DIGITALEUROPE

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Background & Purpose

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- International non for profit association based in Brussels.
- Represents the European Digital Technology Industry: the information technology, communications technology and consumer electronics sectors.
- Seeks to improve the business environment for sectors and to promote the Digital Technology Industry's contribution to economic growth and social progress in the EU.
- Participates in the development and implementation of EU policies by helping European governments and institutions to understand future technology trends and how digital technologies can contribute to sustain economic performance .

Benefits & Value Proposition

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Connect	Disseminate	Learn	Build
Networking	Website	Working Groups	EU Funding
Events	Digital Headlines	Company visits	Market Data
Annual Summit	Media alerts - Social media	Training	Business meeting facilities
NTA Summit		Special Publications	
Member only-extranet			

Members

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- A wide range of multinational companies (57) and national trade associations (33)…
- Which represent more than 10,000 businesses and two million employees…
- And generate revenues of over 1,000 billion Euros …
- Thus bringing credibility and legitimacy to the organisation…
- Which has become the voice of the European Digital Technology Industry.

NOKIA
CONNECTING PEOPLE
SAP
MITSUBISHI ELECTRIC
Changes for the Better
océ
KYOCERA
SHARP
DIGITALEUROPE
hp
CISCO
intel
HITACHI
Inspire the Next
LEXMARK
Passion for printing ideas?
BlackBerry
acer
ORACLE
DELL
FUJITSU
BenQ
Kodak
Panasonic
Europe
Canon
LG Electronics
Alcatel·Lucent
LOEWE.
SAMSUNG
PHILIPS
swatch
QUALCOMM
BOSE
SONY
Microsoft
Nokia Siemens
Networks
JVC
The Perfect Experience
technicolor
brother
HUAWEI
NEC
IBM
ERICSSON
MOTOROLA SOLUTIONS
CASSIDIAN
xerox
MOTOROLA MOBILITY
KONICA MINOLTA
ZTE中兴
EPSON
EXCEED YOUR VISION
APC
by Schneider Electric
TEXAS INSTRUMENTS
AMD
INGRAM
MICRO
SIEMENS
Pioneer
RICOH
TOSHIBA
OKI
PRINTING SOLUTIONS
TPVISION

