

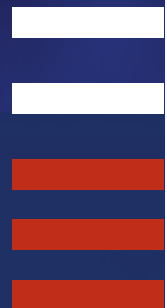
ANNUAL REPORT 2005



PUBLIC RESEARCH CENTRE  
HENRI TUDOR



[www.tudor.lu](http://www.tudor.lu)



**Staff as at the end of the year:**

3,25

**Activities:**

- Management and development of an incubator for innovative technology-based companies
- Awareness, coaching and training for the creation of innovative technology-based companies (idea development and business plan)
- Assistance, coaching and training in business development strategy for innovative companies (business development plan, marketing communication and sales strategy, branding)
- Recommendations to promote and foster innovative technology-based entrepreneurship in Luxembourg

**Strategic partners:**

Senior Partners of the Technoport: City of Esch-sur-Alzette, Broadcasting Center Europe (BCE) – an RTL Group Company, ARBED – ARCELOR Group

Public and institutional partners: Innovating Regions Network (IRE), Business and Innovation Centre Kaiserslautern, Promotech Nancy, TechnologieZentrum Ludwigshafen / BIC Rhein-Neckar-Dreieck, Wallonia Space Logistic

Technoport is a member of the European BIC Network (EBN) and the European Space Incubator Network (ESINET), an associate member of the Gate2Growth Incubator Forum and an affiliated member of the International Association of Science Parks (IASP) (list of all the partners at [www.technoport.lu](http://www.technoport.lu)).

**Number of RDI projects:**

2

**Contact :**

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*Diego De Biasio*

**Key facts 2005**

2005 confirmed the very good results of 2004 with a record of new contacts applying for the Technoport. The three programmes developed by Technoport to support the creation and development of innovative and technology-oriented companies proved to fit the needs of the entrepreneurs.

The shared workspace of the **Pre-commercial programme** has been completely renewed and can now host from 8 to 12 future entrepreneurs at once. This investment was necessary after the great success of this on-site support scheme. Thirteen company projects decided to sign up for this free-of-charge 4-months programme in 2005. This programme is perfect for individuals focused on completing a business plan, feasibility study or proof of concept. It equips them with an onsite professional work environment (including office space, personal computer and IT infrastructure) and access to the networks and management team of the incubator.

**Six new companies** have also been accepted in the **Start-up programme**, out of which 4 within the incubator and 2 externally via the Technoport Innovation Network.

#### Hosted at Technoport:

- CodaSystem (www.codasystem.com)
- Noemi Concept (www.noemi-concept.com)
- Mocom (www.mocom.lu)
- Epuramat (www.epuramat.com)

#### Within the Technoport Innovation Network:

- Flowing Content (www.floatingcontent.com)
- Noctron (www.noctron.com)

The number of **success stories** of Technoport increased to six with the official grown-out of J-Way SA in September 2005. The company joined the **High-Growth programme** and remains thus in the Technoport Innovation Network.

In terms of new services offered to the companies, Technoport developed different priorities:

#### Business development services:

Based on the experience in the field of coaching technology-based companies, Technoport decided in 2005 to work on the implementation of a new marketing and sales support structure within the incubator. The mission of this structure will be to deliver tailor-made services to entrepreneurs to help them increase their commercial impact. Six main services have been identified: Commercial action plan; marketing/sales plan; target market opportunity study; partnership opportunity study; pricing; branding and marketing communication. Technoport will develop partnership collaborations with existing external service providers in specific areas for delivering these services. This structure will now be tested on two pilot projects beginning of 2006.

#### Workshops:

Following the positive experience in the delivery of thematic business development workshops in 2004, Technoport decided to continue this activity throughout 2005. Two new specific workshops have been held during the 1st semester 2005: the first one on "Sales Techniques and Commercial Planning", and the second one on "Pricing and Distribution". In total, 17 entrepreneurs – representing ten companies - participated in these "one-day" events. The feedback from the participants was very positive with following average evaluations (maximum 10): 8,45 for the content of the workshop and 9,3 for the trainer. These workshops have been developed with an external partner and under the "creative commons" framework.

#### Financing:

The Technoport continued to support the development of the Luxembourg Business Angel Network in 2005 but also to foster its collaborations with other national financing actors like Mangrove Capital Partners, BGL Investment Partners and the Société Nationale de Crédit et d'Investissement (SNCI). Several direct contacts had also been made with foreign Venture Capitalists to promote the companies of the incubator. These actions will be developed in 2006.

