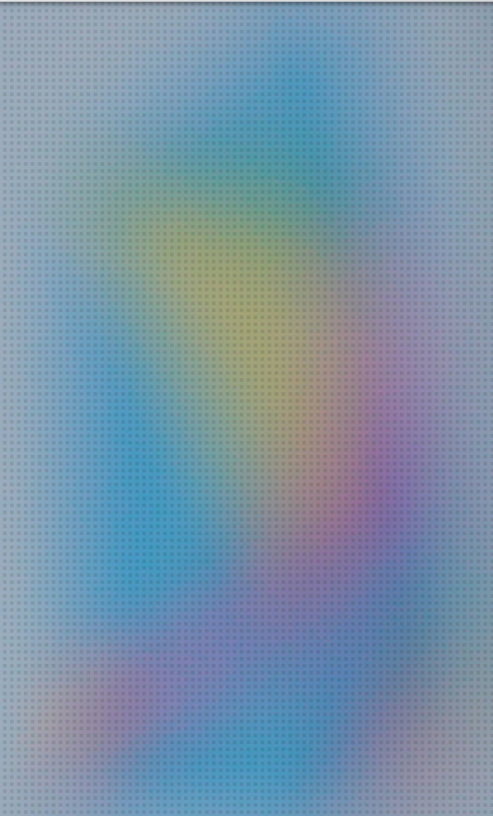




MOBILE TECHNOLOGIES INCUBATOR

what is open innovation ? why create a startup incubator ?

ALCATEL
onetouch



open innovation...widening our field of vision

- Another way to innovate and to develop new products & services

- Innovating with a wide ecosystem



startups



think tanks



public
institutions



customers

- Sharing risks and pooling resources, while involving various partners to the research & creation process to maximize our success rate

a large ecosystem

startups



aTOOMA

ePawn

Ayotle

One move ahead

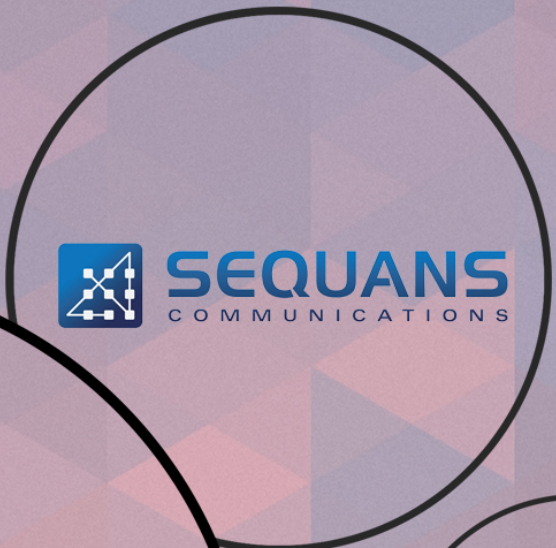


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Commission

institutions

academic
research



Supélec

ASTRI



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open innovation

creating a startup incubator

- A better visibility and a better understanding of an ecosystem in permanent movement
- The opportunity to have a global & dynamic vision of the market. An incubator allows us to capture the latest trends & technologies



More visibility

become visible among a creative & innovative ecosystem. Incite startups to work with us



Co-development

work with startups from time to time or create long term partnerships. More agility and the opportunity to quickly test prototypes / new solutions

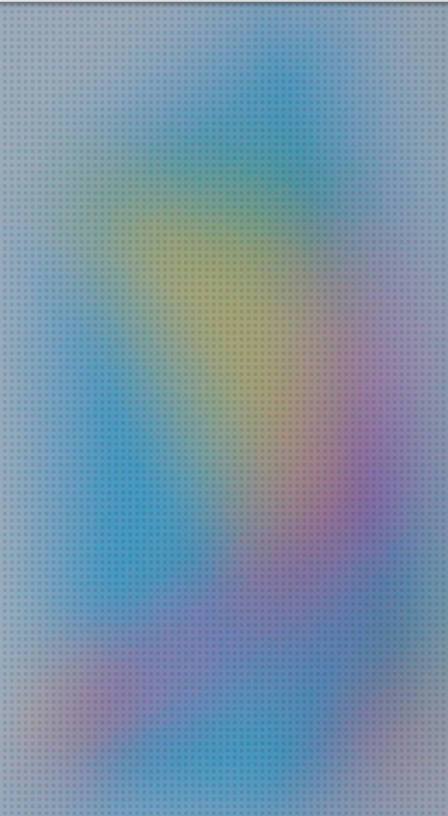


Sourcing

privileged access to many innovative startups

Le Project : ALCATEL ONETOUCH's Mobile Technologies Incubator

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Le Project

ALCATEL ONETOUCH's Mobile Technologies Incubator, created in partnership with Paris Region Lab, Paris' first incubation and startup development structure.