SIMAVELEC

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Governance

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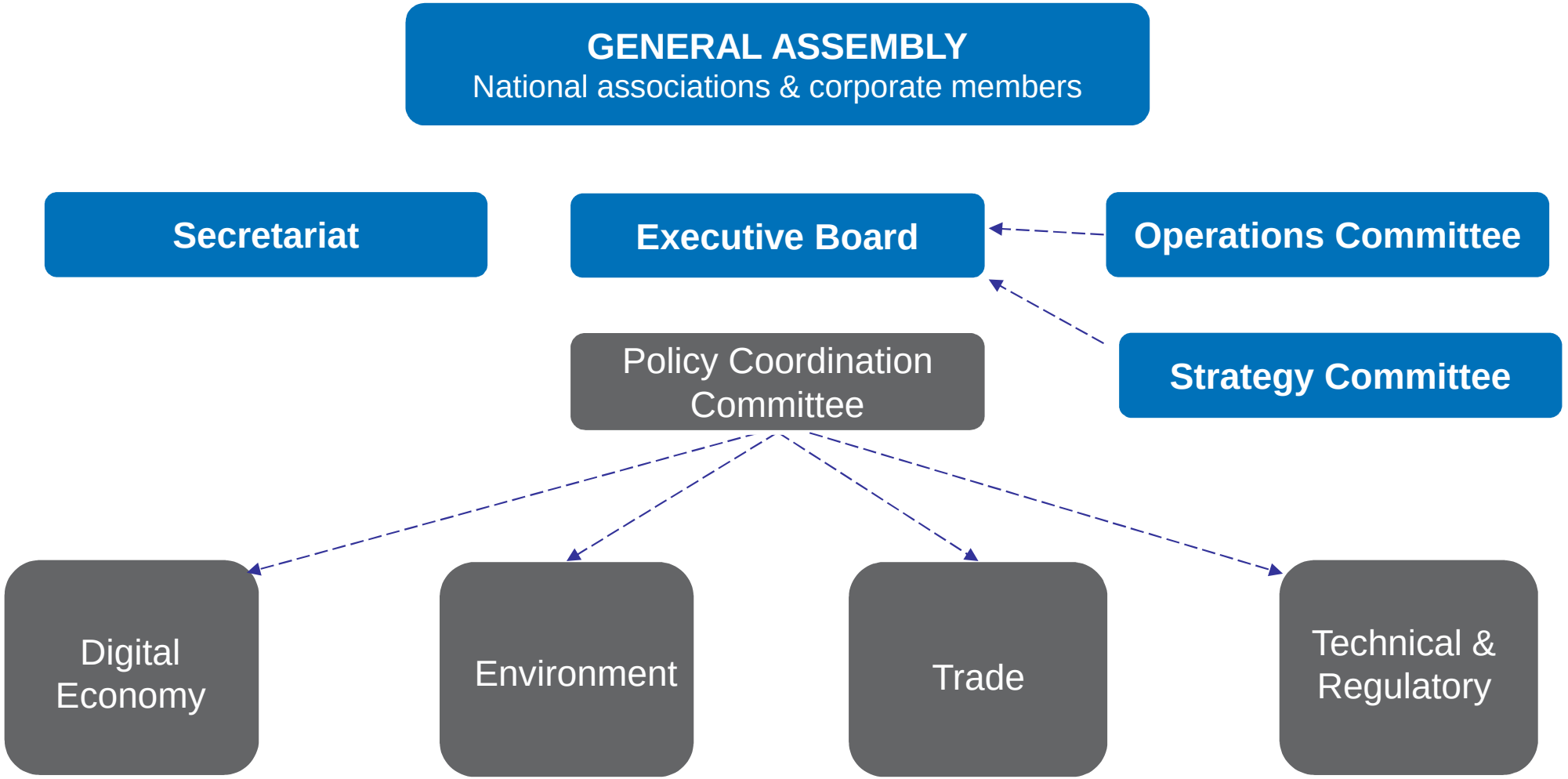

