



WT
INNOVATION
WORLD CUP

Information for
Participants | 2015/16

29 Apr – 15 Nov 2015

Become WT Innovator of the Year 2015/16

The Categories

- Sports & Fitness
- Healthcare & Wellness
- Gaming & Lifestyle
- Safety & Security
- **Special Prize** „Smart Clothing“
- **Special Prize** „Smart Jewelry“

POWERED BY **NAVISPACE**



Title Sponsor **life.augmented**

Participation is free of charge. Register at innovationworldcup.com/wt

Submit your solution for free from 29 April to 15 November 2015

15/16
WT
WEARABLE TECHNOLOGIES
INNOVATION
WORLD
CUP

The WT | Wearable Technologies Innovation World Cup

This is your Chance – Take it and meet your future business partners.

The WT | Wearable Technologies 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, Gaming & Lifestyle, and the special prizes “Smart Clothing” and “Smart Jewelry”. A panel of experts will evaluate all concepts based on their level of innovation, chances to be successfully implemented, and marketability.

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 and benefit from the unique networking opportunities and business generating potential. Most of last year’s awarded innovative solutions became “real stars”. Today, they are internationally well established.

The Innovation World Cup Series

The global market leader for open innovation platforms.

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 STMicroelectronics, Google, Intel, Ericsson, Swisscom, Texas Instruments, Samsung Semiconductor, Bluetooth SIG, Telit, Gemalto, MediaTek Labs, 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, the Innovation World Cups have a significant impact for all parties involved. The accompanying Innovation World Cup 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 is initiated and organized by Navispace AG. Running competitions include:

- IOT / M2M Innovation World Cup
- WT | Wearable Technologies Innovation World Cup
- Cloud Innovation World Cup

Join our Innovation World Cup Events		
29 April 2015	Milan	WT Wearable Technologies Innovation World Cup 15/16: Kick-Off at WT Wearable Technologies Conference 2015
19 May 2015	Oulu	Innovation World Cup Conference Finland
24 June 2015	London	Cloud Innovation World Cup 2015: Finalist Announcement at Cloud World Forum
25 June 2015	Nice	Innovation World Cup Conference France
8 July 2015	New York	Cloud Innovation World Cup Award Ceremony
9-10 July 2015	San Francisco	WT Wearable Technologies Conference US
2 September 2015	Neuchâtel	Innovation World Cup Conference Switzerland
10 September 2015	Toronto	WT Wearable Technologies Conference Canada
October 2015	Asia	WT Wearable Technologies Conference Asia
15 November 2015	-	End of Submission Phase for the WT Wearable Technologies Innovation World Cup 15/16
16-19 November 2015	Dusseldorf	Connected Healthcare Forum at MEDICA
January 2016	Munich	Award Ceremony at WT Wearable Technologies Conference Europe



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Submit your solution for free from 29 April to 15 November 2015

Submit your innovative solution for free and win prizes worth over \$ 200.000.

- \$3,000 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 WT Wearable Technologies Conference 2016 and get an exhibition package worth \$3,500
- 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
- Get SDKs from STMicroelectronics and MediaTek Labs for free. For more information about SDKs provided by sponsors, visit: www.innovationworldcup.com/wt
- For MediaTek Labs SDKs see labs.mediatek.com
- Dedicated promotion of all finalists at international tradeshows, promotion events and online

The Categories

Become a star in one of 6 application fields.

Sports & Fitness

Today's market of gadgets and intelligent wearables allow users not only to collect their performance and vital data but also to share it in real-time on various platforms and on social media anytime, anywhere. Simultaneously, smartphone apps and websites permit users to monitor and record their results to keep improving their performances. The Innovation World Cup is looking for new or enhanced wearable devices which take the sports & fitness experience to the next level.

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 call for new options in the healthcare industry. Wearable devices help patients to track and monitor their health avoiding unnecessary visits to the doctor and reducing costs at the same time. This is not only a market with with an extremely high growth potential, but also a very diverse market with basically endless opportunities for new technology solutions.

Safety & Security

For many industries wearable devices play an important role when it comes to safety and security. They have a wide application range such as technologies for better visibility, protective clothing, devices tracking position in case of an accident, live camera video and audio streaming, and special gears for extreme sports, rescue teams and workers. Low-cost and lowenergy sensors can be used to monitor temperature, pressure and other metrics helping to prevent accidents. Be part of the change for a better safety and security and submit your solution.

Gaming & Lifestyle

The steady increase and popularity of wearable devices in our day-to-day life is not only providing an enhanced gaming experience but also leading to a completely new way of life experience. Most wearable devices are used to operate and communicate appliances as well as different music, videos or communications gadgets. On the other hand new wearable devices allow users to interact with their games by just moving their hands or charge their smartphone by just taking a walk.

Special Prize “Smart Clothing”

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 cuttingedge innovation – a completely new textile solution, including fabric (or textile construction on fabrics or other textile objects), garment engineering, and power systems.

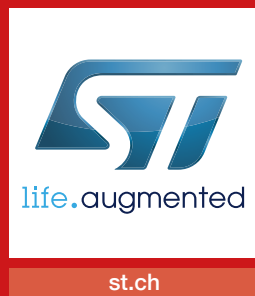
Special Prize “Smart Jewelry”

In the past months we have seen many new jewelry wearables coming up: smart bracelets, necklaces, rings, pendants, key chains, and even hair clips providing functions like iPhone connections, emergency buttons and alerting functions, remote control of mobile phones, fitness trackers, etc. They can adapt to mood parameters, measure sun exposure, make payments, and control home appliances. Some of them are already available, some of them are still in a pre-market phase. The special prize invites developers and entrepreneurs to think about the next era of jewelry wearables.



The WT | Wearable Technologies Innovation World Cup

Platinum, Gold and Silver 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

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 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 mio. dollars since our entry to the WT Conference. I would definitively want to be back there with a new idea next year. We have found so many amazing sales and marketing people while we were at WT, support us making our dream a reality.

Shaikh Ahmed Khalil, Cofounder, Avantari

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.

Maximilian Müller, CEO, Moticon

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.

Andrew Cheng, Director of Marketing, Vivitouch

We gained extra credibility. We received attention from industrial players as Sony, Samsung, Bosch, Allianz, media – one of the reasons to participate again in the WT Innovation World Cup would be to introduce new products to the market.

Ants Patrik Maran, Founder, Ulocs

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

This award has definitely helped us open doors with many interested parties including investors, brands, manufacturers and the press. 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

Cooperation and Media Partners





Contact Innovation World Cup Series

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