



## **PRESS RELEASE, 9 December 2009**

### **ARTEMIS Brokerage Event is a head start for ARTEMIS JU Call 2010**

**Eindhoven - ARTEMISIA Association is encouraging candidates to participate in project consortia to submit innovative project proposals for the ARTEMIS JU Call 2010. The ARTEMIS Brokerage Event is THE place to meet future partners and match ideas. The Brokerage event will take place on 15 & 16 December in Sheraton Airport Hotel, Schiphol, the Netherlands**

**ARTEMISIA Association continues the European Technology Platform and represents industry, universities and research institutes in embedded systems research and development. Together with the European Commission and participating EU member states, ARTEMISIA embodies a public-private partnership called the ARTEMIS Joint Undertaking (JU). The ARTEMIS-JU is a funding programme that launches a Call for project proposals each year.**

To support the launch of the ARTEMIS JU Call 2010, ARTEMISIA is organising an international two-day Brokerage Event that will enable participants to meet future consortium partners. Project proposers will be introduced to the technical content of the Annual Work Programme 2010, the call process for 2010 and how to submit a proposal. An essential component of the Brokerage Event is the brokering of commencing consortia and project ideas on site. The launch of the ARTEMIS JU Call 2010, the 3<sup>rd</sup> Call, is expected on 19 February 2010. The deadline for the Project Outline is expected to close on 26 March 2010.

The ARTEMIS JU Call 2010 will focus on selected areas in embedded systems fundamental to the long-term competitiveness of European industry. The ARTEMIS JU programme is designed to complement existing funding programmes, and is the first of its kind to bring private-sector research actors together with the European Commission and a large number of contributing member states. The funding for the ARTEMIS JU Call 2010 is substantial and includes national funding and a matching contribution from the JU itself.

Dr Klaus Grimm, President of ARTEMISIA and chair of the Governing Board of the ARTEMIS Joint Undertaking, sees much interest in the ARTEMIS approach: "In ARTEMIS we have a common strategic research agenda, developed in both a top-down and bottom-up approach, integrating all potential stakeholders in a combined effort. Embedded systems know-how lies at the heart of European industry's competitiveness, and is a vital element in assuring future economic growth and stability to the benefit of European citizens at large. The societal benefits are embodied in the annual work programme of the JU and, as such, have successfully attracted participation from 22 European countries to date. The approach is a combined effort with companies, research institutes and SMEs together with the EU and national public funding authorities."

## **ARTEMIS JU Call 2009**

The ARTEMIS JU Call 2009 closed successfully in September and 24 high-end excellent proposals from quality consortia have been approved as above-threshold by the experts. Project negotiations started this month and the expectation is that 12 or 13 projects will remain for funding. Call 2009 Projects will start in December 2009 and in January 2010.

**Further details can be found at [www.artemisia-association.eu](http://www.artemisia-association.eu)**

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Information about the ARTEMIS-ETP: [www.artemis.eu](http://www.artemis.eu)

Information about ARTEMISIA : [www.artemisia-association.eu](http://www.artemisia-association.eu)

Information about the ARTEMIS-JU: [www.artemis-ju.eu](http://www.artemis-ju.eu)

## **ABOUT ARTEMISIA ASSOCIATION**

*ARTEMISIA is the association for R&D actors in advanced research and technology for embedded intelligence and systems. The ARTEMIS Association was founded in January 2007 by Daimler, Nokia, Philips, STMicroelectronics and Thales. Its purpose is to support the ARTEMIS (Advanced Research & Technology for Embedded Intelligence and Systems) Joint Undertaking (JU) and to continue the work of the ARTEMIS European Technology Platform (ETP) on embedded systems. The ARTEMIS JU programme is the first of its kind to bring private-sector research actors together with the European Commission and a large number of contributing Member States. The ARTEMISIA mission is to foster the interests of leading Industrial groups, SMEs, academics and research institutes in a public-private partnership known as the ARTEMIS Joint Undertaking and thereby represent them in contacts with the European Commission and participating EU member states.*

*ARTEMISIA is an association with members under Dutch law. Membership is multidisciplinary, providing an excellent network for the exchange of technology ideas, cross-fertilisation as well as for radical innovation initiatives. Membership is open to all European R&D actors in ARTEMIS; which means, large or small companies, research institutes or universities. ARTEMISIA has about 185 members around Europe, of which 55 are SMEs.*

*ARTEMISIA creates the meeting place where key industry players and other R&D actors identify topics for major R&D projects that they want to pursue together, form consortia and initiate project proposals for joint collaboration. ARTEMISIA nurtures the ambition to strengthen Europe's position in embedded intelligence and systems and to attain world-class leadership in this area.*

*To achieve this, ARTEMISIA is aiming for: 'Self-sustaining, Cross-national Ecosystems for European leadership in embedded systems'.*

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## **ABOUT ARTEMIS Joint Undertaking**

*Growing out of the ARTEMIS European Technology Platform (ETP), the ARTEMIS Joint Undertaking (JU) was established in 2008 and aims to tackle the research and structural challenges in embedded systems faced by the industrial sector. The objective is to define and implement a Research Agenda for Embedded Computing Systems. ARTEMIS JU aims to help European industry consolidate and reinforce its world leadership in embedded computing technologies. The economic impact in terms of jobs and growth is expected to exceed €100 billion over ten years. The European Union recognises the strategic importance of Embedded Computing Systems and launched the ARTEMIS Joint*

*Technology Initiative (JTI). The ARTEMIS JTI is implemented as a Joint Undertaking (JU) which is a public-private partnership between:*

- *The European Commission*
- *Participating Member and Associated States, by now 22 countries*
- *ARTEMISIA, the non-profit Industrial Association of R&D actors in the field of ARTEMIS*

*The ARTEMIS JU will manage and co-ordinate research activities through open calls for proposals through a 10-year, €2.7 billion research programme on Embedded Computing Systems. The programme is open to organisations in European Union Member States and Associated Countries. Selected projects will be co-financed by the Joint Undertaking and the Member States that have joined ARTEMIS. The ARTEMIS JU will implement significant parts of the ARTEMIS–ETP Strategic Research Agenda co-funded by industry, research organisations, Member States and the Commission's own ICT programme.*

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