Digital Economy

Chair: Irena Bednarich, HP

Vice Chair:, Margit Brandl, NSN - Christopher Gow, Cisco

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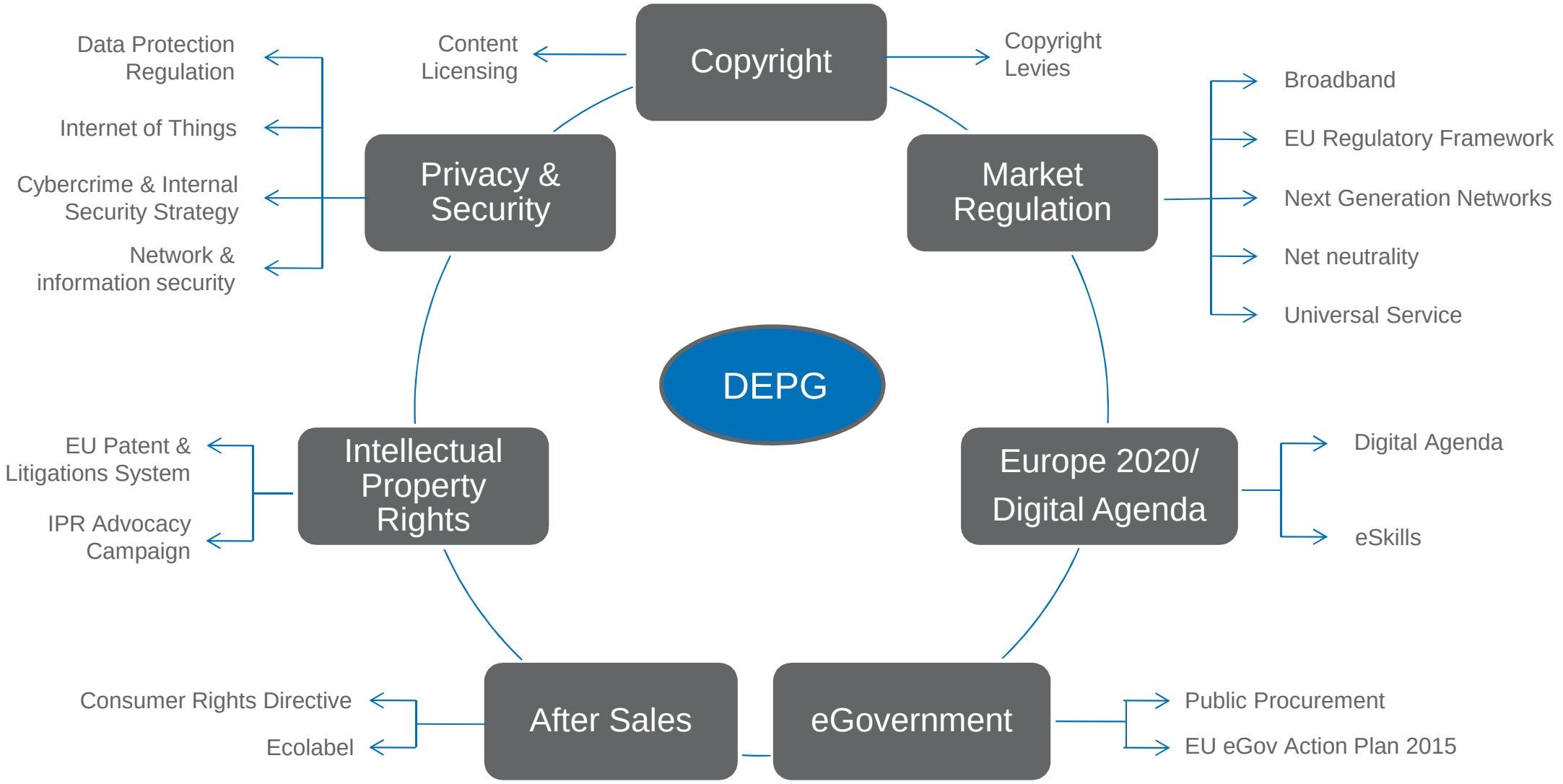

Environment Policy

Chair: Jos Beekwilder, Océ
Vice Chairs: Per Döfnäs, Ericsson - Kurt van den Herten, IBM

