

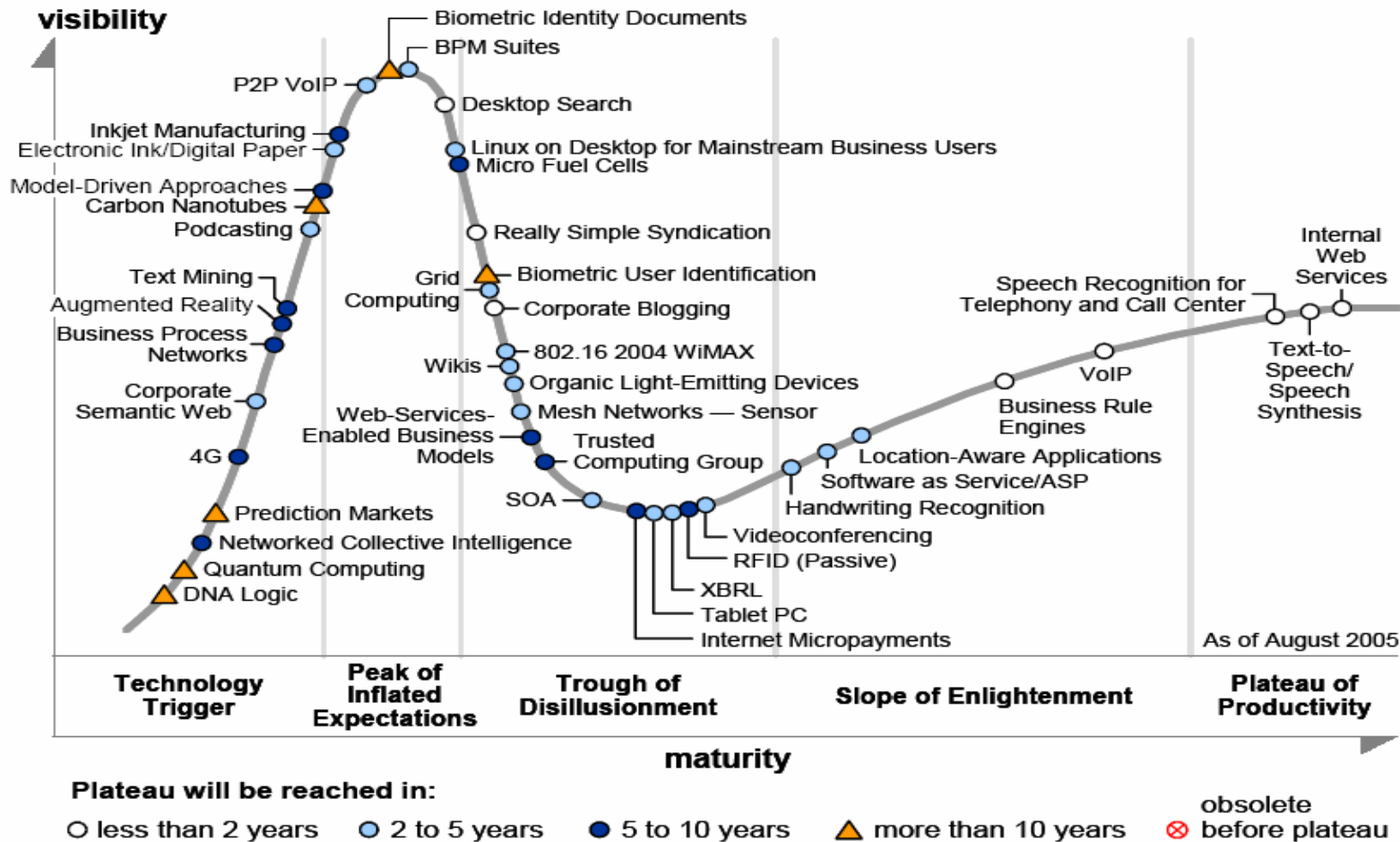
ETPs and standards development

The role of European technology Platforms in
RTD/standards interfacing

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Emerging Technologies

Figure 2. Hype Cycle for Emerging Technologies, 2005



New is beautiful

- Technology range broadening
- Decreasing technology cycle time
- Technology business diversification



