

Newsletter



Welcome to this spring 2017 i3B newsletter. We would like to update you on how to **win a coach**, new participants, R&D projects, events, and, last but not least, a new edition of 'in the spotlight' with Peter Renden. Enjoy reading!

HEADLINES

Marten den Uyl (VicarVision) obituary

This sad news may have reached you already, but for the sake of completeness we wish to inform the i3B network through this newsletter that VicarVision director Marten den Uyl passed away at the age of 65. In Marten, a valued member of the i3B network and creator of FaceReader, we lose an inspiring colleague, business partner and friend. We will miss his creative spirit and sympathetic personality. Marten's function as director of VicarVision has been taken over by his son, Tim den Uyl, who has worked as computer vision engineer at VicarVision for five years. Our condolences go out to Marten's family, friends, colleagues and business partners.



C.I.A.L.E.: Share your innovation idea and win a coach!

Do you have a great idea in the context of Healthy Lifestyle? Let us know! We will select several ideas/parties, based on criteria: innovation, collaboration and (business) impact. Please fill out the submission form to submit your idea. You will also have the possibility to pitch your idea for a jury. Together, we will take the selected idea(s) to the next step through coaching by DOON innovation professionals. Based on several 'Lean Innovation' tools and techniques, we will step by step translate the idea towards a solid value proposition, a first possible business model and – worth mentioning – validate it with the potential target audience! Furthermore, we will examine what else is needed to bring the selected idea(s) towards success.

- Launch your idea now and win a coaching course worth €9.000,-
- Deadline for submission of ideas: 15 July 2017
- Possibility to pitch your idea for a jury
- Click [here](#) to download the submission form
- Please send your submission form to info@i3b.org



i3B Business Developers

The i3B organization is constantly seeking opportunities to expand the network and new ways to assist i3B participants in finding connections, accelerating business and developing projects and innovations. In this respect, we are proud to announce that i3B will appoint flexible business developers who will work on specifically defined assignments. If professionals are interested to work on project basis for i3B please contact info@i3b.org. We will keep you updated through social media, our website and upcoming newsletters.

i3B Special Interest Groups

Following the establishment of the first i3B Special Interest Group (SIG) on Animal Monitoring, i3B is proud to announce the foundation of a second SIG. The theme of the second i3B SIG is 'Human Factors', as a result of the i3B meets MARIN event in January 2017. Members of this Special Interest Group are Wendie Uitterhoeve and Jos van Doorn (MARIN), Jan van Erp (TNO), Emily Jacometti (Flavour), Andrew Spink (Noldus IT), Marc Grootjen (Eaglescience), Rolf Zon (NLR), Leo Hoogendoorn (TMSi), Saskia Monsma (HAN), Peter Renden (HvA), Johan de Heer (T-Xchange)*, and Kees Nieuwenhuis (Thales)*.

We will keep you up-to-date on the latest i3B Special Interest Groups' news through our website, social media and upcoming newsletters. If you are i3B participant and interested to participate in one of the i3B Special Interest Groups, or if you have ideas to establish a new SIG, please send a message to info@i3b.org

*Candidate SIG member

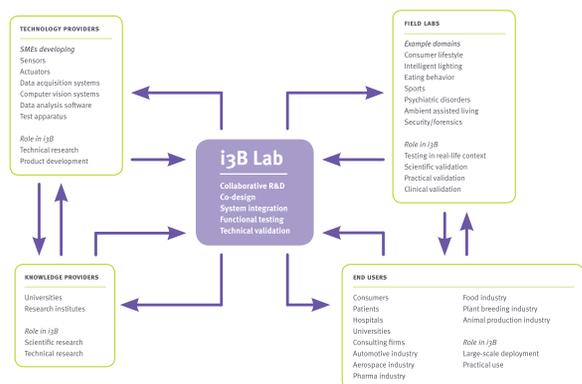
Living labs publication by Frits Grotenhuis

Recently, on 5 April 2017, Frits Grotenhuis published the article '*Living labs as service providers: from proliferation to coordination*'. In this article, Frits Grotenhuis argues that '*the experience of various living labs, particularly the ICT for Brain, Body & Behavior network in Wageningen, The Netherlands, highlights how a living lab can facilitate the provision of a wide array of services, ranging from new R&D projects to joint business development*'.