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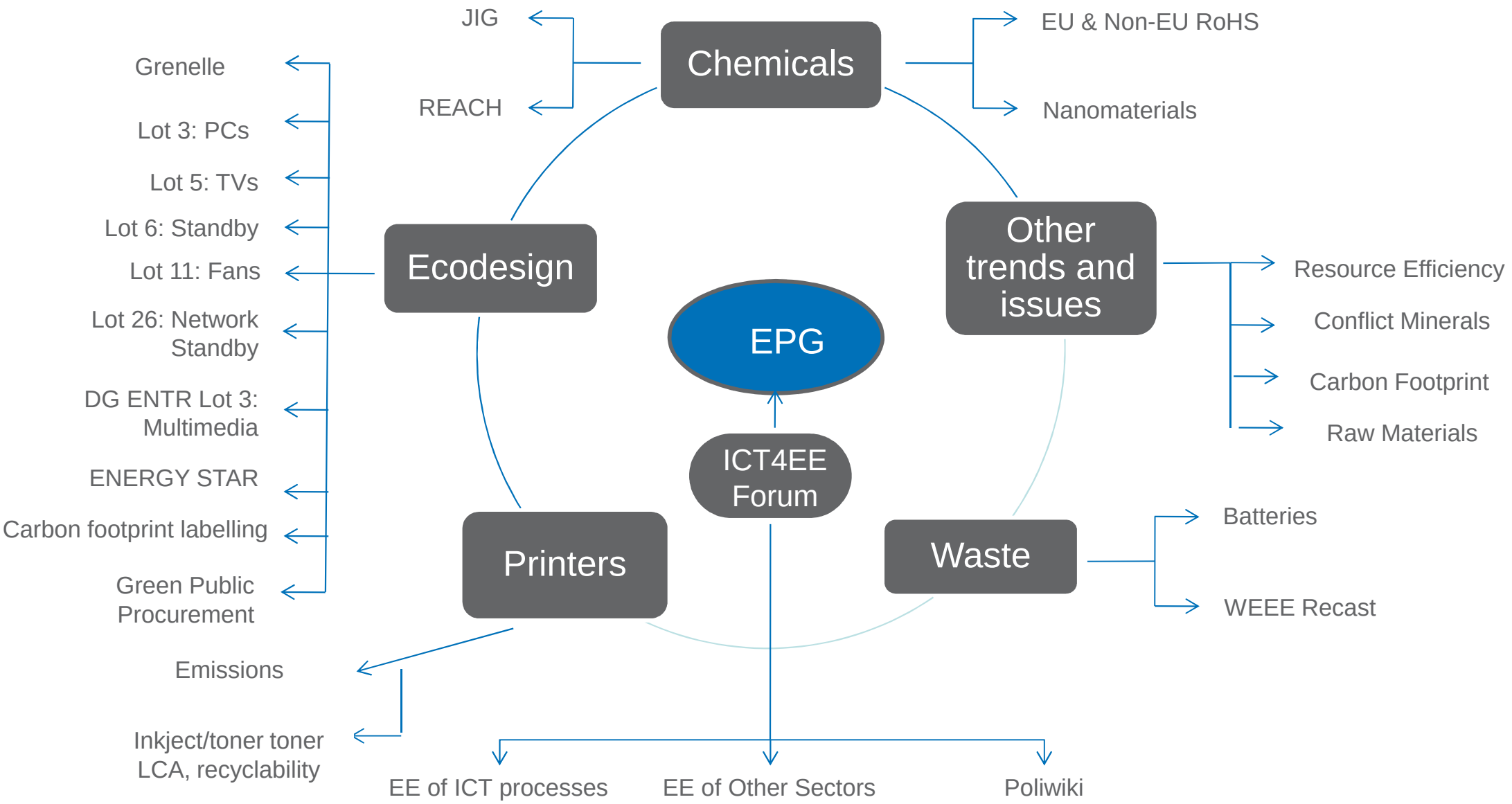

Trade Policy

Chair: Esa Kaunistola, Nokia
Vice Chairs: Dick Klinkhamer, HP - Sandra Alvera, Panasonic

