DESIGNING THE FUTURE
A Two-days Co-Workshopping

INSTITUTE FOR INFORMATION INDUSTRY
SILICON SENTIER
UNIVERSCIENCE
CAP DIGITAL
LUTIN

JULY 11 & 12, 2011

DESIGNING THE FUTURE
Co-Workshop INSTITUTE FOR INFORMATION INDUSTRY / LUTIN / UNIVERSCIENCE

DAY 1 : JULY 11, 2011

9:30   10:00   Introducing III and LUTIN   [Place: Painlevé]

- Introduction LUTIN, the French Living Labs and Cap Digital
- Introduction of the INSTITUTE FOR INFORMATION INDUSTRY and delegates

DR. GARY GONG, *EVP, Headquarters* - DR. PAO CHUNG HO, *EVP, Headquarters* - DR. KO YANG WANG, *CTO/EVP, Headquarters* - DR. MING-WHEI FENG, *VP/Director General, Networks and Multimedia Institute (NMI)* - DR. WEN-SHAN LIOU, *Advisory Engineer, Networks and Multimedia Institute (NMI)*- TZU-CHE HUANG, *Manager, Networks and Multimedia Institute (NMI)* - DR. REN DAR YANG, *VP/Director General, Innovative Digitech-Enabled Applications & Services Institute (IDEAS)* - WEI KUANG HO, *Deputy Director, Innovative Digitech-Enabled Applications & Services Institute (IDEAS)* - YU-LIANG SHYU, *Section manager, Innovative Digitech-Enabled Applications & Services Institute (IDEAS)* - DR. CHIA-HSIANG CHANG, *Vice President/Director General, Emerging Smart Technology Institute (ESTI)* - DR. GRACE LIN, *VP/Director General, Advanced Research Center (ARC)* - DR. PAUL CHOU, *Research fellow/Director, Advanced Research Center (ARC)* - DR. LI-CHIEH LIN, *Deputy Director General, Digital Education Institute (DEI)* - I CHANG TSAI, *Director, Digital Education Institute (DEI)* - DR. VICTOR TSAN, *VP/Director General, Market Intelligence & Consulting Institute (MIC)* - CHI CHANG, *Industry Consultant/Deputy Director, Market Intelligence & Consulting Institute (MIC)* - CHUEN-HUEI HUNG, *Industry Consultant/Deputy Director, Market Intelligence & Consulting Institute (MIC)* - DR. HSIEN-TANG KO, *Director General, Industry Support Division (ISD)* - WEN-LIN WU, *Director General, Planning and evaluation division* - CHUNG-WEI LIANG, *Advisory Administrator, Planning and evaluation division* - DAVID LU, *Section Manager, HR Development Division.*

- Introduction of Workshop Program

10:00   10:45   SUMMARY OF LUTIN LIVING LAB activities

- DIMENSIONS OF LUTIN LIVING LAB ACTIVITIES - *CHARLES TIJUS*

LUTIN is a Living Lab, located within the biggest science museum in Europe: universcience – City of Science and of Industry. LUTIN is a platform for usability observations and experimentations of the digital techniques and devices. Digital Design, HD and 3D Images, Video Games, Knowledge Engineering, e-education, e-Learning, Mobile devices, Cognitive Robotics are the dimensions of the LUTIN activities.

- USER CASE 1 - BEING LINKED : BRAIN COMPUTING – *HAMID BESSAA* [PLACE: TECH GALLERY]

10:45	*11:00*	*Coffee break*	[Place: Le Hublot]

11:00   12:30   WORKSHOP SESSION 1: DEMO OF LIVING LABS TECHNOLOGIES AT LUTIN
EXPERIENCING COGNITIVE TECHNOLOGIES

Cognitive technologies group the techniques used for both Academic and Industrial Research: eye tracking devices (Eye Tracking Lab), EEG and physiological measures (Physio Lab) a room for observing gaming experience and HDTV viewing (Game Room). LUTIN is equipped with CCTV cameras and recording facilities to observe user experience and user behavior from different perspectives (Media Lab), as well as a Mobile Platform for observing users behavior in ecological settings (Mobility Lab).

