

## i3B newsletter – February 2014

This is the first i3B newsletter of 2014. We are looking forward to another year full of exciting research, innovation and business development. As agreed during the participants meeting in December 2013, newsletters will now be published in English and posted on the i3B website, to increase the exposure of our activities and to facilitate sharing i3B news items with your non-Dutch colleagues. Happy reading, and see you at the i3B Café on Friday, **7 March 2014!**

### **Herma van Kranenburg says goodbye**

At the participants meeting of 13 December 2013, we said goodbye to Herma van Kranenburg, who served as managing director of i3B Foundation during 2013. We are grateful for her contribution to our young organization and the many activities she undertook during the past year. A vacancy for her successor will be opened soon.

### **Collaboration with NWO**

For several months, the board of i3B has been working with NWO Exact Sciences on a model for the initiation and funding of ICT research programs in “brain, body & behavior”. This looks very promising! The process is nearing completion and if all goes well we expect to launch it within Q1 of 2014.

### **Horizon 2020**

Probably many of you are involved in the first project proposals to be submitted to Horizon 2020, the European Commission’s € 71 billion funding program. SMEs will play an even more prominent role in H2020 compared to FP7. If you are involved in a consortium that needs SME participation in our domain, you should consider proposing **i3B Innovations BV**, the SME subsidiary of i3B Foundation, as a consortium partner. i3B participants can then be ‘attached’ to i3B Innovations BV and benefit from the H2020 subsidy without having to become a full partner in the consortium, and the consortium benefits from having access to the technologies of multiple SMEs at once. Feel free to call the i3B office if you want to discuss this opportunity. You may also want to review the presentation of Andrew Spink during the i3B Café of 13 December 2013 (see below).

### **Wageningen UR signs participation agreement**

In November 2013, Wageningen UR signed a multi-year participation agreement with i3B Foundation. We are very happy with this milestone and hope that other universities will follow this good example soon.

### **i3B Shop Lab**

The i3B Lab in Wageningen has recently been expanded with a “shop lab”. This is a rack with shelves one finds in supermarkets, with a Tobii Glasses head-mounted eye tracker for close-up recording of product perception, exploration and selection, as well as movement tracking with Ubisense, EagleGrid and TrackLab. This lab can be used by i3B participants (silver level and up).

### **i3B People Tracking Lab**

The i3B People Tracking Lab, part of the i3B Lab in Wageningen, has been expanded with multiple video cameras. Four Axis M1054 IP cameras, mounted on 3 m long Manfrotto AutoPole stands and connected via IP to Media Recorder software, provide a flexible setup for side-ways video observation such as multi-camera person tracking. This equipment nicely complements the existing topview EagleGrid



*Herma van Kranenburg and Arend van de Stadt during the i3B Annual Symposium.*

system and the Ubisense UWB tracking system, making the 15 x 15 m lab space a truly versatile test environment for movement tracking, pose estimation, and behavior recognition.

### **i3B participants meeting and i3B Café**

On 13 December 2013, many of you gathered in Wageningen for the last meeting and i3B Café of 2013. Andrew Spink (Noldus Information Technology) gave an informative presentation on “Horizon 2020: chances for companies and knowledge institutes”. You can find his presentation on the i3B website via this [link](#). The next participants meeting will be held on 7 March at the i3B headquarters in Wageningen. This time the meeting will start at 15:30 h, followed by the i3B Café starting at 17:00 h.

### **Business development**

i3B acts as a matchmaker between its participants and large companies in relevant domains and industry sectors, in order to bring supply and demand in our field together. For organizations who have signed a participation agreement, i3B is exploring different formats: workshops, seminars, publications, exhibits, etc. Here is an update on recent initiatives:

- **Animal breeding.** On 25-10-2013, i3B organized a workshop with Breed4Food ([www.breed4food.com](http://www.breed4food.com)), a consortium of Dutch animal breeding companies and Wageningen UR. During the workshop, Breed4Food members presented the requirements for behavioral and physiological monitoring in pigs, cows and poultry. Next, i3B participants from Eagle Vision, Noldus IT and TeleMetronics Biomedical presented their technologies and tools. Follow-up actions are in preparation.
- **Human factors in defense and security.** Five i3B companies (TMSi, Inertia Technology, Green Dino, Eagle Vision, Noldus IT) and one knowledge institute (HAN) are preparing a joint proposition for Thales in domain of human factors in defense and security. This initiative is coordinated by Kees Nieuwenhuis (for Thales) and Arjan Veenboer (Noldus IT, for the i3B companies). After an initial presentation for Thales Netherlands we hope to visit the Thales HQ in Paris.
- **Human factors in automotive R&D.** In December, i3B chairman Lucas Noldus visited several automotive research institutes in China, to present products and integrated solutions from i3B participants for human factors research. This has resulted in several sales proposals in which multiple i3B companies are involved.
- **Shared exhibition booth.** Sharing a booth at a conference or tradeshow is a simple way to increase outreach while keeping costs under control. Elitac and Noldus IT used this approach at Neuroscience 2013 in San Diego, where Elitac’s Science Suit was demonstrated in the Noldus IT booth.

### **Product news from i3B participants**

This section highlights product news from i3B companies relevant for other participants in our network. Product news for the next newsletter is welcome in the mailbox of [yvonne.leander@i3b.org](mailto:yvonne.leander@i3b.org).

- **Green Dino: CBRN Trainer.** Multidisciplinary training of emergency situations is difficult to organize and expensive. The benefits of infrequent training are poor. Therefore Green Dino and ACM Opleidingen have launched CBRN-Trainer (Chemical, Biological, Radiological, Nuclear). It’s a multi-user game for first responders. It aims at improvement of communication skills between disciplines. CBRN-Trainer will be available cross platform and on tablets. This virtual role play software can be adjusted for other skills training as well. More information on [www.greendino.nl](http://www.greendino.nl) or on YouTube: <http://youtu.be/dvw-Z6wcQY>.



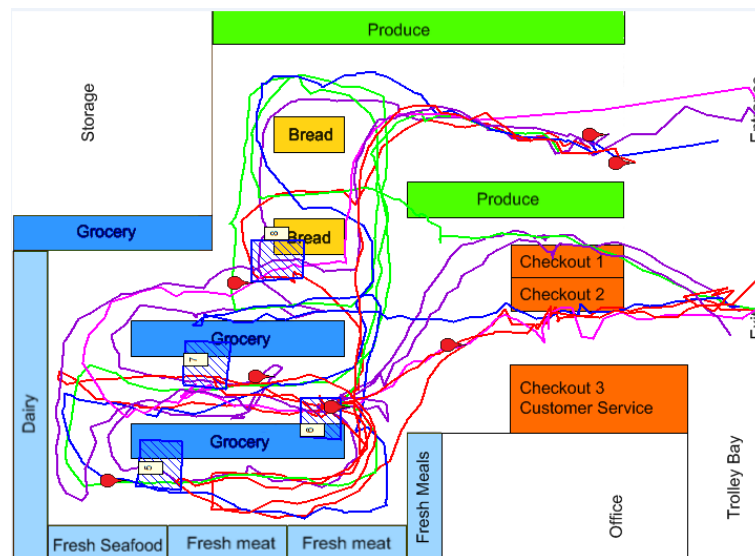
- **Artinis Medical Systems** has created the successor of the PortaMon device, the PortaMon MkII. The original PortaMon set the bar for wireless and portable NIRS measurements, which measures the tissue saturation of the probed muscle. However, the PortaMon MkII adds more data storage, more sensor capabilities and a unibody design. Get your NIRS measurements on the go. Visit [www.artinis.com](http://www.artinis.com) for more information.



- **FaceReader Online**. VicarVision and Noldus Information Technology have launched a new solution for market research: FaceReader Online. This online tool is based on the FaceReader software that is used in over 300 organizations worldwide. FaceReader Online runs in a web browser, which means that you can test appreciation or impact while your participants are at home. Instead of inviting 10 persons to your lab, you can now include 1000 participants in your study. FaceReader Online allows you to create a project, email a hyperlink to participants using your own survey tool, wait for the response, let FaceReader automatically analyze the videos, analyze the results on your PC with FaceReader software installed, interpret them, and present your findings to your client. Quick and easy! For more information or to give it a try, see [www.facereader-online.com](http://www.facereader-online.com).