Subsequently, Frits Grotenhuis discusses the impact of the i3B network, elaborating on the background of the organization, the i3B business model and the i3B ecosystem. Frits Grotenhuis explains that '*researchers and business people work in partnership to achieve their goals at i3B*' and that '*by joining forces, i3B members are able to participate in European research programs while tapping into existing knowledge and infrastructure to facilitate system integration and to test and validate prototypes*'.

The full article** is available on request.

** F.D.J. Grotenhuis (2017). *Living labs as service providers: From proliferation to coordination*. *Global Business and Organizational Excellence*, 36 (4): 52–57.



NEW PARTICIPANTS

i3B is pleased to announce the new participants that recently joined our network:

Marin

www.marin.nl

MARIN, the Maritime Research Institute Netherlands, has become a reliable, independent and innovative knowledge partner for the maritime sector, governance and society. We make our accumulated know-how and experience available for concept development, design support, operations support and tool development. By maintaining our leadership position in hydrodynamic and nautical research and development, we take initiative to couple our own expertise to adjacent application areas to broaden our ability to solve problems. This commitment to high-quality technological innovation enables you to meet the challenges facing your industry today.



MARIN is looking for a *Specialist Human Factors* to join the Nautical Operations team within the department MSCN. For more information, please visit www.marin.nl/jobs

Neuro Device Group

www.neurodevice.pl

Neuro Device has been gaining experience since 2004. Initially we cooperated within a group of full of passion scientist and clinicians.

We investigated functioning of the nervous system, developed methods for diagnose and built tools (hardware and software). In 2008 we established Neuro Device and step by step strengthened our expertise. We've build devices for functional magnetic resonance imaging (fMRI) and we've developed stimulation equipment for the peripheral nervous system. Now we have made a next big step – we finished a central nervous system stimulator and we are ready for invasive stimulation within neuroprothesis and senses' augmentation. We innovate new technologies for medicine, developed by engineers, mechatronics, programmers and neuroscientists. Our second business is based on designing, building and equipping laboratories. We're exclusive distributor of eye tracking and medical devices of the world's best manufacturers. This line helps us to be in touch with neuroscience and everyday use of its methods and tools.



Our core values are growth of our team, cooperation with key scientist and creating for the future neuroscience. Associating our experience in many fields allows us to recognize and understand our clients' needs, that's why we are always one step ahead. Our products are installed on Universities around the world. Some of them serve medicine. As an interdisciplinary team we design and prototype based on ideas of external customers as well.

i3B PARTICIPANTS NEWS

Noldus IT acquires TeleMetronics Biomedical

Noldus Information Technology BV announces that it has acquired all assets and activities of TeleMetronics Biomedical BV, a developer of telemetry technology for the measurement of biosignals in freely moving animals. Dr Gerard van Essen, founder of TeleMetronics, remains involved as veterinary advisor. Gerard van Essen comments: *“I am happy that the telemetry technology pioneered by TeleMetronics finds a place in the portfolio of Noldus Information Technology. I am proud of what has been achieved in recent years and look forward to a bright future of TeleMetronics’ heritage.”*



Since its foundation in 2001 out of the Animal Sciences Group of Wageningen University, TeleMetronics has developed radio telemetry systems to acquire reliable measurements of physiological signals in freely moving animals. TeleMetronics supplied successful prototypes to the European Space Agency and other academic institutes and commercial companies. Its most recent product is TemPlant, a wireless telemetry system for the continuous monitoring of body temperature and activity in farm animals. A useful tool for health monitoring, early disease warning, infectious disease studies, and vaccine research. The technologies and products of TeleMetronics will now become part of Noldus InnovationWorks, the research and innovation laboratory of Noldus Information Technology.

