

eGovernment-konferansen 2006

*IBMs engasjement i norske innovasjonsmiljøer*

Morten Thorkildsen  
[mothor@no.ibm.com](mailto:mothor@no.ibm.com)

hva gjør deg\*  
**spesiell?**

# IBM Research – eksternt anerkjennelse

**5 Nobelprisvinnere**

**6 “National Medals of Technology”**

**5 “National Medals of Science”**

**Integer Programming**

**4 “Turing Awards”**

**20 medlemmer i “National Academy of Sciences”**

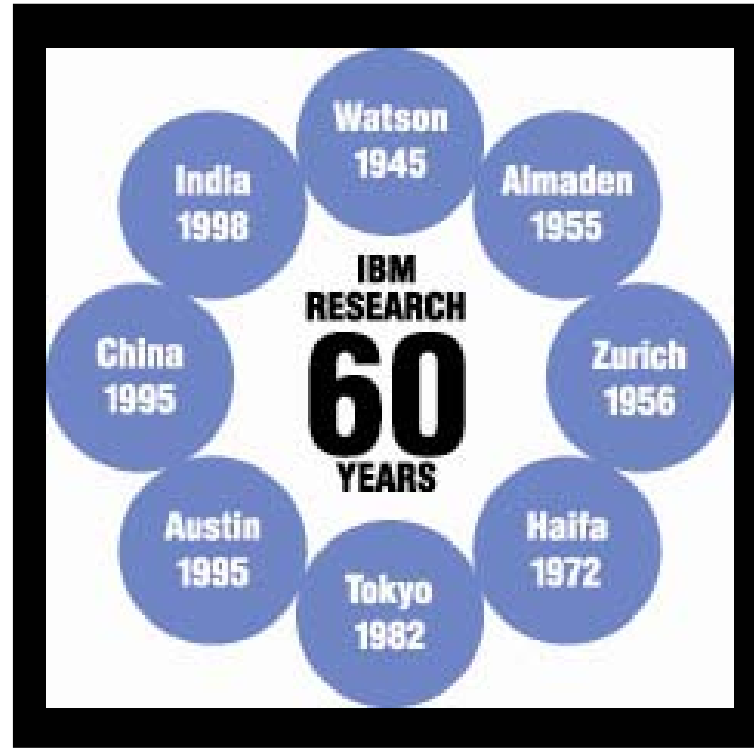
**Over 330 “Professional Society Fellows”**

**57 medlemmer i “National Academy of Engineering”**

**8 inductees in “National Inventors Hall of Fame”**

**Laser-etched hair**

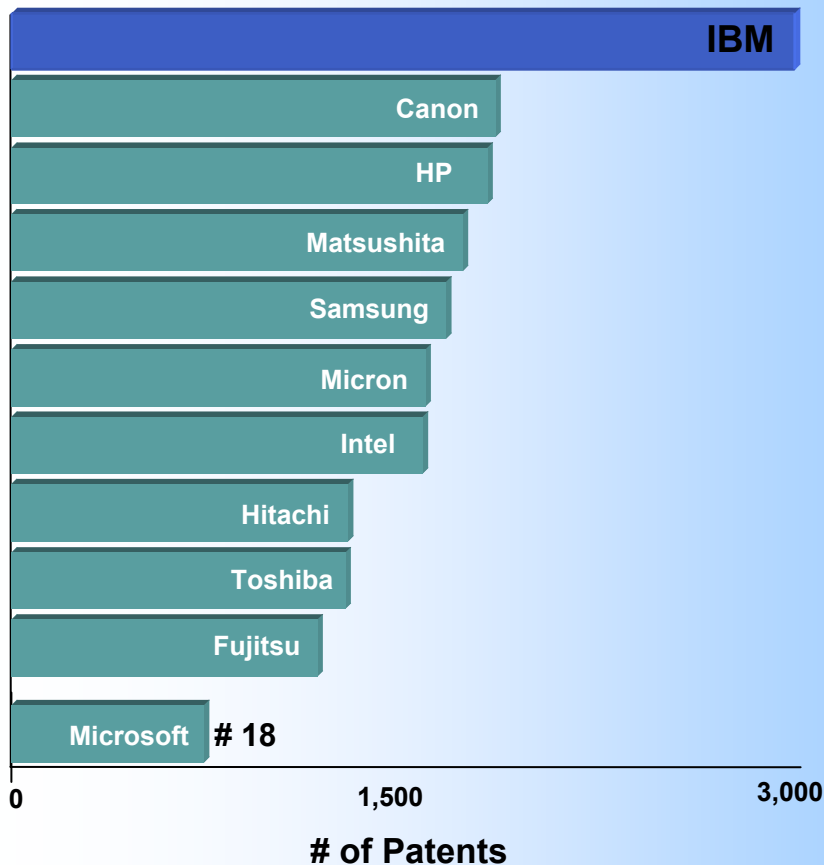
# IBM Research - 3000 forskere i 8 laboratorier over hele verden