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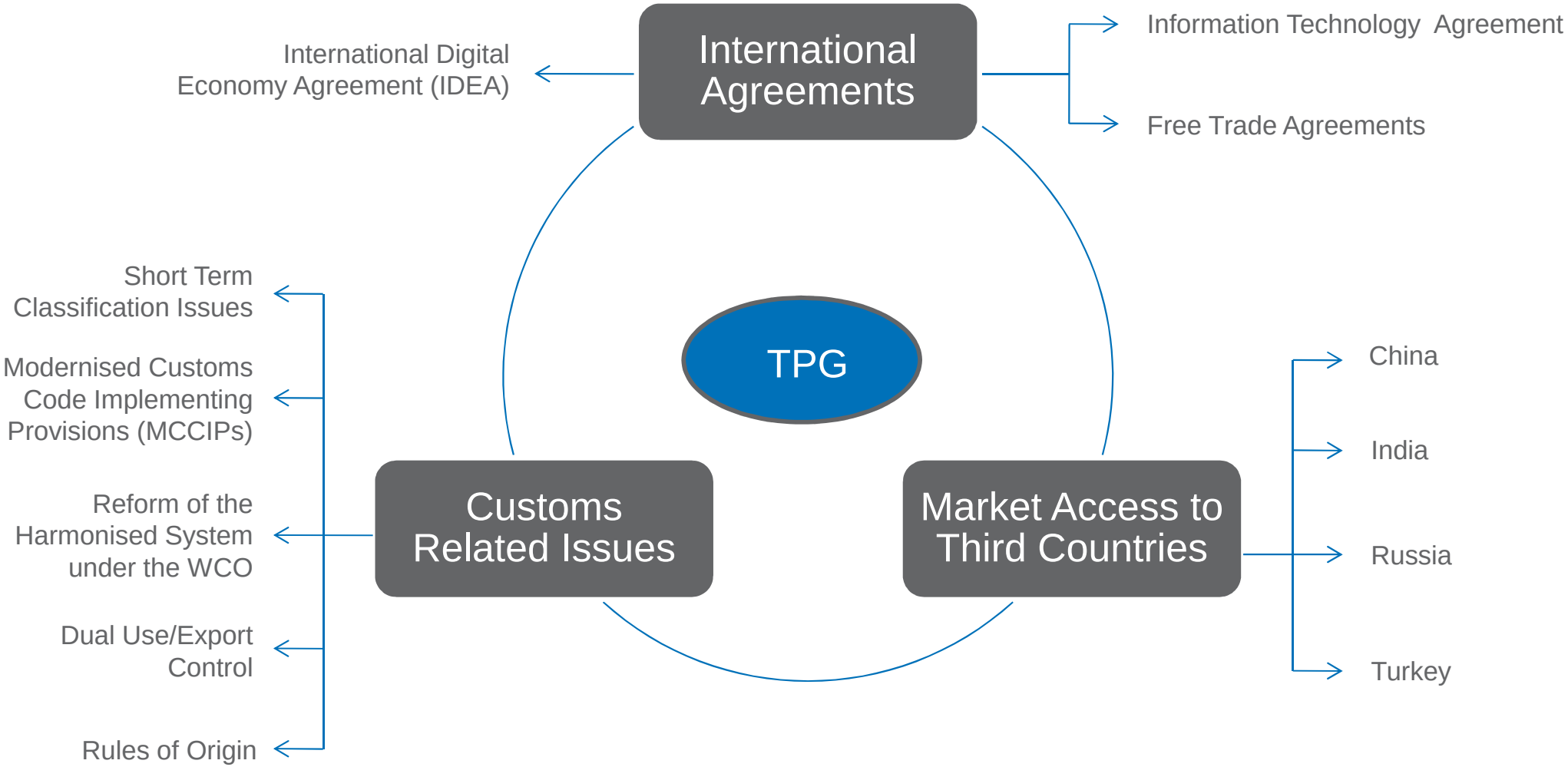

