

Distinctions

Distinction of the SBOING navigator, sbNavi™, as one of the top 7 apps in the "**NOKIA Mobile App Competition**", organized by Mobile Monday Athens, (<http://www.momoath.com/nokia-mobile-app-competition>) 22 mobile applications (or ideas at an early stage of implementation) were submitted and the final presentation (pitching) of the top 7 was held in Athens, 16/1/2012, in front of a panel of judges from NOKIA, Microsoft and Venture Capital representatives.

SBOING qualified in the best 150-300 worldwide (from ~700 submitted) innovative ideas and corresponding business plans, in the international competition **MassChallenge 2011 Competition** (Boston, Mass., USA, www.masschallenge.org), and our group was invited to participate in the second round to qualify for the 150 best, [May 2011].



SBOING excelled (top 20) in the contest for Innovation & Entrepreneurship "**Greece Innovates**", co-organized by SEV (Hellenic Industry Association) and EFG-Eurobank (<http://kainotomeis.gr>), [2010-2011].

The concept and implementation of a (h/w) traffic data collection system based on wireless network technology, static or mobile, sensors with GPS (ahWSN, VANETs), a collaboration between SBOING and the Hellenic Open University and ranked in the top five of the "**Arduino Contest 2011**" (<http://www.cooking-hacks.com/index.php/let-s-cook/community-hacks>) organized by the company Libelium, [May 2011].



SBOING competed and qualified for the final phase of the competition **MobIP 2012** (Pan European Partnership and Investment for Mobile Services), [Thessaloniki, 1/6/2012], http://www.e-unlimited.com/events/view.aspx?events_pages_id=1431.

The innovative idea "SBOING" ranked 4th for the European Award "GNSS Living Lab Prize 2012", 2nd for the *Regional Challenge* prize and 4th for the "Audience Award" of the **9th European Satellite Navigation Competition**, ESNC-2012, (<http://www.galileo-masters.eu>). Of 406 proposals submitted, the Audience Award shortlisted 207, of which 3 Greek (2 by SBOING: "SBOING" and "WiSeNDA"). [11/2012].



In Dec. 2008, Dr. Fotis K. Liotopoulos and Mrs. Voula Karypidou were awarded a **2nd Prize award for "Innovation and Entrepreneurship" for the SBOING Business Plan**, in a competition organized by the "*Regional Innovation Pole of Central Macedonia*" project.



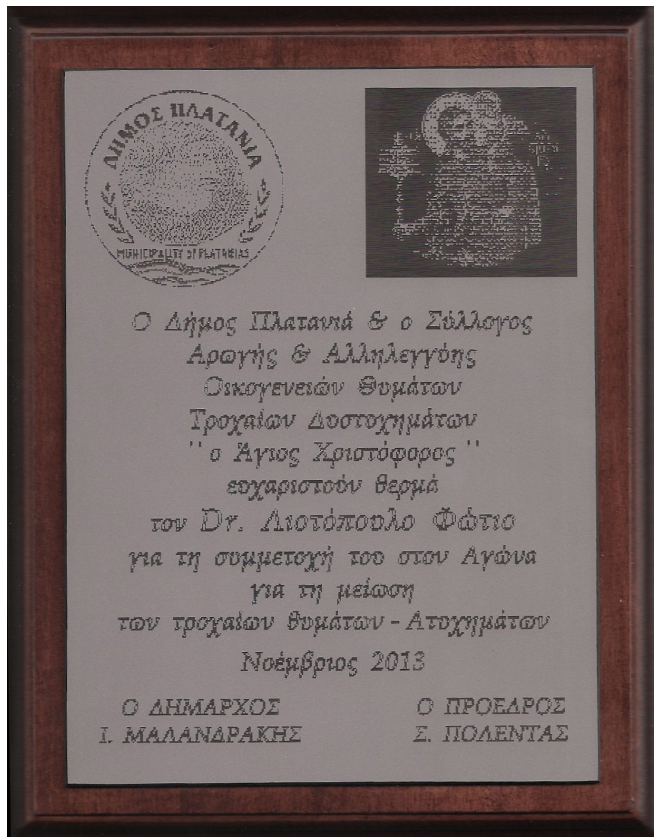
In April 2014, SBOING won the **15.000 euro award of the LDA Competition** with the **sbClimMate®** app, an add-on to sbNavi™, the SBOING navigator.