#### Mobility of students in start-ups and research:

Technoport successfully submitted a Leonardo mobility project end 2005, which was mainly based on the recent positive collaborations with the ESADE Business School of Barcelona. Technology-based companies often have specific business development issues that they can't always address on time and/or effectively due to a lack of financial or human resources. Long internships can thus help the companies to achieve their specific milestones by addressing such issues. The projects aims thus at:

- Offering hands-on internships in collaboration with technology based companies
- Favours transfer of competences and increasing the awareness of career opportunities within technology based companies among highly qualified trainees
- Reducing red tape for entrepreneurs to access qualified profiles.

This project includes following partners for 2006: the ESADE Business School (Barcelona, Spain); the University Carlos III (Madrid, Spain); the IT department of the Facultés Universitaires Notre-Dame de la Paix of Namur (FUNDP - Belgium) and the Joseph Fourier University of Grenoble (Laboratory LSR-IMAG - France).

#### Infrastructure:

Several infrastructure investments have been done during 2005 to improve the work environment of the hosted companies. The most important are certainly the broadband Internet connexion and a secured server room for start-ups. This investment was co-financed through the European Objective 2 project PEATS "Projet d'extension et d'amélioration de l'infrastructure et des équipements du Technoport", which ended on 31st December 2005.

## Workshops 2005

Subjects	Branding Sales techniques and commercial planning Pricing and distribution
Number of attendees	23 entrepreneurs of 13 companies
Cumulated hourly volume	37 hours

## Thematic events 2005

Topics	Software patent: the European directive In search of VC financing? What lessons to learn? Microsoft Luxembourg Mobility Day 2005 WiMax and Mobile Virtual Network Operators – MVNO
Total number of attendees	135 attendees

## Incubator Status as at 31st December 2005

New contacts 2005	<b>64</b>
Files under analysis at the end of December	<b>11</b>
Available office space for start-up	<b>1.600 m<sup>2</sup></b>
Occupation rate	<b>74%</b>
Planned exists in 2006	<b>2</b>
Companies member of the Technoport Innovation Network	<b>27</b>
	<i>On-site</i> <b>15</b>
	<i>Success stories</i> <b>6</b>
	<i>Joining externally</i> <b>6</b>
Average tenancy period	<b>3,7 years</b>
Cumulated turnover (80% of responses)	<b>+19 M Euro</b>
Number of persons employed in the Technoport Innovation Network	<b>+195</b>
New jobs created in 2005	<b>53</b>
University internship positions in 2005	<b>20</b>
PhD thesis in 2005	<b>3</b>
Inter-companies collaborations	<b>14</b>
Collaborations with the CRP Henri Tudor (R&D projects)	<b>14</b>
Fairs	<b>Systems '05 (October 2005 - Munich)</b> <b>Bureautec '05 (September 2005 - Luxembourg)</b>
Number of files accepted by the Board of Directors since 1998	<b>36</b>
Collaborations stopped in 2005 (Composys, Techadvantage, DoubleA, Lux-IT)	<b>4</b>

# Technoport Innovation Network



## Grown out success stories

exit in 2000	exit in 2002	exit in 2003	exit in 2004	exit in 2004	exit in 2005

## Companies hosted at Technoport (in alphabetical order)


## External companies

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## CYBERCULTUS

First Luxembourg-based start-up to create spin-out at ESI (European Space Incubator)

**Date of entry to the Technoport:** June 2002

**Number of employees end 2005:** 5

**Field of activity:** Interactive solutions with media convergence

**Product:** RAMO % concept (Reactive & Adaptive Multimedia Objects)

eBSA®, iTV suite for immersive TV applications

eBSA®, suite for immersive culture and tourism applications

**Target markets:** Culture & tourism industry, museums & galleries, tour operators, leisure centres, media & broadcasting industry, TV channels, broadcasters, publishers

**Geographic coverage:** International

**Reference:** Musée Albert Kahn, RTBF, Instituto Latinoamericano de Museos, European centre for eco agro tourism, Artequest Travel, Egnatia Epirus Foundation, Philips, Thomson