NEW is essential



European Technology Platforms

SIEMENS

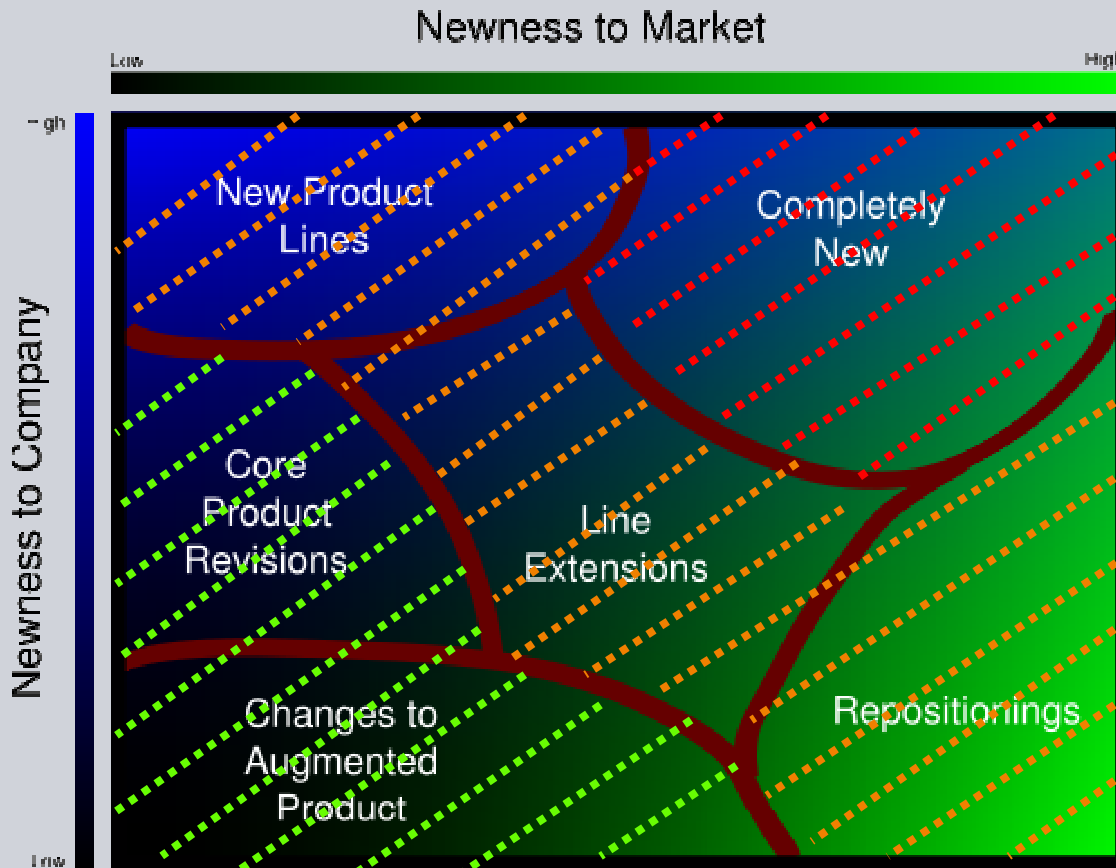


The 31 ETPs are aimed at shaping Europe's technological future



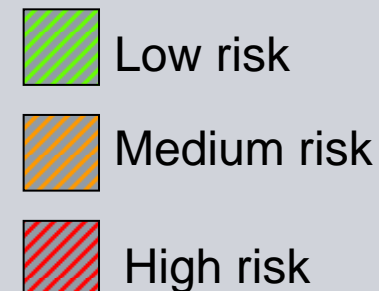


Continuous strive for new products



Strategies for NEW products:

