Startup Forum on NEM SUMMIT 2016 organised by i3 project

i3 project organised a Startup Forum, held on 24th November 2016. Six projects from creative industries, social media and convergence sectors, were presented to a wide audience.

Integrated on the NEM Summit, an international conference and exhibition focused on broad area of Media and Content, organised every year since 2008 by the NEM Initiative, i3 organised its Startup Forum.

This year NEM SUMMIT's main focus was on Driving the Future of Digital Media Experiences with **about 250 people attending the two days of NEM Summit 2016**. On the second day, **during the Startup Forum 6 projects related with social media and convergence sector** introduced their research outcomes to a wide audience and to business experts to receive feedback.

The session was moderated by Andrea Nicolai, founder of T6 Ecosystems, and João Pereira from Portugal Ventures together with André Nunes from Beta-i, commented and provided feedback to all pitches. A total of six projects had a chance to bring in their ideas:

Hbb4All: Pilar Orero, lecturer of the University of Barcelona, presented this project addressing media accessibility for all citizens in the connected TV environment. Main goal of Hbb4All is to deliver a multi-platform audiovisual content (anytime, anywhere, any device) and to make this content accessible for all.

Cognitus: Cognitus, like Hbb4All is a H2020 ICT-19 project, and was presented by Didier Nicholson, Research Projects Director in VITEC. It aims to combine the advances in UHD broadcasting technologies with the explosion of UGC in order to create new interactive and immersive modes of production. The project is intended to optimise how UHD content is produced and distributed, by capitalising upon the knowledge of professional producers, the ubiquity of UGC and the power of interactive networked social creativity.

Reveal: Reveal aims to advance the necessary technologies for making a higher level analysis of social media possible. The project will enable users to reveal hidden 'modalities' such as reputation, influence or credibility of information. Nikko Sarris, Head of the ATC Innovation Lab, participated in the Startup Forum pitching Reveal project.

Soboto: Bruno Silva, Product manager of Soboto, pitched this Ubiwhere project, a digital platform and distribution network designed to promote and sell touristic experiences. Built upon new and emerging sales channels, it is a management tool and also a marketplace for tour & activity professionals, allowing them to increase their product visibility or resell their partners products.

Displr: Rui Jose, Co-founder of Displr, introduced its smart platform that creates engaging digital experiences for customers through the combined use of large screen displays and mobile devices.
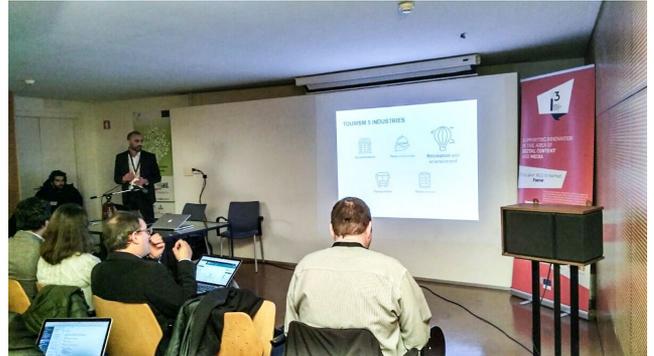
I3D: creates immersive 3D applications using Oculus Rift and Cave technology. They allow to experience more, see beyond and get to know better. All thanks to innovative solutions that let to take a step further into the virtual world. Firm offers modern applications and advanced equipment solutions that enable interaction and full reproduction of the real world in a virtual reality. I3D was presented by Joanna Bubala, its platform director.

Startup Forum session ended with closing words from Panel Moderator Andrea Nicolai. All participants received useful feedbacks on market opportunities as well as sectors to target outside the news media business, and gave other valuable input.

Startup Forum was organised under i3 project, funded by the European Commission. The main goal of the project is to coordinate efforts in the social media convergence domain, address how research efforts can increase outreach, improve connection within the ecosystem and raise the excellence of Convergence and Social media research outcomes.