Through this structure, we aim to create valuable partnerships & to innovate with startups active in the following areas :



Hardware
new materials, battery, lenses, displays...



New objects
connected objects & wearables,
accessories, home automation...



Mobile apps
media, entertainment, social networks

SEASON #1

- Our season #1 was launched in April 2014 with 6 innovative startups
- They are all at different maturity stages : we selected these startups according to the innovative nature of the product / service and the partnerships possibilities

SEASON #1

TAKE OFF STAGE : MATURE STARTUPS



AYOTLE

Ayotle offers a highly versatile and powerful computer vision software and technical services that allows anyone to remotely control any user interface and device, for recreational, professional or educational purposes.



ATOOMA

Atooma is an app capable of creating automatic actions between the user's external environment, the smartphone's functions, external apps/websites, and other connected devices such as smartwatches, tablets... Millions of actions can be created. These automatic actions can also be downloaded and shared thanks to an active community, and allow you to create mini-apps for your smart device in a very simple and intuitive way.



EPAWN

ePawn provides a revolutionary tracking technology that allows users to interact with virtual environments in real time via real-world objects. ePawn operates in the fields of board games, video games, robotics and toys. ePawn's patented technology brings back the simple thrill of real touch feeling and further bridges real and virtual user experience in a never-before-seen way.

SEASON #1

SEED STAGE : YOUNG STARTUPS



TRACK.TL

Track.tl is a collaborative jukebox app allowing everyone to broadcast music during various events. The service offers millions of tracks thanks to its library that relies on Deezer, Soundcloud and Grooveshark. The titles are submitted, and visible on the app's interface. Everyone can upvote a song they like: songs with most upvotes are played.



SPEEKR

Speekr is a free mobile app that allows you to send geolocalised messages, everywhere you want. The only condition is that your friends have to be at the selected location to be able to read your message. The app allows closer and more advanced interactions than with other traditional messaging services.

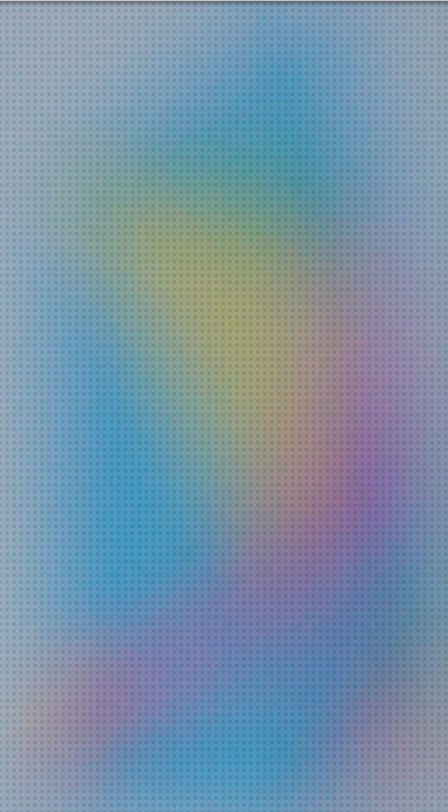


SHOOT4ME

Shoot4Me is a platform that allows you to delegate photo taking in a form of mission and in a recreational way. The service aims individuals and professionals. Both can interact and accomplish/ask missions thanks to an online social platform, that acts as a real photographer social network.

Season #1 partnerships

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SEASON #1 PARTNERSHIPS

Magic Flip

GAMING EDITION

A prototype by ePawn



- ePawn has developed a Magic Flip Cover that integrates their tracking technology. The cover can recognize real toys and interpret their movements.
- A prototype made in 6 months, thanks to a successful collaboration between ePawn and TCL's engineers.
- Gaming that integrates real objects into virtual environments : already a billion dollar market (Skylanders)
- Discussions are now being held with leaders of the toy industry

A true example of open innovation

SEASON #1 PARTNERSHIPS



Co-Development
the Magic Flip cover prototype



Standard activity
ePawn's smart tables (MWC2014 & IFA2014)

SEASON #1 PARTNERSHIPS



ATOOMA

Integration of their technology into our smartphones & TV screens (in progress)