# Patent-lederskap siden 1993

## Patent-donasjoner til "Open Source Community"

### 2005 U.S. Patents



BUSINESS/FINANCIAL DESK | January 11, 2005, Tuesday

### I.B.M. to Give Free Access To 500 Patents

By STEVE LOHR (NYT) 883 words  
Late Edition - Final , Section C , Page 1 , Column 5

ABSTRACT - IBM plans to announce it is making 500 of its software patents freely available to anyone working on  
*THE NEW YORK TIMES, MONDAY, APRIL 11, 2005 C1*

## Sharing the Wealth at I.B.M.

By STEVE LOHR

I.B.M. is renowned for its rich storehouse of patented inventions. It once again led the research sweepstakes in America last year, collecting 3,248 patents, more than any other company. And it earned more than \$1 billion last year from licensing and selling its ideas.

So why has I.B.M. shifted course recently, giving away some of the fruits of its research instead of charging others to use it? The answer is self-interest.

Diverging from conventional wisdom, the company has calculated that sharing technology can sometimes be more prof-

### Hoping to Profit By Making Patents Available Free

being closely watched throughout the business world.

Earlier this year, I.B.M. made a broad gesture toward what it called a new era in how it controls intellectual property. It announced in January that it would make 500 patents — mainly for software code

would follow.

This month, the company said that of its future patent contributions to largest standards group for electronic commerce on the Web, the Organization for the Advancement of Structured Information Standards, would be free.

I.B.M. is at the forefront, but companies in industry after industry are also considering their strategies on intellectual property: What do you share? What do you keep proprietary?

The Internet, globalization and pressures are driving businesses to collaborate in the pursuit of higher productivity and profits, and to accelerate pace of product development. That

# Innovasjonsbegrepet er i forandring

- **Myte: Innovasjon betyr å utvikle nye produkter og tjenester**
  - **Realitet: Innovasjon i forretningsmodell betyr stadig mer**
- **Myte: Innovasjon er for kritisk og proprietært til å involvere outsiders**
  - **Realitet: Ekstern samhandling blir stadig viktigere**
- **Myte: Innovasjon er jobben til F&U, linje- og produksjefer**
  - **Realitet: Innovasjon må orkestreres fra toppen og gå på tvers av disipliner**

Innovasjon: ***"Bruke nye ideer - eller anvende nåværende konsepter på fundamentalt forskjellige måter - for å skape reell forandring"***

# First-of-a-Kind Programmer

- Eksperimentere med teknologi-baserte løsninger
- Testing av morgendagens innovasjon på dagens forretningsproblemer
- Skape prototype-løsninger i en rekke bransjer