11/4/2014, 30/4/2014

F.K. Liotopoulos (April 11) and Th. K. Liotopoulos (April 30) presented SBOING, during the LDA Competition and the Awards ceremony of the LDA (Large Scale Demonstrator in Athens) project (<http://ldathens.eu>), where SBOING won the 15.000 euro award of the LDA Competition for its sbCLiMate® app, an add-on to sbNavi™, the SBOING navigator, <http://news.in.gr/science-technology/article/?aid=1231318121>

SBOING Award for contribution to "Road Safety"



Awarded by the Rep. of the Greek Parliament.



With the presence of Mrs. Eva Molnar, Director of the Transport Division of the United Nations.



18/11/2013

Dr. Fotis K. Liotopoulos presented SBOING during a conference on "Road Safety", organized by "Christos Polentas Park" (<http://polentaspark.weebly.com/>), in Chania, Crete, Greece (17-18 Nov). During this event, SBOING was presented an award for contributions to "Road Safety", by a representative of the Greek Parliament and in the presence of Mrs. Eva Molnar, Director of the Transport Division of the United Nations.

6/2014

SBOING was nominated (for Greece) by ITS-Hellas for the "2014 ITS Hall of Fame Industry Award", (ITS World Congress), [ITS: Intelligent Transport Systems].

10/2014

SBOING ranked 4th in the "T-Systems Big Data" Challenge of the "4th Copernicus Masters 2014" Competition (<http://www.copernicus-masters.com>).

10/2014

The SBOING Navigator, sbNavi™, has been selected by the European GNSS Agency (GSA, www.gsa.europa.eu) as one of the 26 apps of the "**Galileo Apps Store**" of the SUNRISE (EU) project (www.galileo-apps.sunrise-project.eu).

3/2015

SBOING qualified in the final round of the European competition "**Net Futures 2015 Challenge**", as one of the **top 10** finalist teams, with the concept and a demo entitled: "*WJETS: Whole-Journey Experience of Internet Things through 'Sensourcing' in Sensitive Goods' Freight.*", (<http://www.finish-project.eu/challenge>).

5/ 2015

SBOING was approved by **SAMSUNG** as an Independent Solution Vendor (Silver Partner) of the "Samsung Enterprise Alliance Program" (**SEAP**), (<http://seap.samsung.com>)

6/2015

SBOING was awarded the **1st prize** at the pan-Hellenic competition for "**Innovative IoT Applications**" with our transport application (concept and mandatory demo), entitled:

*"WJETS: Whole Journey Experience of Internet Things through 'Sensourcing',
for Sensitive Goods' Freight".*

The competition was organized by the "Hellenic Association of Computer Engineers" (HACE / ΕΜΗΠΕΕ) under the 7th Conference "Green Connected World".

<http://www.computer-engineers.gr/-/anakoinose-tou-nikete-tou-diagonismou-tes-emepee-gia-kainotomikes-iot-epharmoges>

6/2015

SBOING has been selected / invited by the **JUPITER (EU) project** (<http://jupiter-egnss-its.eu>) to participate (as an exhibitor in a JUPITER booth) in the "**ITS World Congress 2015**" (to be held in Bordeaux, France, between 5-9 Oct. 2015, <http://itsworldcongress.com>). The JUPITER project raises EGNSS awareness and promotes activities to foster the business development of GNSS based applications in the context of Intelligent Transport Systems (ITS).

