENEFIT**

YTags provides an easy-to-use and intuitive medium for applying the point-and-click metaphor to the real-world. The intuitive interface enables user to place virtual tags easily and assign hyperlinks. YTags can be used for a variety of purposes, such as acquiring information, submitting comments and, recommendations, sharing interests, or providing real-time status information. In addition to these, YTags can make location-based searching visual and at almost no-cost to service providers.

Email: [info@ytags.net](mailto:info@ytags.net)

Website: [www.ytags.net](http://www.ytags.net)

**Winner of the Special Topic PriZe :: ESA  
Pierre Salmona - MyVisit**



**DESCRIPTION**

MyVisit is a location-based guidance service for museums that is displayed on the Web and on end-users' mobile phones. It bundles tourist media content (audio and video), a 3D model of museums (indoor and outdoor), and a location technology that is compatible with standard mobile phones and relies on a smart coupling between WiFi and GNSS pseudolites. WiFi enables MyVisit to locate mobile phones by measuring the power received from neighbouring access points, converting such measurements into a distance, and performing a triangulation. This method necessitates prior measurement of the area of interest, providing the necessary data to fit propagation models of WiFi access points, that depend significantly on the physical environment. GNSS provides location data by measuring the propagation delay between the phone and several pseudolites, acting as "fixed terrestrial satellites". The advantage of pseudolites is their use of a waveform that has been designed specifically for location, thereby ensuring high performance levels, particularly in terms of accuracy.

**INNOVATION**

The innovation lies in the overall architecture of the solution. This architecture relies on a smart coupling between WiFi and pseudolite signals. It uses a protocol to distribute accurate synchronisation information over a standard network, which minimises installation costs for museums. The architecture also innovates in the process used by the mobile application, which utilises GNSS signals transmitted by pseudolites.

**TARGET MARKET**

The target market consists of museums and other touristic buildings. The business model relies on visitor payments, in the same way that visitors today pay for audio guides. The revenues will be shared with museums, enabling their directors to consider it as an investment in the location infrastructure and as an enabler of revenues.



#### CUSTOMER BENEFIT

The benefits for visitors lie primarily in that they can use their own mobile phones instead of a dedicated terminal rented in the museum. They are familiar with their phones' ergonomics, and using the service is actually a continuation of a phone's navigation functions outside the museum. Visitors can also keep the cultural multimedia content, which is stored and made available on the Web after the visit.

The regional Nice - Sophia Antipolis committee, headed by TEAM Côte d'Azur and the Sophia Antipolis Foundation, covered the networks, associations and clubs, research centers, university and schools involved at the national and regional level in the navigation by satellite theme.

#### Nice-Sophia Antipolis, France's Gateway to SATNAV applications

Over the past 40 years Sophia Antipolis has always posted positive variations in its growth evolution and attracts both French and foreign investments. Today it represents more than **1 300 companies** with **30,000 jobs**. Despite a fierce competition between so many high tech sites round the world, Sophia Antipolis is still looked upon as a positive value by investors and as a model by international economic and institutional delegations who aim at creating their own science park.

Two years ago the French Government launched a new R&D strategy based on the selection of a number of regional industrial clusters in France.

Côte d'Azur is now hosting 5 clusters which expertise is directly related to SATNAV activities :

- **A Secured Communicating Solutions Cluster** gathering activities in Microelectronics, telecommunications, software & multimedia
- **A Marine Cluster**, dedicated to Maritime security, safety and sustainable development.
- **A Photonics and optoelectronics Cluster**
- **A GMES Cluster** dedicated to Risk management and land vulnerability
- **An aerospace Cluster** which develops innovative solutions for human safety & homeland security

**These clusters support France's economic development by concentrating and developing industrial expertise and infrastructure.** They promote a closer integration of businesses, public and private research and training centers and aim to attract investors to the regional expertise.

Last but not least **they benefit from fiscal and social charges exemptions and some financial assistance** from the government and some public institutions.

When going through all these characteristics, it is obvious that **the very concept of Sophia Antipolis that was launched a few decades ago has definitely inspired the French Government** in defining the clusters' selecting criteria.

Sophia Antipolis is still a place which inspires not only foreign communities but also its French peers.

[www.sophia-antipolis.net](http://www.sophia-antipolis.net)

**TEAM Côte d'Azur**, the economic development agency for the Côte d'Azur, is experienced in helping corporations evaluate the potential of the Côte d'Azur region and Sophia Antipolis science and technology park for their business set-up and expansion. Team Côte d'Azur provides free and comprehensive assistance to companies at all stages of setting up in the region, from feasibility studies to start-up. Contact : [info@investincotedazur.com](mailto:info@investincotedazur.com). [www.investincotedazur.com](http://www.investincotedazur.com)

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