



Nab Show Winners Announced

2 startups and 2 European Commission funded projects selected to go to the biggest media conference in the world - NAB Show in Las Vegas

I3, Innovate, Invest, Impact, a European Commission funded project has announced 4 winners to go to NAB Show in April, 2018. The NAB Show 'Where Content Comes to Life' is the biggest media exhibition and showcase annually. It is the event attended by key influencers and media stakeholders including sponsors, media partners, press, investors and experts in the sector.

The application process for interested applicants closed in December. Starting January, all applicants were evaluated by a panel of experts and shortlisted applicants have been interviewed.

"We had many great applications, really pushing the boundaries of European innovation in media. European R&D is paving the way for how users will generate and consume content as well as communicate with each other. We hope, that with I3 support, these research projects can turn to commercial offers and NAB is a perfect place to start"

- said Shenja Van Der Graaf , Coordinator of I3 project.

The following are selected startups and European Commission funded projects. I3 will award them with a ticket to NAB Show and will cover the travel expenses for 1 person per winner.

Cognitus (Funded by European Commission, grant agreement No. 687605) is enhancing conventional broadcasts by combining it with quality user generated content.

Immersify (Funded by European Commission, grant agreement No. 7620799) the project focuses on VR which have the potential of disrupting the entire media industry with new user experiences that are more immersive and interactive compared to current video, cinema and TV.

Videona (Startup) is creating a platform for User Generated Content. Videona enables new type of convergence between citizen journalism and conventional broadcasting.

IsnotTV (Startup) is a Plug&Play PaaS that creates new content and new ad-space for publishers at a fraction of the cost, whilst increasing user engagement and retention.

I3 project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 688541