



## D6.1

### Press Release: Launching the iDev40 Project

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|              |                 |          |

## **Publishable Executive Summary**

Press releases help to communicate and disseminate the project to the media, functioning as news amplifier. This first press release is a general communication about the project iDev40, which was sent out within the framework of the iDev40 Kick-Off Meeting. In this context also the Press Conference was held on 14<sup>th</sup> of June 2018.

### **Key Words**

Press release, start of European research project, iDev40, press conference

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# 1 Introduction

Press releases are the main communication channel with journalists and the media. A single press release acts as news multiplier and fosters the project awareness among several media, reaching the wider public. The press release of the iDev40 project was sent to the Infineon Austria Standard press contacts and was used as basic information for the press conference held in the framework of the iDev40 Kick-Off Meeting held on 14<sup>th</sup> June 2018 at Infineon Technologies Austria AG in Villach. The press conference was hosted by Sabine Herlitschka (CEO & CTO Infineon Technologies Austria AG). Furthermore, the Infineon management board, funding agencies and politics were represented at the press conference by Jochen Hanebeck (Chief Operations Officer of Infineon Technologies AG), Max Lemke (Head of Unit “Technologies and Systems for Digitising Industry”), Bert De Colvenaer (Executive Director ECSEL Joint Undertaking), Michael Wiesmüller (Head of Department of Information, Industrial Technologies and Space Travel of the Austrian Ministry for Transport, Innovation and Technology - BMVIT) and Peter Kaiser (Governor of Carinthia).

## 2 Press Release Text



### Press release

#### **Digital all-round: the European research project iDev40 focuses on networking – from the idea and concept to the consumer**

Munich, Germany and Villach, Austria 14 June 2018 – The European research project iDev40 (Integrated Development 4.0) is launched today under the leadership of Infineon Austria. In this project, 38 partners from six countries will be involved in research on the smart networking of development and production processes for electronic components and systems. With a project volume of 47 million euros, iDev40 is among the biggest European research projects with a focus on digitization along the entire value chain and Industry 4.0.

Companies are facing the challenge of integrating all their processes in a globally networked, digital value chain. "Those who use the digitization in the right manner will make development, production and logistics faster, more flexible and more cost efficient," said Jochen Hanebeck, Chief Operations Officer of Infineon Technologies AG. "iDev40 aims at automating highly complex processes through methods of artificial intelligence and to train our employees for the new tasks of the future. Thus, we boost the innovative strength and global competitiveness of the European electronics industry".

"Only by joining our forces, Europe will be a leading innovation and business region with micro- and nano-electronics as key enabling technology for many other innovative industries", said Sabine Herlitschka, CEO of Infineon Technologies Austria AG. Herlitschka opts for cross-border cooperation in research: "Infineon Austria contributes its know-how to the project as one of the strongest companies in terms of research and pioneer in Industry 4.0 in Austria. Infineon also contributes its experience as the coordinator of large-scale European research projects".

#### **Digital all-round: knowledge, development and production**

The European three-year research project focuses on three areas: secure data and knowledge management along the product life cycle, digital information flow and innovations in the supply chain. Intelligent data management provides secure access to information for people and systems. This makes it possible to deduce information and knowledge from huge amounts of data at high speeds. Development and production teams will be networked with each other,

independent of their locations, and communicate in real time along the value chain. Processes can be virtually mapped by digital factory and product twins and can thus be simulated comprehensively. Artificial intelligence and machine learning play a central role in all of this.

An important research aspect of iDev40 is the continued development of jobs of the future, in terms of both new job profiles and the skills that are needed to interact with highly automated, complex systems.

Through this project over 15,000 jobs will be secured in the companies involved over the medium to long term. Together with partners along the entire value chain of electronic components and systems this extends to securing work for 50,000 employees globally.

#### **Project launch with top-level participants from the whole of Europe**

Top-level project partners attended the kick-off event of Infineon Austria in Villach. Funding agencies and politics were represented by **Max Lemke** (Head of Unit “Technologies and Systems for Digitising Industry”, European Commission, Directorate General CONNECT), **Bert De Colvenaer** (Executive Director ECSEL Joint Undertaking), **Michael Wiesmüller** (Head of Department of Information, Industrial Technologies and Space Travel of the Austrian Ministry for Transport, Innovation and Technology – BMVIT), and **Peter Kaiser** (Governor of Carinthia) represented.

iDev40 is organized as a private-public partnership and as such set to drive the global competitiveness of the European microelectronics industry. It combines investments from industry, individual countries and ECSEL (Electronic Components and Systems for European Leadership) Joint Undertaking. In addition to investments from industry, iDev40 is co-financed by funding from Austria (BMVIT), Belgium, Germany, Italy, Romania, Spain and the ECSEL Joint Undertaking.