Lucas Noldus, managing director of Noldus Information Technology, comments: *“The telemetry technology developed by TeleMetronics nicely complements our portfolio of behavior research tools for animal studies. We will use our R&D, marketing, sales and support capabilities to bring TemPlant to the market and help our customers to successfully implement telemetry in their livestock research and animal husbandry practice.”*



i3B RESEARCH & DEVELOPMENT PROJECTS

The i3B network initiates new Research & Development projects in the application domains health, food, security and mobility. The added value for knowledge institutes includes new collaborations with industry and research institutes in different disciplines, additional research budget, new PhD students and access to innovative equipment, resulting in scientific knowledge. Companies benefit by connecting to science and funding for the development of innovative integrated ICT-based solutions that ultimately tackle societal challenges.

The typical role of i3B companies in collaborative projects is the development of sensors, actuators, data acquisition systems, data analysis software, feedback systems and test apparatus. The knowledge institutes provide insight in what to measure and how to interpret brain and behavior data. In addition, i3B has sophisticated laboratories and facilities for concept development, experimentation and field testing with end users.

Ideas

Who wants to develop a project on the following theme's:

Dutch National Science Agenda

The Dutch National Science Agenda contains the societal challenges that academia will focus on in the coming years. The research agenda consolidates the strengths of different parties to give a boost to the collaboration between academia, industry and civil society organizations. At this point, € 20.000.000,- has been reserved for eight priority themes (routes) under the name 'Startimpuls NWA'. Every route has its own 'charcoal sketch' (first contours of the research proposal). Two of these 'charcoal sketches' will be highlighted below:

1) NeuroLabNL

Within the theme 'adolescents in a resilient society', the route NeuroLabNL will search for answers to questions about optimal (cognitive and social) learning conditions, safety and resilience for adolescents. Four project lines have been appointed in order to convincingly carry the NeuroLabNL program and which are feasible in the short construction phase that has been provided:

- Educational Neuroscience: optimal learning conditions
- Social educational neurosciences: social relations and social exclusion
- Development of brain and behavior in adolescents with problematical anti-social behavior
- Renewal of measurement instruments: physiological wearables for adolescents with anti-social behavior and/or self-regulation problems

2) Responsible value creation with Big Data

Value creation is a central theme in many existing studies on Big Data and its applications in science, top sectors, ministries and companies. That is why this route is by definition connected to the other NWA routes. This route focusses on boosting multidisciplinary research on the conditions, methodology, action perspective, discourse and proof-of-principle for the application of responsible and innovative Big Data technology in various domains. This route addresses five big scientific challenges (work packages) in FACT and FAIR data science:

- Fairness
- Accuracy
- Confidentiality
- Transparency
- Accessibility & Interoperability

Eurostars

Are you working on technological development for new products, processes or services, in collaboration with foreign partners? The Eurostars innovation program supports projects financially through the national government of every participating country.

The next Eurostars deadline is 14 September 2017. If you are working on an Eurostars proposal on i3B-related themes, looking for assistance on an Eurostars proposal, or if you are looking for partners in an Eurostars proposal, please do not hesitate to contact us via info@i3b.org!

Submitted and approved

In the first quarter of 2017, i3B submitted several applications in subsidy programs such as INTERREG, Horizon 2020, TKI and MIT. In these projects, i3B Foundation is a partner, or at least two i3B members are part of the consortium. Here we highlight recently submitted and approved project proposals.

Tackle the Childhood Obesity Epidemic

In the first quarter of 2017, i3B submitted three subsidy applications with different consortia in a Horizon 2020 call ([SFS-39-2017](#)) on how to tackle the childhood obesity epidemic. In this call, the specific challenge is stated as: *‘Childhood obesity is one of the most serious public health challenges of the 21st century and its prevalence has increased at an alarming rate in the last decades. The main problem is that overweight and obese children are likely to remain obese in adulthood and more likely to develop noncommunicable diseases like diabetes and cardiovascular diseases at younger age. An integrated EU approach to help reduce the impact on health of poor nutrition, excess weight and obesity is a political objective’*. These applications emanated from an encounter between Maastricht University and i3B, at a matchmaking event in Amsterdam.