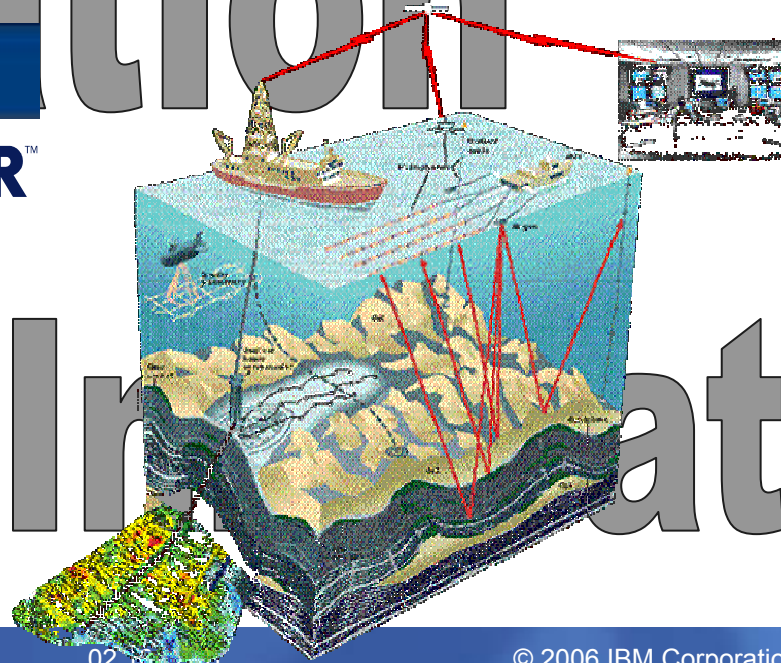




***Men hva gjør vi lokalt i Norge?***

# 120 mnok til forskningskonsortium om Integreerte Operasjoner

# novation





## ITNUs IO-senter

### ***CENTER FOR e-FIELD AND INTEGRATED OPERATIONS FOR THE PETROLEUM INDUSTRY***

#### □ Vision:

- To be a major international provider to the petroleum industry of knowledge and technology within Integrated Operations (IO) in the oil and gas sector

#### □ Objectives:

- To develop new knowledge, methods and tools to promote a leap in next generation IO solutions for the upstream petroleum activities:
  - Improved efficiency (increased production, improved recovery and reduced costs)
  - Better safety and enhanced environmental standards

# Deltagere i IO-senteret i Trondheim

## RESEARCH PARTNERS

## INDUSTRIAL PARTNERS

## GOVERNMENT



NST | Nasjonalt senter for telemedisin  
UNIVERSITETSSYKEHUSET NORD-NORGE  
WHO Collaborating Centre for Telemedicine



*Center for research-  
based innovation*

# Tromsø Telemedicine Laboratory

2006-2014





WPR Medical A/S



# Kan Norge hevde seg i kampen om ny mobilteknologi?

## Nokia med kombitelefon

Verdens største mobilselskap skal lansere en telefon som både kan bruke trådløst Internett og GSM-nettet.

GUNHILD M. HAUGNES

Barcelona

De fleste journalistene måtte stå da Nokia-sjef Jorma Ollila innledet selskapets pressekonferanse i den største salen på den internasjonale mobilmessen



# Innovativt samarbeid Telenor-IBM

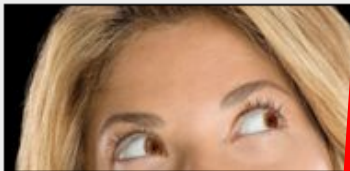
## Rich presence push-tjenester



# IBM og Telenor i F&U-samarbeid omkring nye mobile løsninger



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Latest forecast



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## Getting into your head

IBM, in collaboration with Telenor, is researching the use of multiple sensors in cell phones to make the device more intuitive of your needs

By Jon Van

Published October 10, 2006

A new generation of cell phones that know where you are, what you're doing and anticipate what you'll like is being developed in labs and tested in markets around the globe.

Industry designers hope to strike a balance between a gadget that will learn enough to please its owner without becoming annoying.

"We want it like having a concierge in your pocket, not Big Brother," said Martin Dunsby, senior vice president with Openwave Systems Inc., a wireless software firm.

SAFETY IS  
A BEAUTIFUL THING,  
ESPECIALLY WHEN  
IT'S BEAUTIFUL.