- METHOD 1 - COGNITIVE ROBOTICS WITH NAO - *DANIEL HROMADA & FABIEN RUGGIERI*
- METHOD 2 - DISTANT EYE-TRACKING - *LEA PASQUALOTI*
- METHOD 3 - COMPUTER EYE-TRACKING - *LAGHA KECHADI*
- METHOD 4 - CLOSE EYE-TRACKING – *BORA HAN*
- METHOD 5 - COLLECTION OF PHYSIOLOGICAL DATA - *BAPTISTE GENDROT*
- METHOD 6 - ELECTRONIC PEN – *GABRIELLE VERNHES*
- METHOD 7 - EVALUATION OF PICTOGRAMS AND OF RAILWAYS SIGNS – *ALEXANDRE LACASTE*
- METHOD 8 – GENIUS: A SYSTEM FOR DESIGN INNOVATION – *Laurence MOSCARDINI*

12:30	14:00	Lunch	[Place: Restaurant: Au Boeuf couronné]

14:00   14:30   INTRODUCTION OF UNIVERSCIENCE   [PLACE: PAINLEVÉ]
JEAN-MARC MERRIAUX, UNIVERSCIENCE, DIRECTOR

The Palais de la découverte and the Cité des sciences – now joined together as universcience – have each developed a specific scientific and technical museology. Recognized worldwide, their approach is based on the key role of explainers and active visitor involvement, characteristics that universcience intends to promote and develop even further. At the same time, this new establishment aims to be an essential reference tool for scientific discussion and creativity.

14:30   15:30   Workshop session 2: III – LUTIN « Designing the Future – 1»

- User case 2 - Being interactive : seniors and Ipad – *Claudio Vandi*
- User case 3 – Being informed : semantically mining the web – *Daniel Hromada*
- User case 4 – Being Collaborative : APOLLON European Project – *Sebastien Levy & C. Vandi*

16:00   18:30   Onsite visit 1: Silicon Sentier & La Cantine (co-working space) [PLACE: CANTINE]

Created in 2000, SILICON SENTIER has fuelled the booming digital economy and actively participated in the emergence of a digital ecosystem in the Ile-de-France region. Through its program of events and daily monitoring of the digital industry, SILICON SENTIER identifies trends, sheds light on new phenomena and connects players around emerging themes in innovation.

18:30	19:00	Departure/transportation back to hotel

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DAY 2 : JULY 11, 2011

9:00	9:30	Departure/transportation to Cap-Digital	

10:00   11:00   Onsite visit 2: CAP DIGITAL   [Place: Cap Digital]

HOW BUSINESS CLUSTERS CAN PROMOTE INNOVATIONS ?

Cap Digital is the French business cluster for digital content and services in Paris and the Ile de France region. Cap Digital is a non-profit organization. Our 600 members are primarily innovative SMEs but also count major universities, higher education establishments, research labs, and corporations. Its members represent the digital industry's most active players in digital content. Nine vibrant member communities make a vital contribution to the strategy and direction of the cluster: Image, Sound and Interactivity, Video Games, Knowledge Engineering, Culture, Press, and Media, e-Learning and e-Training, Collaborative Technology & Intelligence, Mobile Lifestyle & Services, Robotics and Communicating Objects, and Digital Design. Cap Digital provides members with essential information, networks, and resources. These include ongoing competitive intelligence, training, partnerships, funding solutions, and project reviews. Partnerships with other leading European clusters, at a structural and project level, are an essential element of Cap Digital's strategic activities.

11:00   12:00   Workshop session 3: III – LUTIN « Designing the Future – 1»

IS ART A SOURCE OF TECHNICAL INNOVATIONS ? RESHAPING THE REAL WITH THE VIRTUAL: SOME OF THE INNOVATIVE PROPOSALS OF MAURICE BENAYOUN.

