

WEARIT@WORK: Exploitation of Wearable Computing



Exploitation of Wearable Computing in New Scenarios

The set of technological components and integrated solutions developed during the wearIT@work project is very diverse, spanning a varied field of technological applications. As such, the exploitation possibilities for the results of the wearIT@work project are boundless.

Each of the 42 wearIT@work consortium partners adds value to the range of wearable computing solutions developed during the project. Each partner applies their own expertise, skills, and methodologies, in turn creating a set of highly marketable and effective components that can be combined and integrated into any number of solutions. The large number of available technologies and products enhances the business opportunities resulting from the cutting edge research of the project. As such, the project has adopted a unique exploitation strategy.

"Airport Book" – Intelligent Clothing

The project consortium put together an easy-to-read book presenting the ideas behind the project and their actual and potential applications in real workplace scenarios. The book is titled **Intelligent Clothing: Empowering the Mobile Worker**. The book is meant to be a colourful presentation of the project objectives, achievements, and their applicability to a broad range of business initiatives. The book's editors, Edna Pasher PhD & Associates, approached the book as a concise and appealing account of the project, with the vision that it could be read by businessmen in the airport en route to their next business destination. Hence the reference to a new kind of genre – an airport book! In this way, the wearIT@work airport book keeps in mind the businessman's busy schedule – time management and efficiency being one of the very goals of wearable computing in general.

In this book, you can:

- Read about the wearIT@work project
- Discover the benefits that wearables can provide your businesses
- Discover how you can participate in the adoption process of wearIT@work technologies.

The airport book **Intelligent Clothing: Empowering the Mobile Worker** will be sold in bookstores throughout Europe.

wearIT@work was set up by the European Commission as an Integrated Project to investigate "Wearable Computing" as a technology dealing with computer systems integrated in clothing.

The project has 42 partners with a project volume of about 23.7 million € and a funding of about 14.6 million €

It is the largest project world-wide in wearable computing.

<http://www.wearitatwork.com>





Business Support Group

The dissemination and exploitation goal of the wearIT@work consortium is to create a business community that can exist as a self-financed entity beyond the scope of the wearIT@work project. There is currently a project network made up of project partners, as well as several stakeholders who are also potential customers. Now, the challenge is to extend this network to include more potential customers.

For this purpose, the Business Support Group was established. The BSG will be at the centre of the project's business network and will be responsible for business development. The purpose of this community is to support both dissemination and exploitation of the project findings and to foster their continued development.

This will be carried out in accordance with the established Business Rules, which were developed in order to create a common framework in which partners will operate when exploiting the project findings. The Business Rules will primarily serve to regulate the communication and commercial activities between members of the Open Wearable Computing Group. However, they will also outline the rights and obligations of the members as well as the structure through which the group will operate. The BSG will prepare a marketing strategy for dissemination of the project findings.

The BSG will continue its business development activities based on training, consulting, and solution-providing services, on wearable computing applications or related fields. In addition, lecture series and workshops on wearable computing solutions and services will take place on a periodic basis in order to support the business activities of the association.



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