Explore the  
2006 Volvo S40

## Andre IBM-initiativ

- Språkteknologi
- IBM annonserer idag: stemmestyrte GPS

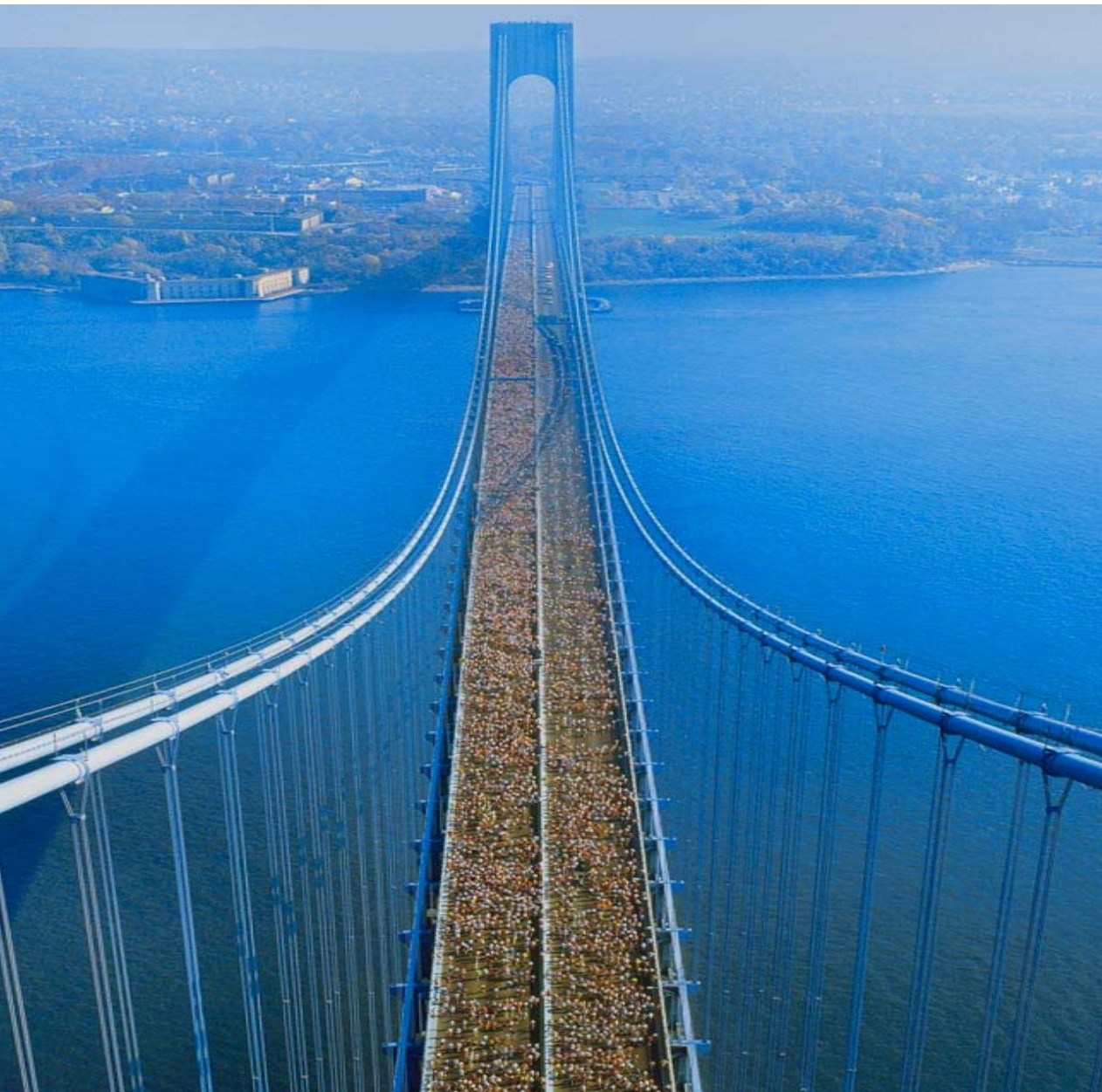




# Multilingual Automatic Speech-to-Speech Translator

## Vi har følgende erfaringer

- Norge har en rekke områder vi kan lykkes på
- Det er et stort rom for å få til større aktivitet gjennom samhandling
- Kobling F&U med forretning mangler
- Store eksportmuligheter
- Suksess krever en bevisst satsning og strategi
- Er norske myndigheter og universiteter proaktive nok?



Bygg broer!

IBM søker partnere