#### **38 project partners from six countries cooperate in iDev40**

**Austria:** Austrian Institute of Technology GmbH, AVL List GmbH, Infineon Technologies Austria AG, Infineon Technologies IT-Services GmbH, CISC Semiconductor GmbH, evolaris next level GmbH, KAI Kompetenzzentrum Automobil - und Industrieelektronik GmbH, Know Center GmbH, Kompetenzzentrum - Das Virtuelle Fahrzeug Forschungsgesellschaft mbH, TTTECH Computertechnik AG, Vienna University of Technology, Klagenfurt University

**Belgium:** Sirris, Yazzoom

**Germany:** camLine GmbH, eccenca GmbH, Elmos Semiconductor AG, FernUniversität Hagen, Fraunhofer Institute for Integrated Systems and Device Technology, Giesecke+Devrient Mobile Security GmbH, Dresden University of Applied Sciences, Zittau/Görlitz University, Infineon Technologies AG, Infineon Technologies Dresden GmbH, Ostbayerische Technische Hochschule Regensburg, SYSTEMA GmbH, Dresden University of Technology, University of Siegen, University of Applied Sciences Zwickau  
**Italy:** Infineon Technologies Italia S.r.l., University of Milan-Bicocca  
**Romania:** Infineon Technologies Romania & CO SCS, Technical University of Cluj-Napoca, University Politehnica of Bucharest  
**Spain:** AKTING INGENIARITZA, SL, Fundacion Tecnalia Research & Innovation, JEMA ENERGY S.A., IBERMATICA

#### **About Infineon Austria**

Infineon Technologies Austria AG is a group company of Infineon Technologies AG, a leading global supplier for semiconductor solutions that make life easier, safer and greener. Microelectronics from Infineon reduce the energy consumption of consumer electronics, domestic appliances and industrial systems. They make a major contribution to convenience, safety and sustainability of vehicles and make possible safe transactions in a networked world.

Infineon Austria is the only site besides Germany where the expertise in research & development, production and global business responsibility are pooled. The company headquarters is in Villach, Carinthia; other sites are located in Graz, Klagenfurt, Linz and Vienna. The company achieved a turnover of € 2.5 billion in the business year 2017 (as at 30 September) with a workforce of 3,785 people (1,547 of them in R&D) from some 60 nations. With its research expenditure of 428 million euros, Infineon Austria is one of the best industrial research performers in Austria.

For more information please see [www.infineon.com/austria](http://www.infineon.com/austria)

#### **Contact and further information**

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## Quotes

### Press Conference "iDev40", 14 June 2018

#### **Jochen Hanebeck, Chief Operations Officer of Infineon Technologies AG:**

"Those who use the digitization in the right manner will make development, production and logistics faster, more flexible and more cost efficient. iDev40 aims at automating highly complex processes through methods of artificial intelligence and to train our employees for the new tasks of the future. Thus, we boost the innovative strength and global competitiveness of the European electronics industry".

#### **Sabine Herlitschka, CEO of Infineon Technologies Austria AG:**

"Only by joining our forces, Europe will be a leading innovation and business region with micro- and nano-electronics as key enabling technology for many other innovative industries. Infineon Austria contributes its know-how to the project as one of the strongest companies in terms of research and pioneer in Industry 4.0 in Austria. Infineon also contributes its experience as the coordinator of large-scale European research projects".

#### **Max Lemke, Head of Unit "Technologies and Systems for Digitising Industry", European Commission, Directorate General CONNECT:**

"iDev40 addresses a very important concern of European industry: the time to market. Through the use of 'digital twins' in the complete lifecycle of the product, from development to production and end of life, the iDev40 framework will allow more agility and speed in responding to the market. This is what EU companies need to improve their competitiveness and stay healthy."

#### **Bert De Colvenaer, Executive Director ECSEL (Electronic Components and Systems for European Leadership) Joint Undertaking:**

"If we want to stay competitive in Europe compared with the rest of the world, we need to assure seamless integration of digital technology in all industrial processes: this is exactly the main objective of the iDev40 project illustrating the true meaning of Electronic Components and Systems as Key Enabling Technology."

**Michael Wiesmüller, Head of the Department for Information, Industrial Technologies and Space Travel of the Austrian Ministry of Transport, Innovation and Technology:**

“Infineon has been among the top European companies in competitive R&D programs – above all in the ECSEL flagship program – and has already secured numerous strategic large-scale projects. The industrial perspectives for the Internet of Things and its cooperative use along the global value chain will be thoroughly explored in the iDev40 project. The development of “Silicon Austria” and the creation of an excellent eco system for the Austrian electronics industry support and strengthen projects of this kind with a European dimension.”

**Peter Kaiser, Governor of Carinthia:**

“This research project with its content and international dimension is of immense importance for Carinthia as a technology hub. Industry 4.0 is one of the core areas of the Carinthian digitization strategy. With our consistent orientation towards technology and R&D and a special focus on microelectronics we are taking Carinthia to the top of regions in the EU. This requires strong partners, and we found them among others in the electronics industry and the EU initiative ECSEL JU. iDev40 is a further milestone for the technology hub that Carinthia is.”