Funding – Projects – Results

Projects:

SBOING has so far participated in the following R&TD (national & EU) projects:

- 1/2023-12/2025: "**GILL** - Gendered Innovation Living Labs", <https://gi-ll.eu>, 3-year Horizon-Europe RIA project, 17 partners from 10 countries, 2,6 MEUR, role: technology provider, SBOING budget: 140 KEUR, grand agreement: 101094812.
- 12/2018-11/2021: "**TInnGO** – Transport Innovation Gender Observatory: A framework for sustainable gender and diversity sensitive smart mobility", www.tinn.go.eu, 3-year EU/H2020 RTD project, 20 partners from 13 countries, 3 MEUR, role: technical manager / data coordinator, SBOING budget: 177 KEUR, grand agreement: 690650. The TInnGO project aimed to develop a framework and mechanisms for a sustainable game change in European transport using the transformative strategy of gender and diversity sensitive smart mobility.
- 07/2018-06/2020: "**Sboing4Real** – Development of crowdsourcing technologies for geo-social networking and advanced satellite navigation in real-time", 2-year "Competitiveness, Entrepreneurship, Innovation" (EPAnEK) 2014-2020, RTD project, 4 partners, role: project coordinator, SBOING budget: 98 KEUR (funding 78%), code: T1EDK-01944.
- 10/2017-06/2018: "**WJETSS** – Whole Journey Experience of Internet Things Through SenSourcing and Space Technologies", <https://business.esa.int/projects/wjetss>, 9-month project funded by the European Space Agency (ESA), 2 partners from 2 countries, 150 KEUR, role: technical manager, SBOING budget: 100 KEUR, subcontracting under contract no. 4000121942/17/NL/CLP.
- 12/2016-02/2021: "**SUITS** – Supporting Urban Integrated Transport Systems: Transferable tools for Local Authorities", <https://suits-project.eu>, 4-year EU/H2020/CIVITAS RTD project, 22 partners from 11 countries, 4.1 MEUR, role: tech. manager / data coordinator, SBOING budget: 202 KEUR, grand agreement: 824349. SUITS aimed to increase the capacity of small and medium local authorities to develop and implement sustainable, inclusive, integrated and accessible transport strategies, policies, technologies, practices, procedures, tools, measures and intelligent transport systems that recognize the end-to-end travel experiences of all users and freight.
- 11/2012-10/2015: "**METPEX** – MEasurement Tool to determine the quality of Passenger Experience", <https://cordis.europa.eu/project/id/314354>, 3-year EU FP7/ICT RTD project, 16 partners from 14 countries, 3 MEUR, role: technical manager / data coordinator, SBOING budget: 183 KEUR (funding 142 KEUR), grand agreement: 314354.



Developed Tools – R&TD Results:

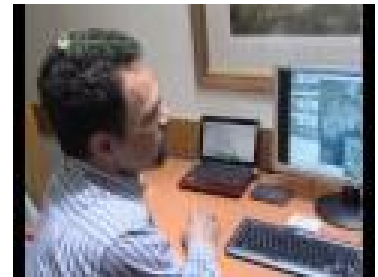
During its participation in the above projects, SBOING:

- has developed and continues to support the "*TInnGO Open Data Repository*" (**T-ODR**), (<https://tinngo.sboing.net/odr>), a global repository for gender-related data collections in the Transport sector, e.g., gender-related citizen mobility, transport safety & security, surveys, research outcomes, etc.,
- has developed and continues to support the "*TInnGO Incident Reporting Tool*" (**T-IRT**), (<https://tinngo.sboing.net/incident-reports>), a web-platform that enables anonymous users to share their experiences in order to make transport and public spaces safer,
- has developed and continues to support the "*SUITS Open Data Repository*" (**S-ODR**), (<https://dare.suits-project.eu/browse>), a global repository for urban mobility data collections, e.g., citizen mobility, freight traffic, FCD, parking, traffic lights, etc.,
- has developed and continues to support the "*SUITS Capacity Building Toolbox*" (**CBT**), (<https://cbt.suits-project.eu>), a suite of learning materials (*Capacity Building Program*) for decision makers and planners in small and medium sized cities to address knowledge gaps and misconceptions related to urban planning measures and to the deployment of innovative mobility solutions and technologies,
- has developed a web platform for "*Transport Surveys*" (**TS**), (<https://tinngo.sboing.net/surveys>) and introduced the innovative concept of "*crowdsourced dynamic surveys*", (i.e., surveys, customized to responder profiles and delivered via smartphone and web applications to "crowd" communities, by dynamically retrieving questionnaires from servers and delivering them to the intended target groups) and also developed tools and a backend system for launching such targeted survey campaigns on behalf of Public Transport stakeholders.
- has developed a web platform for "*My (Open) Digital Badges*" (**ODB**), (<https://mydigitalbadges.net>), to issue, award and manage own Open Digital Badges.

Publicity

Various presentations of SBOING took place in the following events:

12-13/5/2011: Expo of the 4th Int'l Innovation & Entrepreneurial Conf. on Green Technologies: Energy, Transport, Agriculture, ("IE-2011 Green Tech"), Thessaloniki.
[www.ie2011-greentech.gr], [presentation with a stand and various demos].



13/5/2011: Interview at the e-newspaper / web-tv "ka-business.gr" (12 min):
[<http://www.ka-business.gr/pages/innovation/mrgoogleapodiabata>]

15/5/2011: Pitching presentation (with skype) before the judging committee of the Int'l competition **MassChallenge 2011**.

20/5/2011: Presentation at the Central News Bulletin of ET3 and NET (national, public TV). The News Bulletin of ET3 is available at the ert-archives:

<http://www.youtube.com/watch?v=eqAE8zFt2J4>



4/10/2011: A. Katsikaridis, "Pilot development and evaluation of a system for the collection of data with ad hoc wireless network of static or mobile sensors", at the international conference "Intelligent Transport Systems" (ITS 2011, Patras, October 2011.
[Prize for "Best student research work"] [<http://www.eap.gr/view.php?artid=2471>]

«MAKEDONIA» newspaper:

<http://news247.gr/newspapers/Morning/makedonia/makedonia.861584.html>

«ELEFTHEROS TYPOS» newspaper:

<http://www.e-typos.com/entheta/20/dailyNewspaper20110531pp.pdf>



MAKEDONIA
www.makthes.gr
Η ΠΡΩΤΗ ΠΡΟΙΝΗ ΕΦΗΜΕΡΙΣ ΕΝ ΘΕΣΣΑΛΟΝΙΚΗ
ΣΑΒΒΑΤΟ 14.05.2011
Τεύχος Κ.1. ΒΕΛΗΜΟΣ. Αρ. φύλλου: 28.047 Έτος 99ο € 1,30

ΣΗΜΕΡΑ
Εδειξε σημεία ζωής η οικονομία
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200
ΣΑΜΑΡΑΣ ΉΤΑΝ ΤΡΟΙΚΑ
Συμφώνησαν ότι διαφώνούν
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200
Ο ιός του Δυτικού Νειλου ζει στο κέντρο της Θεσσαλονίκης
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200
Στάσεις εργασίας στους παιδικούς σταθμούς
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200
Ενοικιαστές φεύγουν... νύχτα, οφείλοντας χιλιάδες ευρώ
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200
Business με Ρώσους σχεδιάζουν οι ασφαλείς επιχειρήσεις
Είκοσι προγράμματα μεμβρανών στις αρχές του 2011 για πρώτη φορά μετά από τέσσερα χρόνια
200

Το πανεπιστήμιο αναζητά εναγωνίως 12 εκατ. ευρώ
ΣΤΟ «ΚΟΚΚΙΝΟ» ΤΟ ΑΡΙΣΤΟΤΕΛΕΙΟ
Αμφιβόλη η λειτουργία της φοιτητικής λέσχης - Ανασταλή και σε άλλους τομείς της πανεπιστημιακής δραστηριότητας

