



Towards a New European Media Partnership

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May 22nd – ZAGREB

When we think in XR...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



we think in HW...



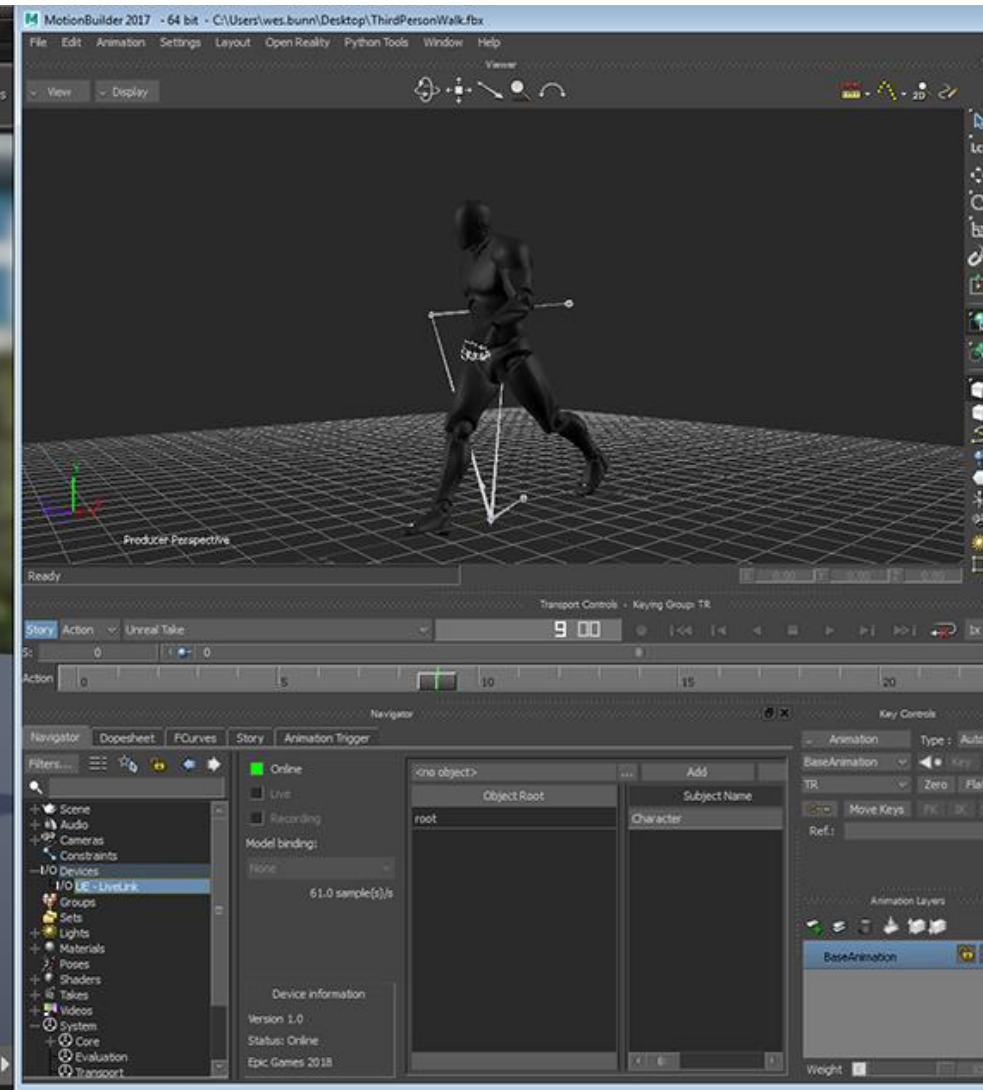
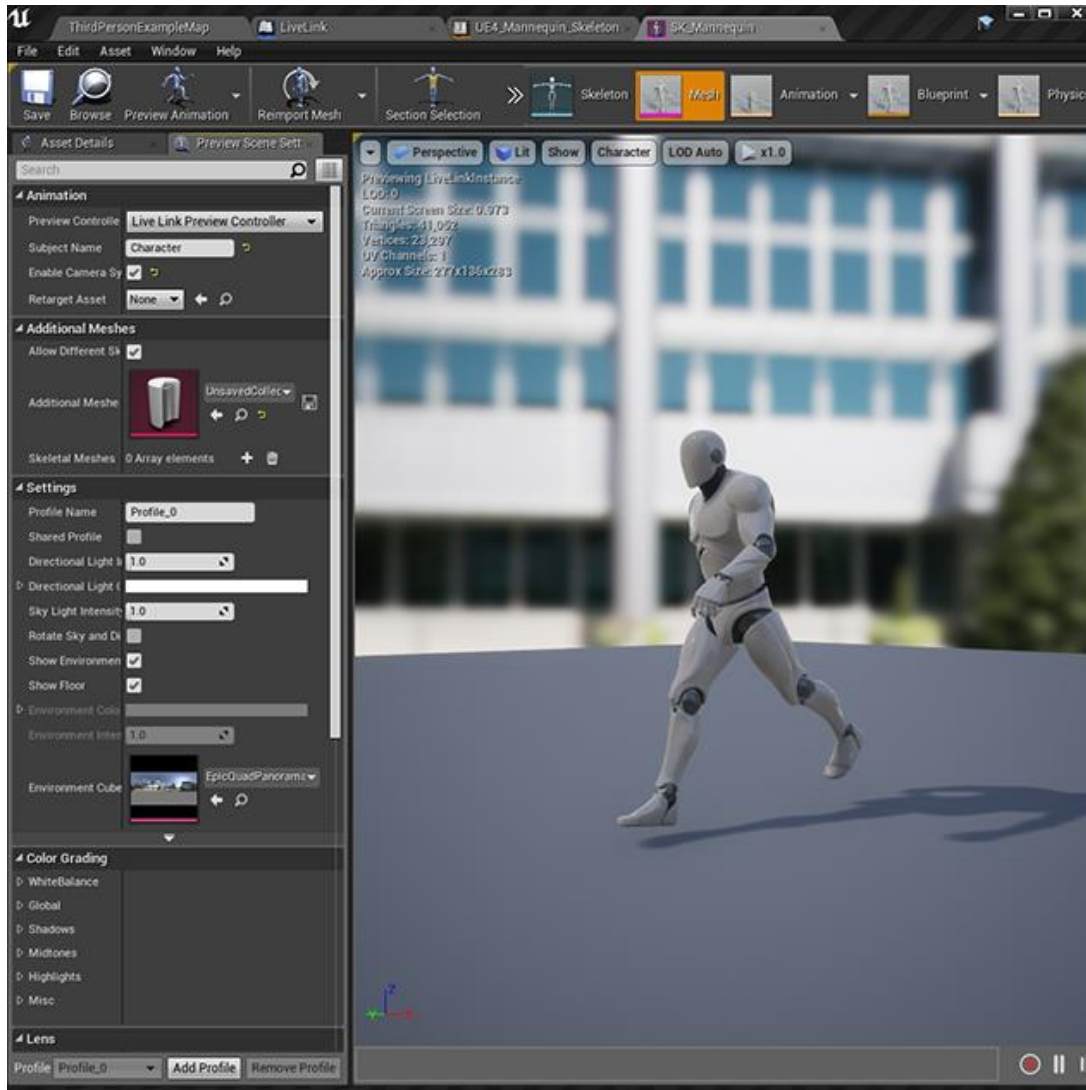
we think in HW...