The three applications have been submitted with the following parties: SenseHealth, Almen- de and Flavour; i3B Foundation; Donders Institute, Wageningen University & Research and Noldus Information Technology.

GenTORE: Breeding livestock for resilience and efficiency

This approved project ([Horizon 2020, call SFS-15](#)) is all about increasing the resilience of cattle to an increasingly changing environment. With a combination of more extreme weather events caused by global warming and a historical focus on breeding mostly to increase production efficiency, it is critical that cattle breeders have the tools to be able to also breed for resilience. Precision livestock phenotyping is a critical element in developing such tools. We need to be able to efficiently measure various aspects of cows’ health, welfare and behaviors in a variety of circumstances, both indoors in an intensive form in the cow barn and outdoors with extensive grazing in the fields.



- **Subsidy:** €7.000.000,- (Horizon 2020)
- **Partners:** Wageningen University & Research, Noldus IT and 20 other parties (led by INRA)
- **Website:** www.noldus.com/projects/GenTORE



Quantified Consumer

In a recent study, the TNO-Unilever-Eaglescience team successfully demonstrated for the first time that it is possible to estimate experienced emotion during real-life cooking and tasting using implicit neurophysiological measures such as ambulatory EEG and EDA (skin) measures. In this previous study, we used large differences in food stimuli: two stir-fry dishes that were a priori expected to evoke different affective reactions, i.e. a pleasant dish with chicken and an unpleasant dish with mealworms as main ingredients. In the project *'The Quantified Consumer'* we will extend the research to subtle food stimuli and will add information about behavior (movement) to provide context information to improve the interpretation of neurophysiological information and as a source of information in itself. We will examine a cooking process that is more self-paced (not timed as in the previous experiment) to deliver new insights on more subtle emotions and will develop a unique measurement tool that supports the identification of emotions in preparation and consumption of foods over time. The project will deliver knowledge on the relation between real-life physiology and emotion, as well as on data integration, dealing with noise and modeling. It will also deliver a proof-of-concept tool in which this knowledge is exploited, and that will automatically describe the cooking process together with the associated emotional experience.

- **Subsidy:** €180.000,- (TKI)
- **Partners:** TNO, Eaglescience, Noldus IT and Unilever
- **Website:** www.tki-agrifood.nl/projecten/projecten-ck/16003



Virtual Emotion Reader

Virtual Emotion Reader is a R&D project which is developing a new system for measuring consumer choice behavior, including emotions, whilst the subjects are eating. This is a difficult task as the act of eating can mask the expression of emotions. It is also an important task, because the food industry invests a huge amount in the development of new products, but the traditional techniques such as focus groups and tasting panels are not effective in predicting which products will be a success, leading to a lot of wasted development. Tools for understanding how and why consumers make their choices are critical to making that process more effective. In this project, the partners are developing an innovative method for measuring subjects' emotions whilst they are eating, both in a virtual environment as well as when they are exposed to images, smells and the taste of food.

- **Subsidy:** €190.000,-
- **Partners:** VicarVision, Noldus IT, Nizo Food Research
- **Website:** www.noldus.com/projects/Virtual%20Emotion%20Reader



EVENTS

Here an overview of (co) organized events in the last period.

i3B meets MARIN

This 'i3B meets' event took place on the 12th of January 2017, at the MARIN head office in Wageningen. The event kicked off with an informal lunch, followed by a MARIN introduction by Bas Buchner (MARIN's Managing Director) and Wendie Uitterhoeve (Project Manager Human Factors). Subsequently, the participants Noldus IT, Thales, NLR, EagleScience, Flavour and ICR3ATE presented a pitch, explaining their (technical) solutions to the ambitions and challenges of MARIN in the field of Human Factors. Result of this event is the establishment of a Special Interest Group in the area of Human Factors, which will be elaborated in the course of 2017. The 'i3B meets MARIN' event ended with a guided tour through the MARIN Simulation Lab and, last but not least, the opportunity to network while enjoying drinks and snacks.