Η κοινότητα του Αριστοτελείου Πανεπιστημίου Θεσσαλονίκης βρίσκεται σε κατάσταση κρίσης. Το οικονομικό πρόβλημα του πανεπιστημίου είναι τόσο σοβαρό, ώστε η λειτουργία του κινδυνεύει να διακοπεί. Η κατάσταση αυτή είναι το αποτέλεσμα της έλλειψης χρημάτων, καθώς και της απώλειας της φοιτητικής λέσχης, η οποία είναι η πηγή των εσόδων του πανεπιστημίου. Η κατάσταση αυτή είναι το αποτέλεσμα της έλλειψης χρημάτων, καθώς και της απώλειας της φοιτητικής λέσχης, η οποία είναι η πηγή των εσόδων του πανεπιστημίου.

Εταιρεία από τα Διαβάτια ανταγωνίζεται την... Google!
Ο Φίλιππος Λαοπόπουλος (στη φωτογραφία) είναι αναπληρωτής διευθυντής της εταιρείας SBOING, η οποία ανταγωνίζεται την Google στην παροχή υπηρεσιών GPS. Η εταιρεία SBOING είναι μια μικρή εταιρεία που έχει αναπτύξει ένα σύστημα GPS που ανταγωνίζεται την Google. Η εταιρεία SBOING είναι μια μικρή εταιρεία που έχει αναπτύξει ένα σύστημα GPS που ανταγωνίζεται την Google.

Μαρίνα
ΗΡΑΚΛΕΙΑ Πάει στον εισαγγελέα
Ζήτησε να συναντήσει ο πατέρας της, ο οποίος είναι δικηγόρος, να την βοηθήσει να αντιμετωπίσει το πρόβλημα της. Η Μαρίνα είναι μια νεαρή γυναίκα που έχει αντιμετωπίσει ένα σοβαρό πρόβλημα. Η Μαρίνα είναι μια νεαρή γυναίκα που έχει αντιμετωπίσει ένα σοβαρό πρόβλημα.

ΠΑΟΚ Πρώτος για το Σούπερ Λιγκ!
Η ομάδα του ΠΑΟΚ είναι η πρώτη που έχει καταφέρει να κερδίσει το Σούπερ Λιγκ. Η ομάδα του ΠΑΟΚ είναι η πρώτη που έχει καταφέρει να κερδίσει το Σούπερ Λιγκ.

ΕΠΙΧΕΙΡΗΣΕΙΣ: 7 ΧΡΗΜΑ: 20 ΚΟΜΟΙ: 25 ΤΕΧΝΕΣ: 26 ΕΠΟΡ: 34 ΒΑΡΟΜΕΤΡΟ: 12-26°C

ΕΛΕΥΘΕΡΟΣ ΤΥΠΟΣ Τρίτη 31 Μαΐου 2011

ΦΩΤΗΣ ΛΙΟΤΟΠΟΥΛΟΣ
Ο καθηγητής που «έδειξε» στην Google το... σωστό δρόμο

ΗΤΑΝ ΚΑΛΟΚΑΙΡΙ το 2008, όταν ο καθηγητής του Αριστοτελείου Πανεπιστημίου Θεσσαλονίκης Φώτης Λιοτοπούλος και η σύζυγός του ανακάλυψαν από την περπατητή Βουλγαρία της Θεσσαλονίκης, με προορισμό τα διαβάτια, ένα δρομολόγιο που το έκαναν εκείνοι σε καθημερινή βάση. Η «κατασκευή» της διαδρομής στο GPS του αυτοκινήτου, το οποίο δούλεψε με βάση τη λειτουργία και τις δυνατότητες της Google, εφαρμόστηκε ως την καλύτερη λύση για τη διαδρομή από το κέντρο της πόλης. Ομως, η αλήθεια ήταν διαφορετική, καθώς το κέντρο ήταν υπολογισμένο και η πιο ακριβής διαδρομή ήταν η περπατητή οδός.