SEASON #1 PARTNERSHIPS



AYOTLE

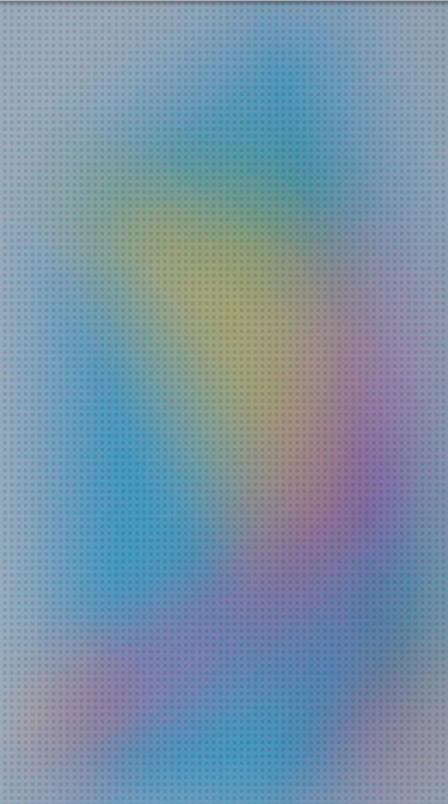
Demonstrations at the MWC & IFA

Discussions in progress concerning a future integration of their technology into our handsets

Investment possibilities

Next steps

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SEASON #2

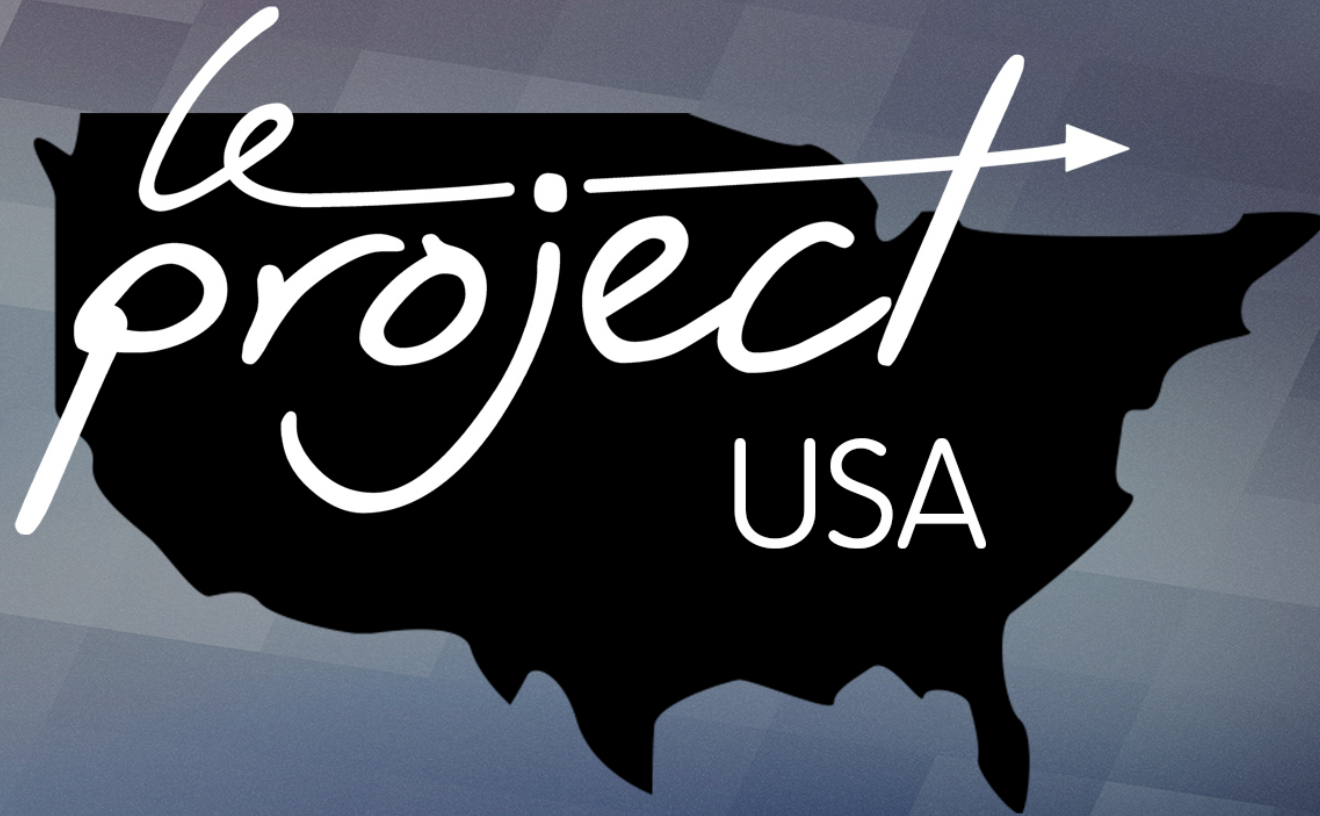
starting in January 2015

OCTOBER 2014

ALCATEL ONETOUCH's Mobile Technologies Incubator goes international ...

OCTOBER 2014

US based incubator, in partnership with PRIME





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