and SW...



and SW...



and SW...



...to create immersive and interactive experiences



**...to create
immersive and interactive experiences.**



...to create immersive and interactive experiences.



**...to create
immersive and interactive experiences.**



**...to create
immersive and interactive experiences.**



And it is amazing.

The only problem is...

...the only problem is...



...the only problem is...



The Samsung logo, consisting of the word 'SAMSUNG' in white, bold, uppercase letters, is centered within a blue, horizontally-oriented oval.



we think in HW...



oculus



...the only problem is...



...the only problem is...



...the only problem is...



...the **item is...**



...the only problem is...



...the only problem is...



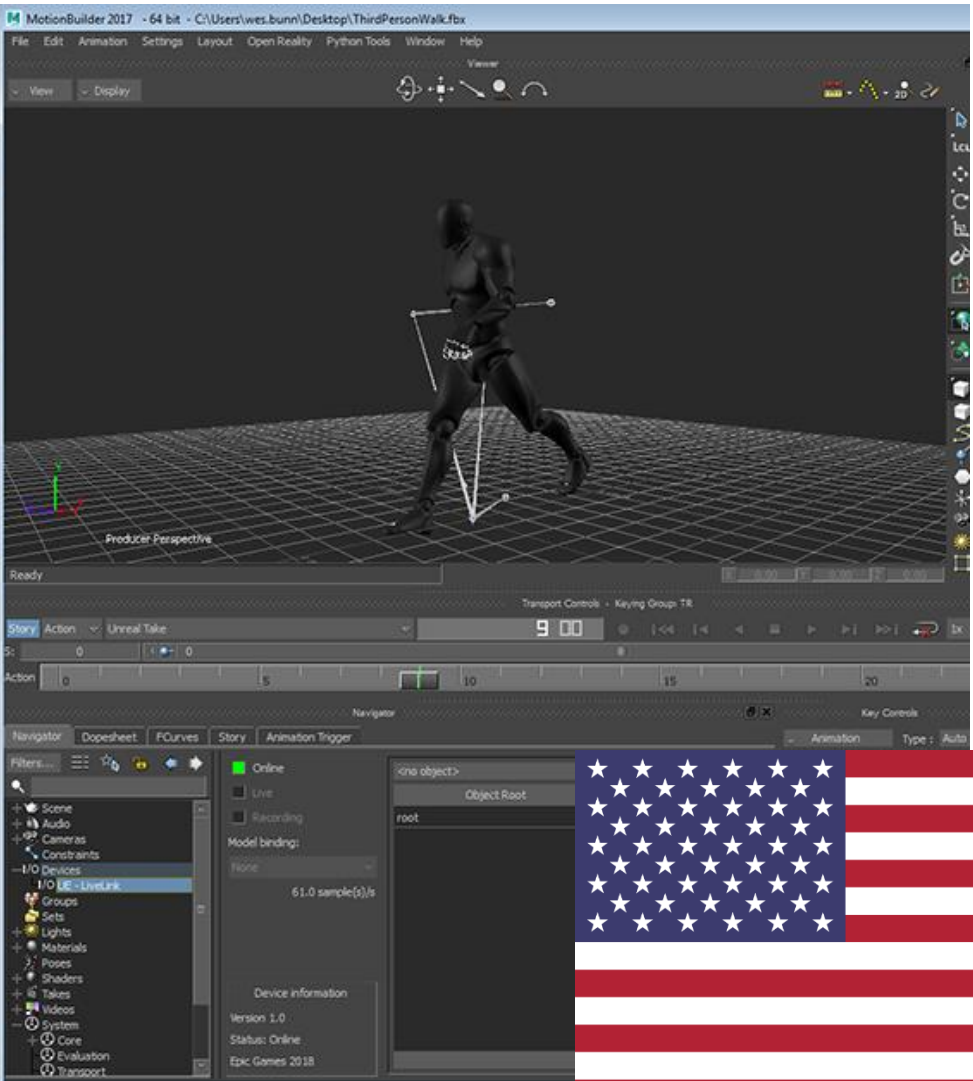
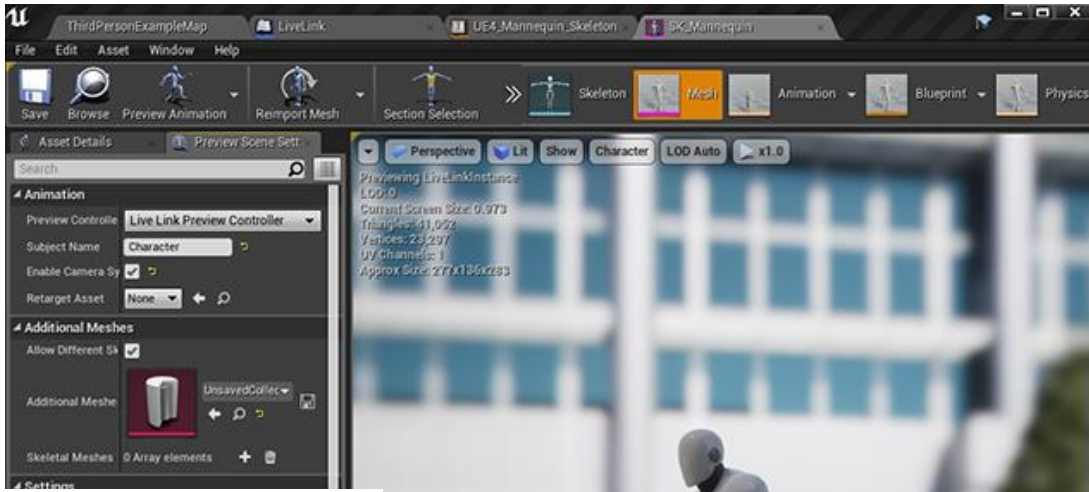
...the only problem is...



...the only problem is...