ΤΟ ΣΥΓΚΕΚΡΙΜΕΝΟ περπατημένο στάθμι: η αφορμή να δημιουργηθεί το... Sboing, το οποίο είναι ορατό στην οθόνη της Google, Open και Intelligent Navigation Gadgets («Ανάλυση καλύτερης, ανοικτό και εύκολο εγχειρίδιο κλιματισμού»). Πρόκειται για έναν πλατφόρμα GPS που παρέχει στα χρήστες ακριβείς πληροφορίες από εκείνες που δίνει η Google!

Η ΕΤΑΙΡΙΑ του Φίλιππου Λαοπόπουλου παρέχει δεδομένα όχι μόνο για το δρόμο, αλλά και για το χρόνο που θα χρειαστεί κάποιος οδηγός για να διανύσει μια διαδρομή. Οι χρήστες της Sboing αντλούν δεδομένα για το χρόνο που έκαναν για μια διαδρομή, σημειώνοντας

αναστή και παρέχουν. Παρεχόμενα στη συνεργασία των ανθρώπων, όσο και στην επαγγελματική Π. στατιστική, ότι η Wikipedia είναι ένα λαμπρό παράδειγμα εκπαιδευτικής, που βασίζεται στη συμμετοχή των χρηστών της, αντρεί ο κ. Λαοπόπουλος.

ΓΙΑ ΠΑΡΑΒΕΙΒΑΤΑ, στη διαδρομή διαβάτια - Πάτρα, η Sboing δίνει χρόνο 5 ώρες και 29 λεπτά, ενώ η Google έχει αναδείξει μόλις 4 ώρες, υπολογίζοντας το συνολικό χρόνο της 6 ώρας και 32 λεπτών. «Οι πληροφορίες μας είναι ότι δίνουν πιο ακριβείς χρόνους από αυτούς της Google.

ΜΕΧΡΙ ΣΗΜΕΡΑ η Sboing έχει καταγράψει 5.000.000 κμ. σε όλα τον κόσμο και αναπτύσσει συνεχώς τους αλγόριθμους με δομημένα δεδομένα, τα οποία προκύπτουν από στατιστική επεξεργασία. Η εφαρμογή χρησιμοποιείται από αστυνομικές, GPS, οπότε θα είναι διαθέσιμη σε οποιοδήποτε κινητό που υποστηρίζεται από Windows, ενώ τους επόμενους μήνες θα υπάρχει και iPhone και Blackberry.

«Η ΥΠΗΡΕΣΙΑ ΜΑΣ είναι δωρεάν.

ΑΓΓΕΛΟΣ ΑΓΓΕΛΙΔΗΣ

1/6/2011: West Macedonia TV, Mass Media Group "West" : West Channel, West Radio, Alpha Radio, Live appearance of Dr. F.K. Liotopoulos and presentation of SBOING in the morning show "What Dawns" ("Ti mas ksimeroni") of WEST TV Channel (Western Macedonia), on Wed. 1/6/2011, ~09:10 am, <http://www.westgroup.gr/>

29-5-2011: "The competitor of ...Google from Thessaloniki!",
<http://www.voria.gr/index.php?module=news&func=display&sid=51128>

27/05/2011: "From the Greek Cinema of 1964 to a Greek state-of-the-art technology of 2011!" <http://www.antibaro.gr/forum/3074>

29/05/2011: kozan.gr: "The competitor of ..Google coming from Thessaloniki (originally from Voio, Kozani) & the new national highway at Kozani". <http://www.kozan.gr/news.php?extend.12704>

ka-business.gr: ("INNOVATION & DEVELOPMENT": e-newspaper / web TV)
<http://www.ka-business.gr/pages/innovation/mrgoogleapodiabata>
(interview 12') <http://www.youtube.com/watch?v=rX6SWLHkcKc>

23/05/2011

(video) Mr. Google ...from Diavata, Thessaloniki!