DSM Food Specialties top visits i3B

On the 6th of February 2017, fifty senior scientists and executives from DSM Food Specialties visited the i3B headquarters in Wageningen. The focus of this visit was consumer behavior, therefore the guests were treated to interactive demonstrations of the User Experience Lab and the Virtual Shop.

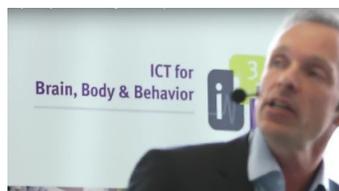


Healthy Lifestyle Matchmaking Event

The C.I.A.L.E. partners i3B, Health Valley and Food Valley NL organized a Healthy Lifestyle matchmaking event on the 6th of April, 2017 at the Novitech Campus in Nijmegen. After an introduction of the C.I.A.L.E. project by i3B Managing Director Simon Haafs, thirteen project pitches with many possibilities for collaboration took place. Subsequently, several professionals provided a pitch in which they discussed the questions: Who am I? What am I looking for? How can we help each other?

With more than 20 pitches and over 85 registered participants, we remember the Healthy Lifestyle matchmaking event as a great success.

Impression video of the Healthy Lifestyle Matchmaking Event: <https://youtu.be/POYeniAYc8o>



Workshop: Lifestyle monitoring in breast cancer patients

19 April 2017, i3B organized a workshop in collaboration with the Gelderse Vallei Hospital – Nutrition and Health Care Alliance, Wageningen University & Research and lean innovation agency DOON. Goal of this workshop was to tackle the challenge: how to improve the quality of life, well-being of breast cancer patients, during and after treatment, with e-coaching solutions.

In Western countries, breast cancer occurs in one out of eight women. A large percentage survives but suffers from decreased quality of life and increased risk of comorbidities. Healthy lifestyle including diet, physical activity, sleep and stress is crucial for cancer patients and survivors to improve their quality of life and long-term survival. These patients often look for information and advice, but also support and coaching will assist them with the challenges they are facing. New technology is needed for easy and reliable monitoring of the individual dietary intake and the tool could also be useful to share information and advice to prevent misconceptions about e.g. healthy diet and use of dietary supplements.

In this workshop, a multidisciplinary team of nutritionists, ICT professionals, behavioral psychologists and health care providers worked together with the input of patients to arrive at a tool that is not only scientifically sound but also accepted by its users.

This afternoon event kicked off with presentations by Wilfred Roos (Surgical Oncologist) and Anouk Geelen (Division of Human Nutrition – Wageningen University & Research), followed by a guided tour through the oncology department of the Gelderse Vallei Hospital. Subsequently, the participants were divided in four multi-disciplinary teams in order to work together on tackling the challenge as described above.

DOON coaches guided every team in this process, based on techniques such as Design Thinking and Lean Innovation Tools. Every team created a shared ‘Value proposition’ and identified the pains, gains and jobs to be done of the ‘user’ of the solution; the breast cancer patient. Last but not least, every team pitched their solution, based on Value Proposition Canvas and after evaluation the participants were treated to well-deserved drinks and snacks.



Value Proposition Canvas at the Workshop, 19 april 2017.

Now, the organizing partners will identify next steps, in order to possibly realize (one of) the idea(s) this workshop has delivered.

UPCOMING EVENTS

Events, symposia relevant for the ICT for Brain, Body and Behavior network are listed on our website (www.i3b.org/calendar-overview). Please send your event or the event where you will be present with a booth to info@i3b.org. i3B will add these events/conferences to the calendar including a reference to the i3B participant that you can meet at the conference. By doing so, we create a comprehensive overview of relevant conferences and events for the network.

