



# WEARABLE TECHNOLOGIES INNOVATION WORLD CUP

1 June – 15 November 2014

The Categories:

Sports & Fitness

Healthcare & Wellness

Gaming & Lifestyle

Safety & Security

2014/2015

Information for Participants

Title Sponsor



life.augmented

# The WT Innovation World Cup



The WT Innovation World Cup is the worldwide leading innovation competition in the area of wearable technologies. It was first launched in 2009, and thousands of contestants already took part.

The competition, with prizes worth over \$200,000, is designed to inspire and stimulate excellent next generation solutions with the potential of becoming real marketable products for Wearable Technologies in the categories Sports & Fitness, Healthcare & Wellness, Safety & Security, and Gaming & Lifestyle. A panel of experts will evaluate all concepts based on their level of innovation, chances to be successfully implemented, and marketability.

### Meet future business partners

Join the success story of the Innovation World Cup Series and accelerate your business by positioning yourself as an innovation leader in the wearables field. Developers, innovative startups and researchers are invited to join the competition, win prizes (in form of cash and supporting activities) and benefit from the unique networking opportunities and business generating potential.

Worldwide marketing and press activities optimize the market attention of the submitted solutions. The WT Innovation World Cup and its participants will be promoted by the Wearable Technologies Group, the Innovation World Cup Series, and regional and media partners around the globe. Benefit from our worldwide network and get in touch with important market players at a very early stage of your development. Most of last year's awarded innovative solutions became "real stars". Today, they are internationally well established.

### This is your Chance – Take it!!!

Benefit from this booming market and the opportunities technological innovations create. Register for the WT Innovation World Cup and submit your concepts for new applications and products via the secure Internet registration.

Submit your solution for free from  
1 June to 15 November 2014 at  
[www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt)

# The Innovation World Cup Series

The Innovation World Cup series is the global market leader for open innovation platforms. For more than 10 years Innovation World Cups act as the catalyst for future innovations connecting innovative entrepreneurs, developer communities, and industry partners like Ericsson, STMicroelectronics, Texas Instruments, Samsung Semiconductor, Bluetooth SIG, Telit, Swisscom, Intel, and many more. The Innovation World Cup series has an impressive track record in introducing new breakthrough technologies and solutions in the market, building up new ecosystems, and identifying and promoting the coming stars. In partnership with leading regional ICT clusters all over the globe, and an international network of experts and global partners, the Innovation World Cups have a significant impact for all parties involved. The accompanying Smart World Events offer the opportunity to gain valuable insight into the world of smart technologies and the chance to discuss new and future developments with an international network of highly regarded experts.

The Innovation World Cup Series are initiated and organized by Navispace AG. Running competitions include:

- ☉ Wearable Technologies Innovation World Cup
- ☉ IoT / M2M Innovation World Cup
- ☉ Cloud Innovation World Cup

## SmartWorldEvents



WT Conferences			
8-9 July 2014	San Francisco	WT Conference	
8 October 2014	Taipei	WT Conference	at International Electronics Show
3 February 2015	Munich	WT Conference	WT Innovation World Cup Award Ceremony
WT Sessions			
17-18 June 2014	Palo Alto	WT Session	at Internet of Things World
26 June 2014	Nice	Smart World Event	at Innovative City
16 September 2014	Malmö	Smart World Event	
25 September 2014	Berne	Smart World Event	
2 October 2014	Oulu	Smart World Event	
10-12 November 2014	London	WT Session	at Health 2.0
12-15 November 2014	Dusseldorf	WT Show	at Medica
12-13 November 2014	Dusseldorf	WT Session	at Medicine + Sports Conference

## Develop. Submit. Win

# Win prizes worth over \$ 200,000

- ➔ \$5,000 cash for the WT Innovator of the year and overall winner
- ➔ All winners (Overall, Category and Special Prize) will be added to the "Hall of Fame"
- ➔ Opportunity to present your innovation at the European edition of the Wearable Technologies Conference 2015 and the WT Show during ISPO 2015
- ➔ Benefit from extensive promotional activities, public relations, brochures, Internet, Social Media, and movies.
- ➔ Accelerate your business with our Wearable Technologies database, our platinum, gold, and silver partners, as well as regional and media partners
- ➔ Participate in the special prizes "blukii® App 2.0", and "Smart Clothing" to win an additional award and support of our partners.
- ➔ Get SDKs from STMicroelectronics, and blukii at a discounted price of up to 100% and develop your solution. For more information about SDKs provided by sponsors, visit: [www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt)
- ➔ Dedicated promotion of all finalists at international tradeshows, promotion events and online

The first 100 STMicroelectronics SDKs are provided for free.  
(NUCLEO-F401RE STM32, X-NUCLEO-IDB04A1, STEVAL-IDB003V1)

Submit your WT innovation solution for free and win exciting prizes!