"Dr. Fotis Liotopoulos has developed a GPS-navigator, providing the user with more accurate routing information, even better than that of the... Google giant!!"

"SBOING is located in Diavata, Thessaloniki and "dares confront" the Google giant. The General Manager of the company, Dr. Fotis Liotopoulos, presented their GPS-navigation software to ka-business.gr."

22/5/2013

Presentation of SBOING, by F.K. Liotopoulos, at the event entitled "New Technologies: a Privileged Sector for Success Stories", organized by the Women Managers & Entrepreneurs Sector of the Hellenic Management Association (www.eede.gr), in Thessaloniki, Greece.

<http://www.corallia.org/el/about-corallia/15-corallia/el/news/events/conferences/1033-2013-05-29-09-44-22.html>

31/5/2013

Presentation of SBOING, by F.K. Liotopoulos, at the "Innovation and Entrepreneurship" event organized by the Technical Chamber of Greece (Central Macedonia branch):

http://epixeirinteetkm.gr/program_full/#.U3C5FXZVV0Q

<http://epixeirinteetkm.gr/sboing-navigator-success-story/#.UwMga4VWLZg>

<https://www.youtube.com/watch?v=X-Jw-XF52JA>

4/6/2013

SBOING participated as an exhibitor at the Greek Pavilion (of ITS-Hellas and of the Hellenic Ministry of Development, Competitiveness, Infrastructure, Transports & Networks), during the 9th ITS European Congress, in Dublin, Ireland, (4-7 June), <http://www.itsineurope.com/its9/>

2/11/2013

Presentation of SBOING in the 5th multi-conference "Innovation & Development" "Next Generation" by ka-business.gr and the presentation of SBOING and the sbNavi(tm) navigator.

<http://www.ka-business.gr/pages/innovation/4862/foto-32-omilhtes-anedeiksan-tis-epixeirhmatikes-eykairies#sthash.DFNntHzR.dpuf>

27/11/2013

F.K. Liotopoulos presented SBOING in the TV Channel "KYDON TV" (of Crete)

<http://www.justin.tv/kydontv/b/483110167> (9'36"-20'17")

<https://www.youtube.com/watch?v=9TLf-m07Mc>

24/1/2014

Invited speech by F.K. Liotopoulos ("SBOING: Attempting the World Navipedia in Greece during the financial Crisis"), in a day event organized by the Technical Chamber of Greece (of Central & West Thessaly) and the Technical Educational



Institute of Thessaly, on “*Innovative Applications of Entrepreneurship on Information & Communication Technologies*”, in Larissa, Greece.

<http://dde.teilar.gr/main.aspx?category=509&UICulture=en-US>

24/2/2014

SBOING participated as an exhibitor at the Greek Pavilion, during the **Mobile World Congress (MWC-2014)**, (24-27 February, in Barcelona, Spain).

<http://www.mobileworldcongress.com/2014-exhibitors/>

<http://mwc.hamac.gr/about-greek-pavilion/>



10/3/2014

SBOING participated in **CeBIT 2014** (10-14 March, in Hannover) for B2B meetings.

<http://www.b2match.eu/futurematch2014/participants/564>

12/2013

SBOING was presented as an example of "**HiTech FEM**" investment opportunity at **MIT Sloan** by professors Mark Esposito and Terence Tse. [FEM=Fast-Expanding Markets]:

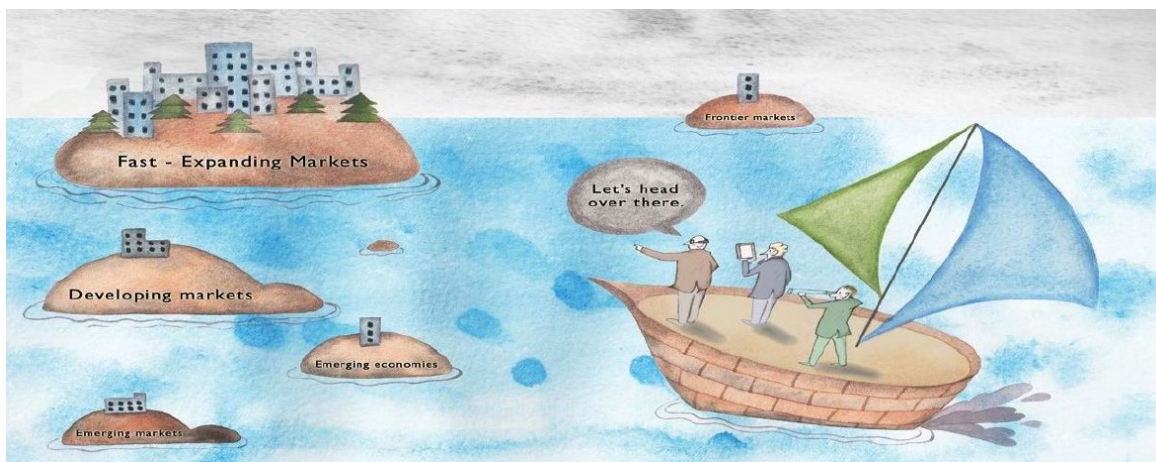
<http://terencetse.com/wp-content/uploads/2013/09/Final-FEM-Presentation-at-Sloan-MIT-December-2013-3.pdf>

Dr. Mark Esposito is a contemporary author, researcher and professor, in the field of Economic Strategy, Sustainability and Economic Development of Cities, Regions and Nations

<http://www.mark-esposito.com/>

Dr. Terence Tse is an Associate Professor of Finance at the London campus of ESCP Europe Business School. He has lectured executives and post-graduate level students in top business schools. He is currently Head of Competitiveness Studies at i7 Institute for Innovation and Competitiveness, an academic think-tank based in Paris and London.

<http://terencetse.com/biography-of-dr-tse/>



FAST-EXPANDING MARKETS:

AKA... THE REVOLUTION OF THE REAL ECONOMY

Dr Mark Esposito
Dr Terence Tse

@MIT Sloan, 9th December 2013

4) EXAMPLE 3: SBOING

- High-tech firm from Greece – no oxymoron
- Collaborative route information collection that leads to enhancement in drivers' decisions
- Subscription-based that work on Androids and iOS



I.P.R.

- ✓ The methodology of collecting, processing and delivering of SBOING traffic data for advanced navigation and routing, using satellite navigation equipment (GPS) has received a **patent** for Greece from the Industrial Property Organization (OBI) under number 1006698 (G08G 1/0968), entitled "*System and Methods for Collection, Processing and Distribution Data for Improved Road Traffic Routing in vehicular satellite navigation systems*" and valid until 23/12/2028.
- ✓ The same idea was applied for **International Patent** and has received approval (granted patentability) by **WIPO** (PCT/GR2009/000066, WO/2010/073053) by the **USA, EU (EPO) Australia, China, Israel, and India**.
- ✓ **Granted USA patent:** US 8,392,109 B2 - "*Methodology and System for Routing Optimization in GPS-based Navigation, combining Dynamic Traffic Data*".
- ✓ **Granted EU patent:** EP-2379985-B1, registered in 14 countries: Greece, UK, Germany, France, Spain, Italy, Netherlands, Belgium, Austria, Switzerland, Ireland, Luxemburg, Malta and Liechtenstein.
- ✓ **Granted Australian patent:** AU-B-2009332672
- ✓ **Granted Chinese patent:** CN-2014040200097540
- ✓ **Granted Israeli patent:** IL-213660
- ✓ **Granted Indian patent:** IN-356925