Technical & Regulatory Policy

Chair: Damir Filipovic, Samsung

Vice Chair: Jean Laurens, HP - Nicolas Schifano, Microsoft

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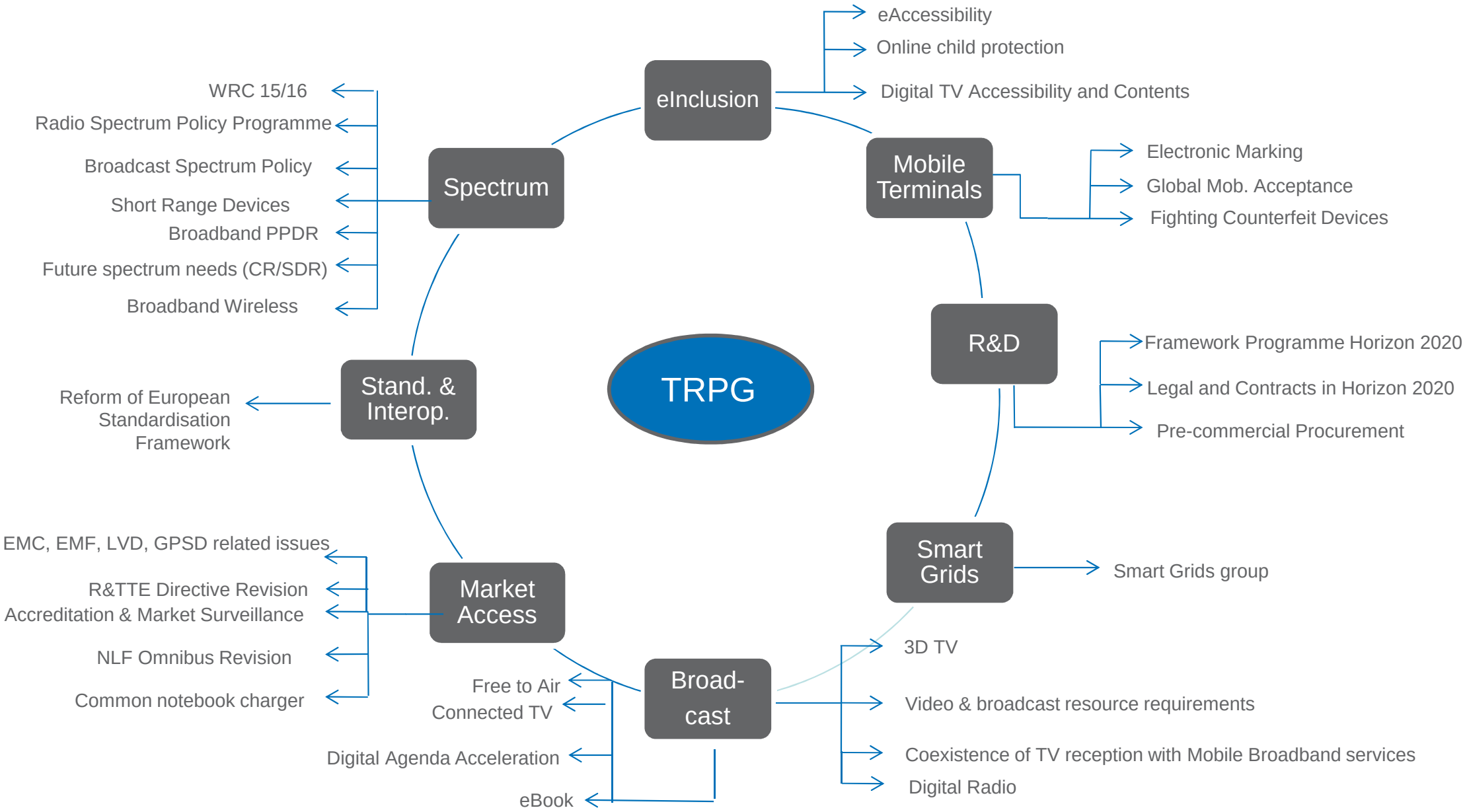

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Vision of the Present and a look towards the future

- Transmedia Storytelling used at school for learning

  http://www.inanimatealice.com/

  http://www.youtube.com/watch?v=vMp8ggr3iC0

- EBooks and Audio & Video EBooks

Bulgaria Example
Ciela

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Professional target

Internet based products, professionals prefer SW locally on their computer and Internet updates.

Leisure target

Books published both electronically and in the traditional way.

Consumers still prefer printed versions.

In 5-10 years there will be a total shift to the eBook

Vision of the Future

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- **How will the book look like in the next Future?**
- **Will traditional paper book disappear? How long will it take for this shift?**
- **Which kind of Business model would rise in the future?**

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The future is unpredictable

ICT will continue to advance, empower and transform every aspect of our life.

"If I were afforded one piece of criticism, I would say that traditional newspapers have missed this opportunity [the smartphone] to "reset" our rapport to reading"(Liberation Next, 10th June 2013)

http://www.youtube.com/watch?v=YOsh9dPbVS8

Few Dreaming Examples

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- Imagine the next eBook generation where you will be able to hear the background description, smell the landscape and different aromas.
- 3D storytelling eBook in particular for Children
- Reading books from your sunglasses
- eBooks that smell as real books
- EBook community and social network
- Rethink education, where children will be able to work and study using tablets, EBooks and apps.

Not flippable
For Designing
For Publishing
Convert to HTML, EXE, ZIP format.
Convert for iPad, iPhone, Android mobile devices, and Epub.
Burn 3D book to CD.
Support batch convert.
For Flipping
Use 3D panoramic control panel to spin 3D Book in 360 degree.
Rotating mouse wheel to gain 3D effect.
Drag page corner to turn page.
Use flip icon to turn page.
6
7
6-7/10
3DPageFlip

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Thank you for your attention

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