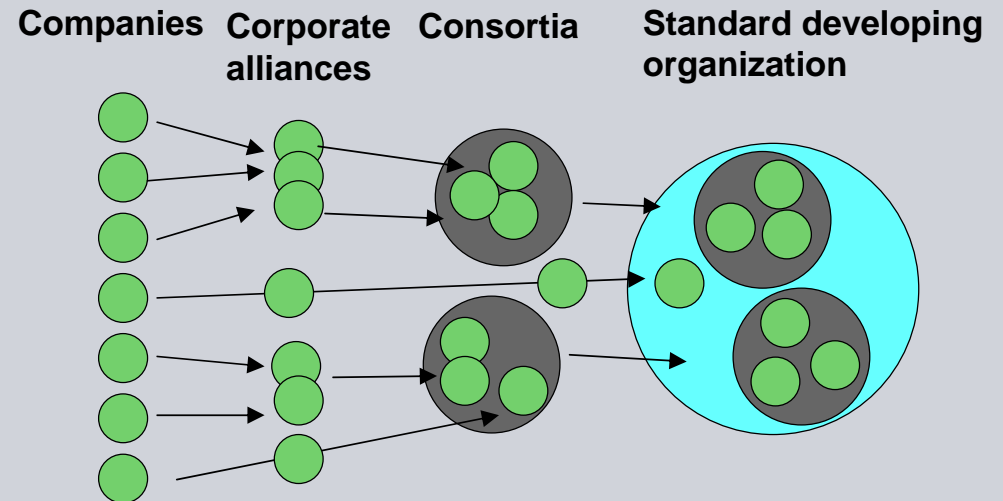
- Strategic acquisitions
- Partnerships
- Consortia
- Standard Development*)