Mark your agenda! Scheduled i3B events

| DATE | WHAT KIND OF MEETING? | TIME | LOCATION | SUBJECT |
|-------------|---|----------------------------|------------|---|
| 13-4 | i3B meets WUR ASG matchmaking | 12.30-18.00 | Wageningen | Matchmaking event Animal Monitoring |
| 13-6 | Special Interest Group Animal Monitoring (participants only) | 10.00-12.00 | Wageningen | Animal Monitoring |
| 14-6 & 15-6 | IJDS Symposium | 9.30-19.00 | Haarlem | Intelligent vehicle technologies integrated with Human Factors |
| 8-9 | Participant meeting i3B Café | 15.00-17.00 17.00-19.00 | TBA | Animal monitoring event (in collaboration with WAFL 2017) |
| 11-9 | Special Interest Group Human Factors (participants only) | 11.00-13.00 | Wageningen | Human Factors |
| 24-11 | i3B, Donders Institute NEUROVATION, Scientific Adv. Board, Special Interest Group Healthy Lifestyle | 11.00-19.00 | Nijmegen | |



The data above are provisional. The i3B calendar updates can be found here: www.i3b.org/calendar

International Journal of Driving Science (IJDS) symposium

The International Journal of Driving Science (IJDS) welcomes you to the 1st IJDS symposium in Haarlem, The Netherlands. In this symposium, intelligent vehicle technologies integrate with human factors in applied research. Here, researchers and engineers from academia, industry and government meet and present their latest findings and state-of-the-art technology. The workshop focuses on the following themes: Driver Vehicle Interaction, Interaction between the Driver and Accident Avoidance Technologies and Driver Vehicle Adaptation. IJDS is an initiative of Saskia Monsma (HAN Automotive), who serves as executive editor of the young journal.

For more information and registration: www.ijdssymposium.eu



14 & 15 June 2017 - Haarlem, The Netherlands

13 June 2017

WUR ASG
Zodiac Building 122, De Elst 1
6708 WD Wageningen

Matchmaking event Science meets business on animal monitoring

Wageningen University & Research – Animal Sciences Group (WUR ASG) and ICT for Brain, Body & Behavior (i3B) organize on the 13th of June 2017 the matchmaking event science meets business on animal monitoring. The provisional program with registered pitchers is stated below. We welcome you to join if you have new ideas, (human monitoring) technologies and solutions to tackle the included non-exhaustive list of animal health challenges*.

PROGRAM

- 12:30 Entry & Lunch
- 13:00 WUR ASG, i3B introduction
- 13:10 **WUR ASG PROJECT IDEA PITCHES (WHERE COMPANIES CAN JOIN CONSORTIUM)**
- Fieldlab animal monitoring - Bas Rodenburg,
 - Breed4Food, individual tracking of animals with video, UWB, RFID - Esther Ellen
 - Smart tools for Vital Pigs - Bennie van der Fels
 - Virtual fencing - Pieter Hogewerf
 - Invasive & non-invasive measures for resilience biomarkers - Annemarie Rebel
- 13:50 **PROJECT PITCHES (WITH POSSIBILITIES FOR SMES TO JOIN)**
- OOST NV – ACTIVATE.EU program - Jouke Kardolus
 - Other initiatives?
- 14:30 **NEW TECHNOLOGY SOLUTIONS TO MONITOR ANIMAL HEALTH**
- Artinis - Willy Collier
 - TMSi - Jan Peuscher
 - TNO - Evert van den Akker & Matthijs Vonder
 - Holst Centre - Peter Visser & Rob van Schaijk
 - Noldus IT - Lucas Noldus
 - FarmResult - Richard ten Cate
 - SODAQ - Jaap de Winter
 - Dorset - Bart Overkamp
 - Nedap - Jan Anne Kuipers
- 15:00 **BREAK**
- 15:20 **YOUR PITCH**
- 16:15 **NETWORK DRINKS OR GUIDED TOUR (PHENOLAB)**

