

3-5 MARCH 2010,
BRUSSELS

www.application-days.eu

GALILEO APPLICATION DAYS

Hosted by:



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Brussels, 22 February 2010

For Your Editorial Planning

SEE, TOUCH AND LEARN AT MAJOR SATELLITE NAVIGATION EVENT

What?

Live demonstrations of cutting-edge satellite navigation applications and a major three-day conference promoting the use of EGNOS and Galileo will be part of the launch of the 2010 European Satellite Navigation Competition.

Galileo Application Days, will feature a first ever over 2,000 M² meter public 'Application Village', where demonstrations and presentations of over 30 innovative uses of satellite navigation technology will occur. Visitors will get a chance to see viable satellite navigation applications developed through the EU's 7th Research Framework Programme, the European Satellite Navigation Competition, the European Space Agency Technology Transfer Programme, and national and regional initiatives, in a lively animated atmosphere.

Explore the world of innovation in the *Application Village* where you can:

- *Race* against Formula1 drivers on a gaming console,
- *Detect* urban pollution on location,
- *See* real-time pictures and videos from a flight robot,
- *Watch* a family keep track of each other in a crowded public space
- *Try* a hand-held tracking device for the elderly and those affected by Alzheimer's and a special guidance systems for the blind,
- *Geo-tag* photos through mobile EGNOS-enabled devices will be in the city section.
- *Learn* how a positioning system for container tracking works
- *Experience* how new satellite navigation innovations are making our lives safer and more sustainable, our businesses more efficient, *and much more.*

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Highlights of Galileo Application Days:

- **Galileo Application Days Conference & Exhibition**, features speakers and innovations from around the world relating to satellite navigation applications. Networking sessions, speed business meetings and a workshop for SMEs emphasise the commercial development of innovative products and services.
- **The Application Village**, Features live demonstrations and presentations in areas of the Village, designed to represent the use of Galileo and EGNOS in everyday life. Innovative location-based services plus maritime, road, leisure, health and agriculture-related demonstrations will occur in the 'neighbourhood', the 'city', the 'port', the 'road', the 'outdoors' and the 'farm'. (see list of demonstrations on page 4)

Special Media event

You are cordially invited to attend the **Official Opening of the Application Village**:

Wednesday, March 3, 2010
17:00 -19:00

The Village will be built in front of the European Commission's **Berlaymont Building** (Rond-Point Schuman, Brussels).

Programme:

- Opening ceremony: Inauguration and ribbon-cutting by Antonio Tajani, Vice-President of the European Commission responsible for Enterprise and Industry
- Live Application Demonstrations
- Cocktail reception

It will be possible to arrange interviews.

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When? 3 – 5 March 2010: **Galileo Application Days Conference & Exhibition**
Charlemagne Conference Center, Brussels
See Programme: www.application-days.eu

Application Village
Berlaymont Building Esplanade, Brussels

Who? The European Commission, together with the European GNSS Supervisory Authority (GSA), the Application Centre for Satellite Navigation in Oberpfaffenhofen (AZO) (the managing organisation for the European Satellite Navigation Competition, the 'Galileo Masters'), and the European Space Agency (ESA), brings together policymakers, experts, SMEs, technology enthusiasts, and the public of all ages.

The following officials will be among those available for interview:

Antonio Tajani, European Commission Vice-President for Industry and Entrepreneurship

Norbert Glante, Member of European Parliament, Member of the Galileo Interinstitutional Panel

René Oosterlinck, Director of the Galileo Programme and Navigation-related Activities, European Space Agency

Georgette Lalis, Director, Consumer Goods and EU satellite navigation programmes, Directorate General of Enterprises and Industry, European Commission

Marc Naddell, Vice President Partner and Developer Programs, NAVTEQ

Ted Chang, Vice President, Quanta Research Institute, Quanta Computer Inc

Kanwar Chadha, Chief Marketing Officer, Member of the Board of Directors CSR, Founder, SiRF

Ralf Nejedl, CEO, T-Systems Belgium

Filippo Sesia, Director of Product Research, Centro Ricerche Fiat (CRF)

Serge Lebourg, Department Head, Falcon Avionics, Dassault Aviation

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For more information on Galileo Application Days and to register for press accreditation, please visit: www.application-days.eu