

# The Future of Digital Business

## Celtic-Plus Event co-located with Software Days in Vienna

**24 April 2015, Heidelberg, Germany. More than 500 European experts and decision makers from the digital sector will meet in Vienna on 27<sup>th</sup> and 28<sup>th</sup> April. At this year's Celtic-Plus Event in the Austrian capital they will discuss nothing less than the future of digital business. A conference and an exhibition of Celtic-Plus project results will provide a glimpse into the future of information and communication technologies.**

The Celtic-Plus Event is co-located with the Software Days 2015 and is hosted by the Austrian Research Promotion Agency FFG, together with the Austrian Chamber of Commerce and the Vienna Business Agency.

### **Matchmaking and awards**

The first day of the two-day event is dedicated to bilateral meetings of researchers, developers and innovation managers. The purpose of the matchmaking activity is to meet other experts from the ICT community to discuss emerging R&D needs and proposals for collaborative projects. At the evening reception, the Celtic-Plus Awards will be presented to the winning projects. There are excellence awards for outstanding achievements in the categories Network Technologies, Services and Applications, and Connecting People as well as an innovation award for a project which finished some years ago and has created significant business impact from its innovative results.

### **Conference and exhibition**

The conference on day 2 will be opened with a keynote by Jean-Sebastien Bedo from Orange Labs, who will present the 5G Infrastructure Association's 5G vision. In a dedicated session, researchers and developers will get the opportunity of pitching their innovative project ideas for the next call of Celtic-Plus. The conference also includes presentations by national funding authorities from Canada and South Africa, who participate in Celtic-Plus. The conference will conclude with a high-level panel Discussion on the future of telecommunications, with a focus on industry involvement, future services and business models.

Results of 15 Celtic-Plus projects will be presented in the conference sessions and the exhibition. Prototypes will provide an interactive experience of the technological progress achieved in these Celtic-Plus projects.

### **About Celtic-Plus**

Celtic-Plus is an industry-driven European research initiative to define, perform and finance through public and private funding common research projects in the area of telecommunications, new media, future Internet, and applications & services focusing on a new "Smart Connected World" paradigm. Celtic-Plus is a EUREKA ICT cluster and belongs to the inter-governmental EUREKA network.

Celtic-Plus: [www.celticplus.eu](http://www.celticplus.eu) Celtic-Plus Event: <https://www.b2match.eu/softwaredays2015>

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