Creative Industries in ICT Call 1

*Call for "Innovation Actions" to support **ICT innovative creative industries SMEs***

- *development of products, tools, applications and services with high commercial potential*

- *driving participation of creative industry SMEs, collaborations with IT providers and research and innovation centres*

- *solutions should respond to real user-needs, cost-effective, market-ready and target international markets*

***Result:** 15 projects, starting January-February 2015*

Broadcasting and Film production

- **POPART** *will provide film-makers with an integrated solution for real scenes filming and visual effects development.*

- **FILM265** *will develop – for small and medium VoD service providers - the technological edge needed to compete successfully in the international market of film distribution in the internet.*

- **AXIOM** *introduces an affordable professional modular cinema camera platform for a broad spectrum of audio-visual applications.*

- **SMARTSET** *will provide regional and local TV stations and production companies with cost-effective virtual studio technology.*

- **AUTOPOST's** *tools will allow post-production companies to reduce the workload of 2D-to-3D conversion artists.*

Fashion

- *iART will bring visual art into bespoke clothing, where the artist and the final consumer will connect through enabling platforms.*

- *SOMATCH aims at improving competitiveness through detailed and reliable trends estimations and forecasts of user acceptance.*

- *FROMROLLTOBAG will help competing against low cost imports, by enabling digital manufacturing solutions with virtual design and sales technologies.*

Video Games

- **POPULATE** *is supporting the mobile games community with solutions involving crowds for asymmetric games using both wearable and mobile devices as controllers and using TV as the main display.*

- **PERGAMON** *will create a novel gaming framework that helps developing pervasive serious games in an effective and efficient way, using artificial intelligence, emotional game concepts, and personalisation.*

Furniture Design

- **FURNIT-SAVER** is taking advantage of augmented and virtual reality technologies to bring competitive advantages for smaller furniture companies, by enabling them to provide customised furniture after pre-envisaging how the furniture will look and fit into their customers home.

e-Publishing

- **_Q-TALES_** _will develop a collaboration ecosystem that will serve the needs of the European Children e-book industry, where creative SMEs, experts and parents co-create new or transform existing Children Literature into high quality e-books & Apps._

Music

- **_MUSICBRICKS_** _will create a platform for immersive and engaging participatory modes of music production._

Emerging technologies addressing needs of multiple CI sectors

- *MECANEX will devise innovative tools for automatic annotation and editorial support for multimedia content, extraction of personalised information and adaption of enriched multimedia content in multi-screen environments, for the use of broadcasters, advertising agencies and online publishing companies.*

- *PROCAMS is bringing together the developers of video analytics and their users from the content creating industry on a shared web repository with innovative services for selecting, testing and soliciting video analytics solutions, which will lower the costs of content production.*