*) common agreement on a technical solution

Business Focus in Standardization

Increasing involvement (even dominance?) of technology users

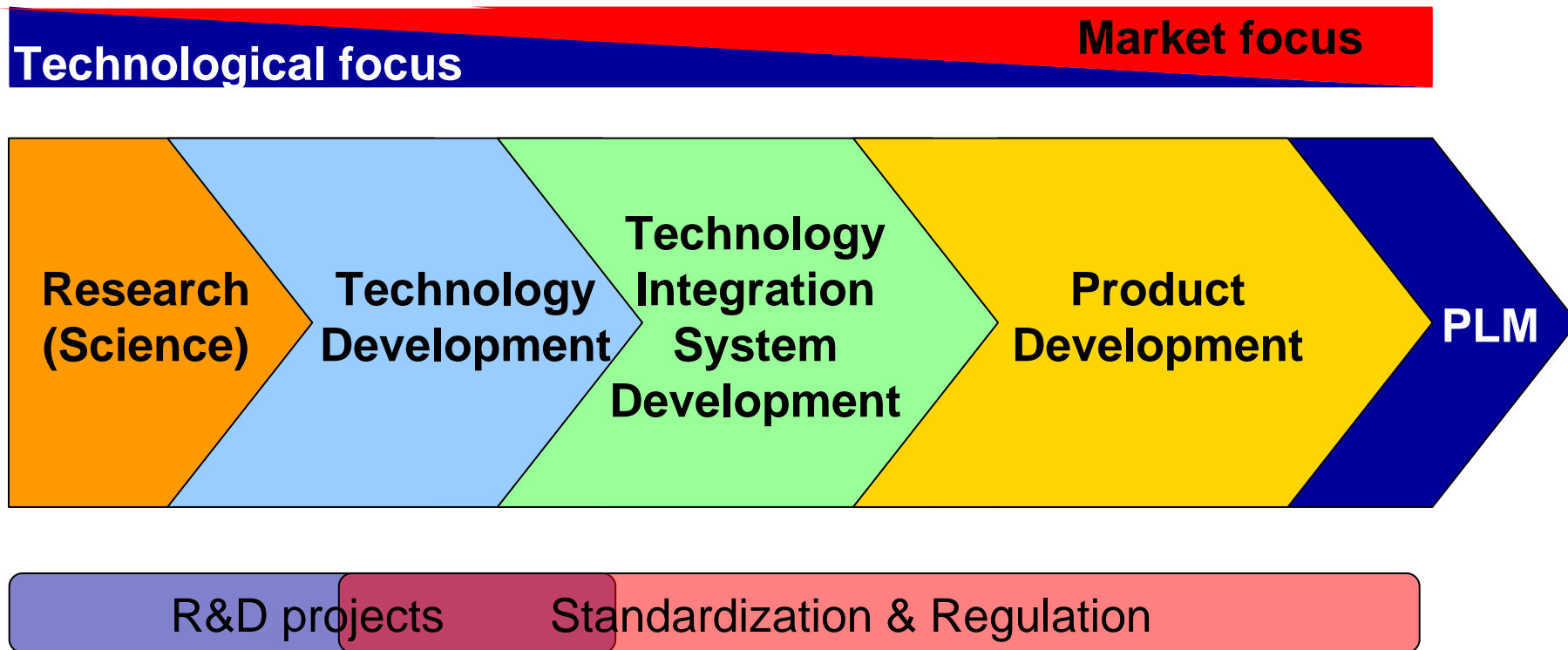


Standards maturity chain

Increasing impact of application standards



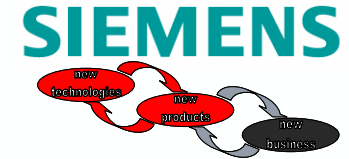
R&D and standards interfacing



Impact regarding ETPs (The Why)

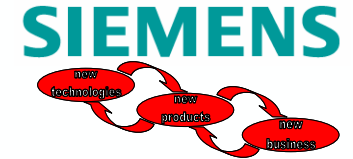
- Largest advantage of ETP approach: Early assembly of key stakeholders
- Early focusing on market relevant technologies and their target markets
- Avoid standard competition (market fragmentation)
- Avoid diverging approaches on „good practice“ issues (e.g. IPR)
- Pre-select high impact issues

Measure to take within the ETPs (The How)

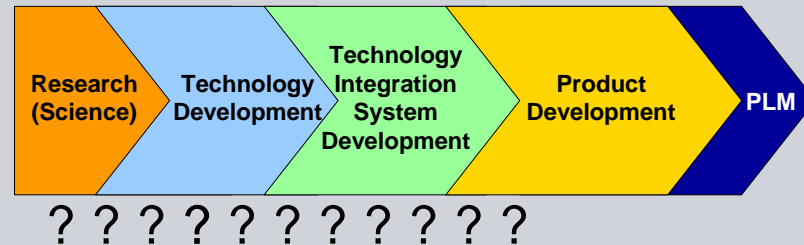


- Establish a framework structure under which future standardization and regulation issues for specific emerging technologies can be handled (easy to state; hard to implement)
- Guidance and policy body, recommending a standardization approach for specific topics
- Interlink different ETPs on converging issues
- Ensure business focus by the involvement of the entire value added chain

The Essentials



The “right” time



The “right” participants



A coupling of visions



An aerial photograph of a modern office lobby. The floor is made of large, light-colored square tiles. In the top left corner, there is a large potted plant with green fronds. Several people in business attire are walking across the lobby. One man in a dark suit is walking towards the center, another man in a white shirt and dark trousers is walking towards the bottom center, and a woman in a light-colored top and dark pants is walking towards the right. In the top right, a man in a dark suit is interacting with a woman in a light-colored top and dark pants, possibly showing her something on a device. A woman in a dark suit is walking away from the center towards the right.

Thanks for your attention

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