(Jochen Hanebeck, Peter Kaiser, Sabine Herlitschka, Michael Wiesmüller, Bert de Colvenaer, Max Lemke)

### 3 Media Presence

#### **Villach wird zum Mittelpunkt für Industrie 4.0 in Europa**

Kleine Zeitung, 14.06.2018

[https://www.kleinezeitung.at/wirtschaft/wirtschaftktnhp/5446807/Grossprojekt-iDev40\\_Villach-wird-zum-Mittelpunkt-fuer-Industrie-40](https://www.kleinezeitung.at/wirtschaft/wirtschaftktnhp/5446807/Grossprojekt-iDev40_Villach-wird-zum-Mittelpunkt-fuer-Industrie-40)

#### **Infineon: Europäisches Forschungsprojekt setzt auf Vernetzung**

Mein Bezirk, 14.06.2018

<https://www.meinbezirk.at/villach/wirtschaft/infineon-europaeisches-forschungsprojekt-setzt-auf-vernetzung-d2687633.html>

#### **Alles digital: Europäisches Forschungsprojekt iDev40 setzt auf Vernetzung – von der Idee bis zum Kunden**

Börse Express, 14.06.2018

<https://boerse-express.com/news/articles/alles-digital-europaeisches-forschungsprojekt-idev40-setzt-auf-vernetzung-von-der-idee-bis-zum-kunden-26623>

#### **Infineon startet Forschungsprojekt für Industrie-Digitalisierung**

Der Standard, 14.06.2018

<https://www.derstandard.de/story/2000081585939/infineon-startet-forschungsprojekt-fuer-industrie-digitalisierung>

#### **Alles digital: Europäisches Forschungsprojekt iDev40 setzt auf Vernetzung – von der Idee bis zum Kunden**

Wirtschaftspresse, 14.06.2018

#### **Europäisches Forschungsprojekt iDev40 setzt auf Vernetzung**

Fördern und Heben, 15.06.2018

<https://www.foerdern-und-heben.de/europaeisches-forschungsprojekt-idev40-setzt-auf-vernetzung/>

#### **iDev40 – EU research project for 47 million includes six countries**

<http://www.themayor.eu/it/idev-40-eu-research-project-for-47-million-includes-six-countries>,  
20.06.2018

#### **European iDev40 Project aims to harness AI to Automate Highly-Complex Processes**

European Power News, 15.06.2018

<http://powerpulse.net/european-idev40-project-aims-to-harness-ai-to-automate-highly-complex-processes/printable>

#### **Infineon erforscht Industrie-Digitalisierung**

ORF Kärnten, 15.06.2018

<http://kaernten.orf.at/news/stories/2918940/>

**Европейский проект iDev40 разрабатывает «умные» сети для цифровой экономики**

3DNews, 17.06.2018

<https://3dnews.ru/971296>

**Entwicklung und Produktion intelligent vernetzen**

Elektronik, 19.06.2018

<https://www.elektroniknet.de/elektronik/automation/entwicklung-und-produktion-intelligent-vernetzen-154690.html>

**47 millions d'euros pour le projet européen iDev40 de numérisation de la chaîne de valeur en nanoélectronique**

ViPress, 18.06.2018,

<http://www.vipress.net/47-millions-deuros-pour-le-projet-europeen-idev40-de-numerisation-de-la-chaine-de-valeur-en-nanoelectronique/>

**Digital value chain as an integrated project**

Smart2.0, 17.06.2018

<http://www.smart2zero.com/news/digital-value-chain-integrated-project>

**Neues Riesen-Infineon-Forschungsprojekt in Villach**

Villacher Online Tageszeitung, 15.06.2018

<https://www.vi2day.at/world/item/23489-neues-riesen-infineon-forschungsprojekt-in-villach>

**Infineon: Vernetzt in die Zukunft**

Finanztrends, 18.06.2018

<https://www.finanztrends.info/infineon-vernetzt-in-die-zukunft/>

**Digitalisierung der Industrie: Infineon startet ein großes KI-Projekt in Villach**

Industrie Magazin, 15.06.2018

<https://industriemagazin.at/a/digitalisierung-der-industrie-infineon-startet-ein-grosses-ki-projekt-in-villach>

**Infineon startet Forschungsprojekt für Industrie-Digitalisierung**

Science, 14.06.2018

[https://science.apa.at/rubrik/politik\\_und\\_wirtschaft/Infineon\\_startet\\_Forschungsprojekt\\_fuer\\_Industrie-Digitalisierung/SCI\\_20180614\\_SCI40111351042809010](https://science.apa.at/rubrik/politik_und_wirtschaft/Infineon_startet_Forschungsprojekt_fuer_Industrie-Digitalisierung/SCI_20180614_SCI40111351042809010)

**Forschungsprojekt iDev40 setzt auf Vernetzung**

Industrial Management News, Industrie 4.0, 26.06.2018

<https://www.i40-magazin.de/newsarchiv/forschungsprojekt-idev40-setzt-auf-vernetzung/>

## 4 Conclusion

The project has been presented to the media and hence to the public. The press release drew a lot of media attention. As a result, the project has been highlighted in at least 19 newspapers (printed and online versions) at local, national and international level. Furthermore, also the consortium was very active in disseminating the news of the successful launch of the iDev40 project on their company websites.