Register at [www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt)

Database opens:  
1 June 2014

Database closes:  
15 November 2014

## The Categories

### Sports & Fitness

Tracking performance is becoming more and more popular. Various platforms and social media make sharing information easier than ever. It is also increasingly important for athletes to get competent input on vital data during workouts. Wearable Technologies are key to making such measurements smooth and unobtrusive. While GPS watches, heart rate monitors or pedometers are already widely spread, the Innovation World Cup is looking for new or enhanced wearable devices which make tracking even easier and data transmission faster and more reliable.

### Healthcare & Wellness

An ageing population, rise in non-communicable diseases, rapidly increasing healthcare costs and on the other hand, better insights into the benefits of a healthier life style call for new options in the health care market. Remote patient monitoring allows people to keep track of their health, while avoiding unnecessary consultations (visits to the doctor) and save money. Not only has this market an extremely high growth potential, it is also very diverse and offers almost endless opportunities for new technology solutions. And only wearable medical devices actually provide patients with more independence (and the freedom to move around as they like); all the more reason to submit a solution for the healthcare & wellness category.

### Safety & Security

For countless industries Wearable Technologies are essential in order to ensure the highest, up-to-date safety and security standards. Whether these are special lighting technologies for better visibility, home security systems, protective clothing and special gear for extreme sports, rescue teams, and workers. How else can WT improve safety and security?

### Gaming & Lifestyle

The world of gaming has been undergoing massive changes. Gaming tools are becoming as unobtrusive as never imagined before. Hence, wearable devices are the key for smooth processes and new, fun experiences. But wearable devices are increasingly used to operate and communicate with appliances as well as different music, video or communication gadgets.

### Special Prize "Smart Clothing"

Consumers use more and more wearable technologies in their everyday life, incorporating smartphones and social media seamlessly. Smart clothing is the next step into the future. Running shoes or shirts tracking physical activities, mood jackets, and proximity sensing t-shirts; the possibilities to integrate technology into clothing are endless. One day everybody will wear at least some clothing that is networked in a subtle and intelligent way, but most wearable technologies are still too chunky to be worn on the body like a second skin. AiQ Smart Clothing Inc., a key player in this field, and WT Innovation World Cup are looking for a cutting-edge innovation – a completely new textile solution, including fabric (or textile construction on fabrics or other textile objects), garment engineering, and power systems.

### Special Prize "blukii® App 2.0"

The integration of Bluetooth® Smart and NFC into smartphones, tablets, and notebooks is basis for the next generation of apps – App 2.0. You have an idea for a new App 2.0 product and want quick success on the market? Then, you should realize your product on the open hardware platform blukii. With the blukii platform, and its ready-to-sell technology modules and carrier products you will have the fastest way possible to establish your marketable product. In addition, the blukii development kit supports the development of your App 2.0 software. You will have everything you need to successfully generate and market your innovative, new App 2.0 product based on the blukii platform. Now, it's your turn.

## Platinum Partner

 <p>life.augmented</p>	<p>STMicroelectronics is a global leader serving customers across the spectrum of electronics applications with innovative semiconductor solutions. ST aims to be the undisputed leader in multimedia convergence and power applications leveraging its vast array of technologies, design expertise and combination of intellectual property portfolio, strategic partnerships and manufacturing strength.</p> <p>www.st.com</p>
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## Gold Partners

