

Information for **Participants** | 2015/16

**29 April – 15 November 2015**



**WT**  
INNOVATION  
WORLD CUP

## **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**

# The WT | Wearable Technologies 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, 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.

### 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 29 April to 15 November 2015 at  
[innovationworldcup.com/wt](http://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 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, and an international network of experts and global partners, 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
- Wearable Technologies Innovation World Cup
- Cloud Innovation World Cup



|                     |               |  |
|---------------------|---------------|--|
| 2-3 February 2015   | Munich        | WT   Wearable Technologies Conference Europe   |
| 19 May 2015         | Oulu          | Innovation World Cup Conference Finland  |
| 29 April 2015       | Milan         | WT   Wearable Technologies Innovation World Cup 15/16:<br>Kick-Off at WT   Wearable Technologies Conference 2015 |
| 24 June 2015        | London        | Cloud Innovation World Cup 2015: Finalist Announcement at Cloud World Forum                                      |
| 25 June 2015        | Nice          | Innovation World Cup Conference France   |
| 2 July 2015         | Shanghai      | WT   Wearable Technologies Conference Asia (tbc)   |
| 9-10 July 2015      | San Francisco | WT   Wearable Technologies Conference US   |
| Aug/Sept 2015       | Switzerland   | Innovation World Cup Conference Switzerland (tbc)  |
| 10 September 2015   | Toronto       | WT   Wearable Technologies Conference Canada   |
| 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   |
| Jan/Feb 2016        | Munich        | Award Ceremony at WT   Wearable Technologies Conference Europe   |

Develop – submit – win

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
- Participate in the special prizes “Smart Clothing” and “Smart Jewelry” to win an additional award and support of our partners.
- Get SDKs from STMicroelectronics and MediaTek Labs for free. For more information about SDKs provided by sponsors, visit: [www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt)

The first 100 STMicroelectronics SDKs are provided for free. (STM32 NUCLEO-F401RE, NUCLEO-L053R8, X-NUCLEO-IDB04A1, X-NUCLEO-IKS01A1, X-NUCLEO-NFC01A1)

For MediaTek Labs SDKs see [labs.mediatek.com](http://labs.mediatek.com)

- Dedicated promotion of all finalists at international tradeshows, promotion events and online

Submit your innovative solution  
for free and win exciting prizes!

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

Database opens:  
29 April 2015

Database closes:  
15 November 2015

## The Categories

### 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 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 or will 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 low-energy 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. Submit your gaming & lifestyle solution and help wearable technology users reach experiences never imagined before.

### 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 “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.



# Platinum Partner

|  |  |
|--|--|
| <br>life.augmented | <p>ST is a global leader in the semiconductor market serving customers across the spectrum of sense and power and automotive products and embedded processing solutions. From energy management and savings to trust and data security, from healthcare and wellness to smart consumer devices, in the home, car and office, at work and at play, ST is found everywhere microelectronics make a positive and innovative contribution to people's life. By getting more from technology to get more from life, ST stands for life.augmented.</p> <p><a href="http://www.st.com">www.st.com</a></p> |
|--|--|

# Gold and Silver Partners

|   |   |
|---|---|
|    | <p>MediaTek Labs is a global ecosystem initiative supporting device creation, application development, and services based around MediaTek offerings. MediaTek is a young and entrepreneurial company that has grown quickly into a market leader. We identify with creative and driven pioneers in the maker and developer communities, and recognize the benefits of building an ecosystem that fosters your talents and your efforts to innovate. MediaTek Labs is the developer hub for all our developer offerings. It builds on our track record for delivering industry-leading reference designs that offer the shortest time-to-market for our extensive customer and partner base.</p> <p><a href="http://labs.mediatek.com">labs.mediatek.com</a></p> |
|    | <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 perfect seamless integration of technologies and apparel, which is reflected in our product line "BioMan™". 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><a href="http://www.aiqsmartclothing.com">www.aiqsmartclothing.com</a></p>  |
|    | <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><a href="http://www.varta-microbattery.com">www.varta-microbattery.com</a></p>  |
|  | <p>Cicor Group – Innovation for success is a leading international high-tech industrial group active in advanced microelectronic, substrates and electronic solutions. The Group offers complete outsourcing services and a broad range of innovative technologies, electronics and a wide range of production options from PCB assembly, system assembly, box-building, toolmaking and plastic injection molding. With 11 production sites and more than 20 representative offices worldwide, the group supplies high-quality custom-made solutions to its clients worldwide.</p> <p><a href="http://www.cicor.com">www.cicor.com</a></p>  |

# 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

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 definitively 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

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

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

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

Winning the WT Innovation World Cup enabled Limmex to promote our Emergency 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

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. 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 Innovation World Cup Series

### NAVISPACE AG

t: +49 (8152) 982 22 50  
[www.innovationworldcup.com/wt](http://www.innovationworldcup.com/wt)  
 Twitter: @IWCNavispace

### Management

Dr. Sonja Sulzmaier  
[s.sulzmaier@navispace.de](mailto:s.sulzmaier@navispace.de)

### Organization

Marcos Toribio Mc Gauley  
[m.toribio-mcgauley@navispace.de](mailto:m.toribio-mcgauley@navispace.de)



INNOVATION  
 WORLD  
 CUP  
 SERIES