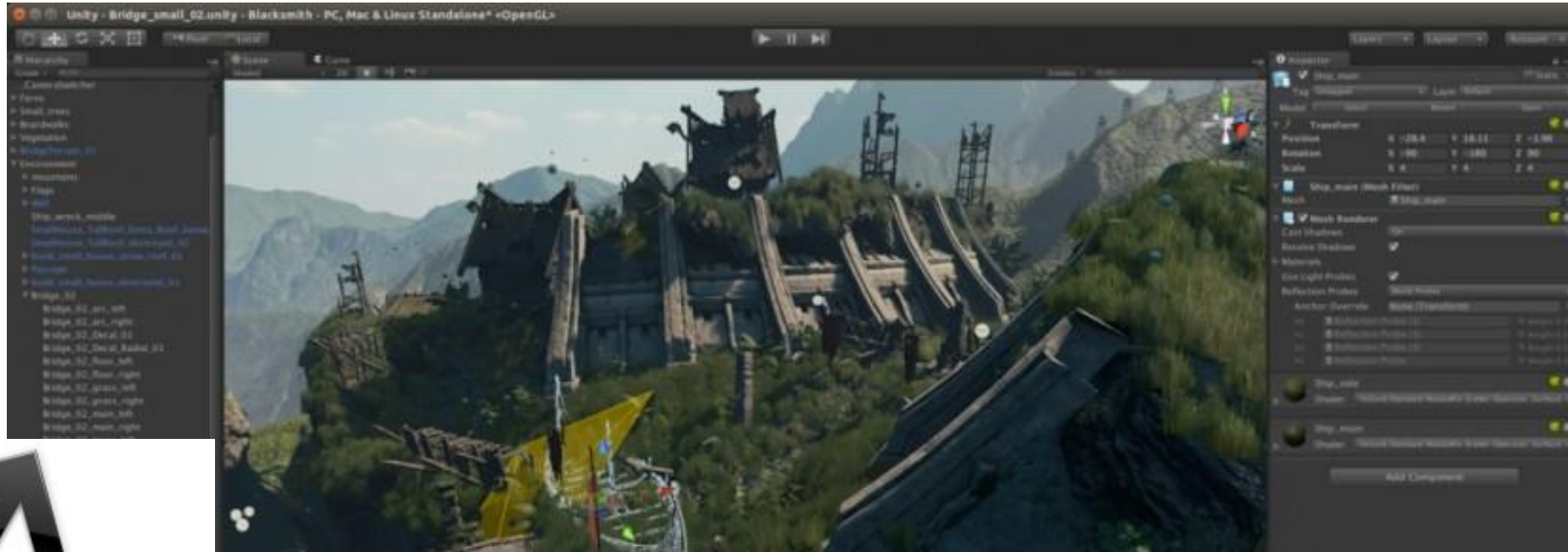
...the only problem is...



**UNREAL
ENGINE**



...the only problem is...



...the only problem is...



rumii



...the only problem is...



oculus venues



...the only problem is...



...the only problem is...



...the only problem is...



Qualcomm®
vuforia



But there are good news!!!



We are at a very early stage in this field



...and with the corresponding effort and investment from the European Industry and the European Commission...

...we can still run the race

...if we are ready for a long trail

Immersive and Interactive European Partnership



An European Partnership in Immersive and Interactive Technologies needs to be launched...

...with private and public support...

...to recover grip, stop loosing ground in the field,
and be ready for a mass market adoption in 5-7-
10 years

Immersive and Interactive European Partnership



To achieve this, NEM will aim during next weeks, months and years if necessary to align the European Industry and Government:

- to invest in key topics with a longer term vision

- to steer the development of high tech start ups and the growth of SMEs

- to keep in Europe the decision making seats



Past actions

By 2015 NEM identifies the need of a PPP in immersive media and a substantial group of NEM members adheres to the proposal

During the NEM GA 2016, EC representatives inform NEM that no more funds will be available to establish new PPPs

Immersive and Interactive European Partnership



In the next weeks we will have European Elections, and important decisions are going to be made about the topics that deserve special support from the European Commission.

Immersive and Interactive European Partnership



NEM is going to act in consequence and the I2C initiative is going to be relaunched, with the objective of increasing and aligning the European RDI efforts and programmes (Horizone Europe, Digital Europe, Creative Europe) in the immersive and interactive content pipeline.

Action Plan

- Short request (done and to be sent to different HoU)
- I2C positioning paper draft (2 weeks)
- Next steps & deadlines will be detailed in the NEM SB Meeting on Friday May 24th, namely:
 - Internal consultation proces
 - Adherence of other ETPs to the action
 - Final I2C PP draft
 - Circulation to National delegates, NCPs and EC delegates.
 - F2F Meetings
- Objective: i2C PPP profiled by end of the year.



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