	<p>AiQ Smart Clothing Inc. plays a vital role within the e-Textile supply chain by offering a complete and vertical integration of wearable technologies to customers. Our philosophy, "Smart Inside Out", defines the perfectly seamless integration of technologies and apparel, which is reflected in our product lines. Innovations form our core, whether it is sports &amp; fitness, outdoor &amp; leisure, homecare &amp; healthcare, AiQ has the drive and capability to bring e-Textile concepts into reality.</p> <p>www.aiqsmartclothing.com</p>
	<p>Intel Corporation, the world's largest chip company by revenue, designs and manufactures microprocessors, chipsets, software and services that are the foundation for computing. Once largely a PC-oriented company, Intel® increasingly provides the vital intelligence inside a wide range of devices, from the lowest-power mobile devices to the most powerful supercomputers in the world.</p> <p>www.intel.eu</p>
	<p>The world is changing at an ever faster pace. New challenges are emerging, new solutions needed. Everything has to be reconsidered. ReThink it this is the motto of C.Schneider New Solutions, a new division of Schneider Schreibgeräte GmbH, a leading German manufacturer of writing utensils. The first generation of apps brought many new solutions into our lives. The integration of Bluetooth® Smart and NFC interfaces in smartphones, tablets and notebooks is the basis for the next generation of apps App 2.0.</p> <p>www.blukii.com</p>

## Silver Partner

	<p>VARTA Microbattery is one of the major battery manufacturers in the world maintaining production facilities globally in order to supply more than 100 countries with quality products. We develop and produce batteries comprising of many electrochemical systems and cell geometries. As a global system supplier we provide the best solution possible to satisfy our customers' application requirements.</p> <p>www.varta-microbattery.com</p>
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## Further Partners



## Cooperation and Media Partners



## Feedback of Participants

We would like to thank you very much about your arrangements, support and assistance at the WT Innovation World Cup. The Award resulted us 300+ customer leads and new partnership contacts as well as lots of publicity.

Pekka Tolvanen, CEO Myontec Oy

We gained extra credibility. We received attention from industrial players as Sony, Samsung, Bosch, Allianz, media and other event organizers – one of the reasons to participate again in the WT Innovation World Cup would be to introduce new products to the market. We got superb support during the event and we followed up with a meeting with Allianz the day after the event.

Ants Patrik Maran, Founder, Ulocs

WT was instrumental for our organization. It has helped us contact and network with some of the most prominent businesses around the world and has helped us understand the market and outlook so much better. Both, Google and Samsung, have already approached us for further collaboration. In terms of investment, we have been able to raise almost a million dollars since our entry to the WT Conference. I would definitely want to be back there with a new idea next year too. We have found so many amazing sales and marketing people while we were at WT, who have welcomingly come forward to lend us further support into making our dream a reality.

Shaikh Ahmed Khalil, Cofounder, Avantari

Winning the WT Innovation World Cup enabled Limmex to promote our Emergeny Watches again by positive communications. It created international media awareness. We would highly recommend participating in the WT Innovation World Cup as it is a perfect platform to present a product, get valuable feedback and to meet a lot of innovative companies and interesting persons. Coming to the WT Conference, intensive exchange of ideas took place, potential new partners were met, and international awareness has been created.

Dr. Martin Reber, CEO, Limmex AG

The award did have a massive impact concerning public awareness of Moticon – and in the same time the awareness and interest of potential customers and business partners. The impact especially from the US was huge. Lots of inquiries and new business ideas where we could possibly apply our products for in the future. Also some manufacturer showed up in order to check potential partnerships in different technology fields (wireless, computing).

Maximilian Müller, CEO, Moticon

Winning WT Innovation World Cup had a quite positive impact on the business development of Monbaby. We have received very positive feedback about the Mondevices technology and a lot of interest from WT industry regarding the Monbaby product. We talked extensively to international suppliers and solution providers. This gave us a feeling for the global wearables market and how Mondevices can apply our "smart button" technology worldwide.

Dr. Arturas Vaitaitis, CEO and Founder, MonDevices

Being a winner of the Wearable Technologies Innovation World Cup has certainly made a tremendous impact on ViviTouch. It has reinforced with our partners that our technology is an innovative solution for audio and touch feedback markets. Interestingly, even though we won for our 4D Sound category, this has generated a lot of interest for our HD Feel Technology given the WT brand.

Andrew Cheng, Director of Marketing, Vivitouch

This award has definitely helped us open doors with many interested parties including investors, brands, manufacturers and the press. To win this award in the wearable space has added our credibility as we continue to engage with brands and manufacturers in this area. We consider the WT Conference as a crucial part of our outreach to the wearable market and electronics industries in general. The ability to come to the event has helped to build a strong network that we're able to tap into.

Ryan Moore, Marketing Director, HzO

# Contact WT Innovation World Cup

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