A screenshot of the FaceReader Online website. The header is blue with the "FaceReader Online" logo. Below the header is a navigation menu with links for HOME, HOW IT WORKS, TECHNOLOGY, ABOUT, and CONTACT. A "SIGN IN" button is also visible. The main content area features the heading "Online Expression Analysis for Market Research" and a paragraph describing the service. To the right, there is a video player showing a woman's face with a graph overlaid, indicating facial expression analysis. The graph shows a line fluctuating between 0 and 1, with a legend below it identifying "Neutral", "Happy", "Sad", and "Angry".

- **TrackLab.** Noldus Information Technology has launched a new software tool for the analysis of movement and spatial behaviors and for the design of interactive systems: TrackLab. Whether you study consumers in stores, visitors in museums or wildlife in the field, TrackLab can aid you in your work. It is compatible with various indoor and outdoor tracking systems, such as EagleGrid cameras, ultra wide band, inertial sensors or GPS. The latest version, TrackLab 1.2, offers new data selection functions, new track analysis metrics, and an Android app to control the software from a distance using a tablet. Every step is available in this one tool, from data collection to statistical analysis. More info and free trial on [www.noldus.com/innovationworks/products/tracklab](http://www.noldus.com/innovationworks/products/tracklab).



### Innovatiemarktplaats

On 30 January, i3B was present at the *Innovatiemarktplaats* in Wageningen. Kees Lokhorst and Lucas Noldus presented the i3B concept and highlights of projects in front of 150 attendees, after which Diana Demmer gave software demonstrations. Several i3B companies had sent in slides, which were presented during the event.

### Annual symposium 2013

We are looking back at a successful first annual symposium, held on 31 October 2013. With almost 100 attendees it was a very lively event. Delegates were treated to an interesting program of lectures and demos on the themes Food, Cognition & Behavior; Light, Cognition & Behavior; and Health, Cognition & Behavior. In cases you missed it, speakers and abstracts of presentations can be found on [www.i3b.org/content/i3b-jaarsymposium-2013](http://www.i3b.org/content/i3b-jaarsymposium-2013).

### Board of Supervisors and Scientific Advisory Board

On 31 October 2013, our newly installed Board of Supervisors and Scientific Advisory Board held their first meetings. The boards will meet every six months. We expect to benefit greatly from their expertise and advice. We hope that i3B participants will meet board members at i3B Café meetings and other i3B events. Their names can be found on [www.i3b.org/content/governance](http://www.i3b.org/content/governance).



*Symposium chair Prof. Stan Gielen (Radboud University) addressed the audience via the Giraff telepresence device kindly provided by Prof. Vanessa Evers (University of Twente). Right: i3B chairman Lucas Noldus.*

## Calendar of events

Please mark the following events in your agenda:

Date	City	Venue	Event
7 March	Wageningen	Nieuwe Kanaal 5	i3B Participants Meeting + i3B Café
13 March	Nijmegen	Concertgebouw "De Vereeniging"	Health Valley Event, the annual conference on medical and health-related innovations, with some 1000 delegates. We have arranged exhibition space for i3B participants. Contact <a href="mailto:yvonne.leander@i3b.org">yvonne.leander@i3b.org</a> to book your place. More info on <a href="http://www.health-valley.nl/health-valley-event-2014/home/">http://www.health-valley.nl/health-valley-event-2014/home/</a> .
30 May	TBD	TBD	i3B Participants Meeting + i3B Café
27-29 August	Wageningen	Hof van Wageningen	Measuring Behavior 2014 conference ( <a href="http://www.measuringbehavior.org">www.measuringbehavior.org</a> )
19 September	TBD	TBD	i3B Participants Meeting + i3B Café
6 November	TBD	TBD	i3B Annual Symposium 2014
12 December	TBD	TBD	i3B Participants Meeting + i3B Café

## Subsidy calls

These are a few open and forthcoming subsidy calls related to ICT, brain, body and behavior:

Deadline	Call	Topic
11 March	H2020-PHC-2014	Personalizing Health and Care
12 March	H2020-SFS-2014-2	Sustainable Food Security
9 April	H2020-MSCA-ITN-2014	Marie Slodowska-Curie Innovative Training Networks
23 April	H2020-ICT-2014-1	Information and Communications Technologies

More information about these and many more Horizon 2020 calls on:

<http://ec.europa.eu/research/participants/portal/desktop/en/opportunities/index.html>

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