Cybercultus has been accepted at Technoport in June 2002. The company's main mission is to provide new interactive solutions with media convergence (PC based Internet, Interactive TV, mobile devices). The e-Business Solutions for the Art industry (eBSA®) Expo Suite of Cybercultus is software capable of generating 3D virtual exhibitions for museums, galleries, tourism centres, etc. The software is designed to allow organizations, associations, and institutions, to promote natural and cultural heritage on-line using advanced immersive technologies. Simple user interfaces for non-specialists allow authorized staff to specify the look and feel and the content of a 3D expo and to have it published on different media such as CD/DVD or WEB. The eBSA® RAMO libraries of Cybercultus provide a range of intelligent multimedia objects capable of advanced interactivity. Such objects are capable of behaving autonomously and of reacting according to their surrounding context. They allow virtual worlds to behave closer to reality and to make the man/machine interaction much more natural.

The latest interactive TV show application being developed by Cybercultus opens new possibilities to viewers by converting the TV set to a virtual extension of their home living space. The DVB-MHP (Digital Video Broadcast Multimedia Home Platform) open standard is used to produce these iTV applications. By combining advanced immersion and interactivity solutions, Cybercultus is capable of providing its customers with highly intuitive and user-friendly content applications.

**Last accomplishment:** 2005 was an important year for Cybercultus, which was able to launch, as first Luxembourg based technology-company, a new venture at the ESI, the European Space Agency Incubator located at Noordwijk. The InnerTV spin-out company intends to industrialize and market state of the art immersive technology for the TV industry, relying on background research results. The technology is particular suited to iTV satellite broadcast and open-air transmission. An ESA co-financed project named RTI-TVS (Real Time Immersive TV Show) has helped generate the first demonstrator/prototype of such advanced immersive technology. The technology has been successfully tested using live satellite broadcast and must now be industrialized. InnerTV will be backed by the expertise, financial and logistic support of the ESA to achieve these missions.

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*Inner TV EMZ, ESA/ESTEC, Keplerlaan 1, 2200AG Noordwijk ZH, Holland*



RTI-TVS (Real Time Immersive TV Show): Innovative features: Viewer immersion and participation in TV quiz shows through virtual representations



## CodaSystem

Who has done what, when and where !

**Date of entry to the Technoport:** March 2005

**Number of employees end 2005:** 8

**Field of activity:** Integrated solutions of digital proofs creation

**Product:** Codamobile, CodaFix

**Geographic coverage:** France, Benelux

**Reference partners:** HP, Canon, BenQ, Siemens, Itronix, Rollei, Haicom, Nokia, Tango, Orange, Bouygues Telecom, SFR, SafeNet, CDC Zantaz, DataCenter Luxembourg

**Reference clients:** Aquila, Dynaxium, Graniou, Bellin, GSE, CITADIS, AREA Provence-Alpes-Côtes d'Azur

CodaSystem is backed by Cap Decisif, a technological early-stage venture-capital fund. All technological development activities of CodaSystem are hosted at Technoport in Esch-sur-Alzette.

CodaSystem has developed and commercializes the first software capturing and certifying digital pictures. The pictures are geo-localized (via satellite), time and date stamped, tattooed and signed by the authors. Service providers can use such pictures to have a legal justification of their services or as a control mechanism when outsourcing activities. The software allows any professional to prove what has been done, when and where, by means of a single encrypted and secured picture. Clients can benefit from the convenience of digital documents (pictures, sound, video), while avoiding any risk of divulgation to non-authorized third parties or modification of the content. The only alternatives to these digital proof pictures to date are heavy and costly certified or official statements and reports. The incriminating evidence of Codamobile's pictures has been certified by several legal and technical audits and is based on the total control of the production, encryption, archiving and diffusion process, and the conformity to the most advanced rules and norms concerning the signature, the exchange and the electronic storage of information. CodaSystem uses only existing professional standards like jpeg for photos and IP for data transmission. The technology works on latest-generation cameraphones (smartphones), PDA phone or a regular laptop PC with additional digital camera.

**Last accomplishment:** CodaSystem's Codamobile solution was awarded the 2005 Trophy for the most innovative product for the private sector at the French National Federation of Trusted Third-Parties "Dematerialisation 2005" convention held in Paris on December 6th and 7th. The panel of trusted third parties and security experts recognised the pioneering unique features of CodaSystem's solution as well as its practical and functional character.

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from the left to the right : Jean SAPHORES, President of the FNTC ; Harris Monteiro Da Silva, Business Development Manager for Trusted Services of Atos Worldline and Frédéric Levaux, President of CodaSystem