* CHALLENGES

- Prediction changes on animal health and behavior (with non-invasive (RFID) sensor technology and big data analytic tools)
- Potential of animals (resilience)
- Identification of individual animals in groups without tags
- Address and understand the individual differences between animals
- Emotion and/or stress recognition in animals
- Monitoring animal's growth and food intake
- Measuring sleep- and resting behavior for (sport) horses
- Non-invasive monitoring animal's body temperature, velocity and breath frequency
- Animal social interactions
- The influence of light on animal behavior
- Regulating and monitoring the climate and particle matter in stables
- Indication of illness and/or aggressive behavior in animals
- Monitoring livestock, poultry, horses, fish, and other animals
- Monitor individual animals and their social interaction

INFORMATION

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REGISTER AT INFO@I3B.ORG

IN THE SPOTLIGHT

In this newsletter, we direct the spotlight on Peter Renden, Business Developer at Amsterdam University of Applied Sciences.

Who is Peter Renden?

Peter Renden (PhD) has a dual background: after completing his Bachelor's in Commercial Economy in 2004, Peter fulfilled commercial management positions for several years. At the same time, he obtained his Master's degree in Human Movement Sciences in 2010. Peter's passion for sports and movement encouraged him to expand his expertise as PhD researcher at the project: *'Acute stress and training under stress: effects on police officers' professional skills'*. In this study, the focus lies on the fact that police situations can be extremely stressful and police officers must handle these situations correctly. Police officers have been trained in the safe environment of a gym, so starting point of the study was the question whether trainings keep their effect in real-life situations. In his research, Peter simulated real-life situations and showed that moments of stress or threat have a large impact on the behavior of police officers (i.e. communications, physical skills, et cetera). Furthermore, Peter found that targeted training and considering the personal strengths and weaknesses of police officers leads to better performance under mental and physical pressure.



After achieving his PhD in 2015, Peter has been working at the Amsterdam University of Applied Sciences (HvA – Faculty Sports & Nutrition) as Business Developer for the Amsterdam Institute of Sport Science (AISS), combining his commercial skills and knowledge on Movement Sciences in order to connect Sport Scientists with business. Simultaneously, Peter has been working at the VU University Amsterdam as advisor, teacher and researcher on translating his scientific research towards educational programs for sectors where dealing with stress or aggression is a significant factor. Peter is proud of this tangible results of his PhD research. He now works on expanding his research, towards fire departments and emergency medical services. The research now takes into account team efforts, multidisciplinary interactions and human factors.

Added value of i3B collaboration

According to Peter, the i3B network is appealing because the underlying idea that working together brings us further than on our own. The HvA participates in the i3B network because the HvA aspires to collaborate with high-tech companies and other knowledge institutes on the development of sports, movement, human factors, human behavior, et cetera. Nowadays, the worlds of sports, science and business are coming closer together and considering the HvA's expertise and network in sports, Peter can assure that the HvA is an i3B member of added value and an excellent candidate for collaboration. The aim of the HvA's lectureships is to perform groundbreaking research towards benefits for sports, science and society. For the HvA, the relation with business becomes increasingly significant because of the increa-

sing representation of companies in scientific studies and therefore, participation in the i3B network means added value for both i3B participants and the HvA.

Golden tip by Peter Renden

When developing a technical application, do not only focus on what the system or device can do, but focus on the actual application of your invention and involve practical expertise in the process of developing in order to present measurements which end-users can interpret and use. An example: a sport watch with a heart rate monitor can tell a sportsman that his heart rate is 160, but does not tell whether this is good or bad. Nowadays, many inventions miss a clear translation towards practical use, so it is important to take practical expertise into account when developing an innovation.

Please send us a recommendation of someone you would like to see in the spotlight of our next newsletter.

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