Maurice Benayoun is a pioneering new-media artist whose work has been seen and appreciated around the globe. Born in Algeria, Benayoun is based in Paris. His work employs various media — including (and often combining) video, virtual reality, web, wireless technology, performance, public-space large-scale art installations, and interactive exhibitions.

12:30	14:00	Departure/transportation to Lunch	[Place: Le Hublot]

14:00   17:00   Workshop session 4: III – LUTIN « Designing the Future – 2 » [Place: Painlevé]

HOW TO DESIGN THE FUTURE? WHAT COULD BE A TAIWAN-TO-FRANCE AND A FRANCE–TO-TAIWAN COOPERATION FOR INNOVATION?

- User case 5 – Tomorrow Classrooms – *Stephan Renaud & Charles Tijus*
- User case 6 – Tomorrow Garments – *Gerard Kubryk & Charles Tijus*

- GENERAL DISCUSSION*: How Collaborate ?*

17:00   18:30   Onsite visit 3: City of Science

Cité des Sciences et de l'Industrie is the biggest science museum in Europe. This impressive glass and steel building was

designed by Adrien Fainsilber and opened in 1986. The Paris Science Musum has a planetarium, an IMAX theater, and Explora exhibitions whiche are an impressive array of hands-on, interactive exhibits of science and technology which focus on teaching visitors about the principles and history of scientific discovery. Within the Explora exhibitions you will find the 'The story of the Universe', which considers space and light. It also houses the Cité des Sciences et de l'Industrie planetarium and is dedicated to our understanding of the systems and galaxies of the universe.

18:30	19:00	Departure/transportation back to hotel	

Information

CITÉ DES SCIENCES ET DE L'INDUSTRIE is located 30 avenue Corentin Cariou – 75019 Paris

LUTIN is located in the Cité des Sciences et de l'Industrie
Level: minus 2
tel : 01 40 05 77 12 / 01 40 05 72 99

SILICON SENTIER / LA CANTINE are in the center of Paris
12 Galerie Montmartre- Passage des Panoramas
151 rue Montmartre
75002 Paris
tel :01 40 13 64 40

CAP DIGITAL, Business Cluster For Digital Content and Services, is in the center of Paris
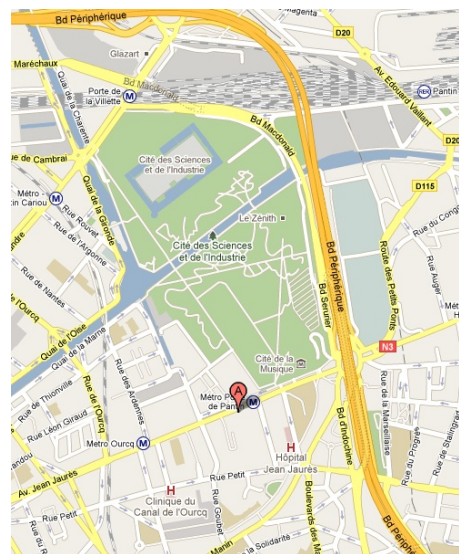Passage de l'Innovation, 74 rue du Faubourg Saint-Antoine
75012 Paris
tel: 01 40 41 11 85

PAINLEVÉ is an amphitheater near LUTIN in the Cité des Sciences et de l'Industrie

LE HUBLOT is a restaurant near the LUTIN in the Cité des Sciences et de l'Industrie

AU BŒUF COURONNÉ is a restaurant near the Cité des Sciences et de l'Industrie
188 Avenue Jean Jaurès, 75019 Paris, France +33 1 42 39 44 44

ORGANIZING COMMITTEE
ZAKIA IKHLEF AND GERARD KUBRYK, JING ZHAO, LEA PASQUALOTTI, MARIE ROUGEAUX, PAULINE VIALLES, FABIOLA MARTINEZ, PERGIA GIANNAKOU, HAN BORA, CLAUDIO VANDI, CHARLES TIJUS