Welcome to this sunny i3B newsletter of June 2016. We would like to update you on new participants, approved R&D projects, the opportunity to ‘utilize’ marketing communication staff from the i3B foundation, business development, events, subsidy calls, the new to be established i3B Business Council and, last but not least, in the spotlight with Noviosys. Enjoy reading!

HEADLINES

Healthy Lifestyle innovation agenda
The foundations i3B, Health Valley and Food Valley NL joined forces in an ‘EU funded’ project called C.I.A.L.E.: Connect, Innovate, Accelerate, Learn and Expand. The foundations represent together the largest ecosystem of innovative SME companies in the East Netherlands region. The objective of the project is to establish and expand cooperation and innovation amongst SME companies on the ‘cross over’ domain: ICT, Brain, Cognition & Behavior, Food and Health.

The work packages consist of connecting the parties through a joint innovation agenda, setting up R&D collaboration projects, matchmaking for SMEs, an educational program for Entrepreneurship for the i3B SME participants and finally the development and promotion of the networks for economic and social impact for the region.

The purpose of the innovation agenda is to connect SME businesses around the provisional theme, a ‘Healthy Lifestyle’ resulting in joint Research and Development projects and innovative ICT based solutions. For the success of the innovation agenda the commitment of relevant stakeholders like the (regional) government, (large) companies and knowledge institutes is essential.

Measure, monitor, provide feedback and ultimately influence a “Healthy Lifestyle”.

Measure, monitor, provide feedback and ultimately influence a “Healthy Lifestyle”.
The consortium will consult with i3B participants and other key opinion leaders for their input and intentional support on the Healthy Lifestyle innovation agenda.

**i3B Scientific Advisory Board (SAB) meeting & subsequent i3B Café**

*Scientific Advisory Board meeting*

The Scientific Advisory Board (SAB) meeting agenda consists of among other things presentations of the latest insights on the Dutch National Science Agenda (NSA). The Dutch National Science Agenda contains the societal challenges that academia will focus on in the coming years. The research agenda consolidates the strengths of different parties to give a boost to the collaboration between academia, industry and civil society organizations. The Dutch National Science Agenda will be presented from two perspectives: by Rob Heinsbroek, NWO, figurehead for NSA on brain, cognition & behavior and by Cees Vervoorn, Amsterdam University of Applied Sciences (HvA) figurehead NSA on sports and movement. Take a look at the Dutch National Science Agenda.

Other topics include an introduction by Jacomine van Ravensbergen, Director of the HvA faculty Sports and Nutrition. The HvA is also partner in the Amsterdam Institute of Sport Science (www.aiss.nl), on applied research in sports, food and movement. A presentation by Liesbeth Luijendijk, Business developer of Wageningen UR on the Personalized Nutrition & Health (PNH) program with a strong industry participation. You are still able to join the PNH program.

And last but not least after the success of last pitch session, there is a possibility to pitch your idea to Scientific Advisory Board and i3B companies. Are you looking for additional partners, knowledge, finance, research tools or you would just like to receive feedback from the i3B field on your project idea, this is your opportunity. Your project idea can be in different stages of development from idea, to already submitted proposal, or funded proposal and looking for next steps. Pitch your project idea in 3 minutes for the multidisciplinary advisory board with scientific experts from the whole ICT, brain, body and behavior field. i3B companies are also invited to pitch their ideas, looking to tackle some research questions for their ICT products. If you want to grasp this opportunity, please contact simon.haafs@i3b.org.

**i3B Café - Skating talent, training and technology**

Subsequent to the SAB meeting, guest speaker Jac Orie (t.b.c.), trainer of the professional LottoNL-Jumbo skating team with heroes like Sven Kramer will provide us with the latest insights on what it takes to become world skating champion: talent, training, supported by (ICT) technology (3T’s). Several crucial insights will be addressed, like the routine and training factors that influence performance and the predic-
tive power of a physical test at the start of the season on the skating performance during the season.

There will be plenty of room for interaction with the audience. If you have questions up front, please send them to info@i3b.org. The guest speaker will address these questions during the i3B Café.

Date
Thursday 29 September 2016

Time
• SAB meeting, 15-17h
• i3B Café, 17-18h, with drinks and snacks

Invited
• SAB meeting: SAB members (i3B participants as audience)
• i3B Café: open for anybody who is interested, but please sign up in advance

Location
Amsterdam University of Applied Sciences, Dr Meurerlaan 8, Amsterdam, Room B034

Registration - info@i3b.org

‘Utilize’ i3B marketing communication staff
i3B will expand her staff with a marketing, communication expert, possibly relevant for other i3B participants. Especially smaller SMEs in the i3B network with limited marketing and communication resources, might want to utilize this capacity at reduced prices. If you’re interested in this service, please send an email to simon.haafs@i3b.org.

If your company, knowledge institute would like to offer a service, or is looking for a specific expertise within the i3B network, don’t hesitate to contact simon.haafs@i3b.org. Possible examples are certification expertise, training expertise on personalized nutrition, assistance with Intellectual Property, etc.

NEW PARTICIPANTS

i3B is pleased to announce the new participants that joined our network in the last period:

TNO
www.tno.nl

TNO is an independent Dutch research organization that employs some 3,000 specialists. We believe in the joint creation of economic and social value. We focus on transitions or changes in five social themes: Industry; Healthy Living; Defense, Safety & Security; Urbanization and Energy. TNO’s roadmap Networked Information focuses on innovations in ICT with special attention to data driven innovation and trusted connectivity.
Some actual projects related to i3B:

- **Smart Dairy Farming**, in a consortium we work on sensor solutions to optimize well-being of cows and their milk production;

- **Brainwave**, development of real-time emotion applications (books, music, food) based on neuro and physiological measurements with some i3B partners EagleScience, TMSI, Noldus IT and other stake-holders. Recently an article was published in this respect (read more...).

TNO's focus in these project/programs is on user evaluation, platform and algorithm development, interoperability and data governance.

**Amsterdam University of Applied Sciences, Faculty of Digital Media and Creative Industries**

**Website (HVA)**

The Faculty offers a wide range of creative programmes such as AMFI-Amsterdam Fashion Institute, Business IT & Management, Information Technology and Computer Science and Multimedia Design. Applied research is carried in a number of ‘labs’. The Digital Life Lab will mainly participate in i3B. The lab develops and studies digital solutions for the wellbeing of citizens in a metropolitan area. The focus is on innovative and creative technologies in the field of sensors and digital information for health and participation.

Amsterdam University of Applied Sciences consider the Amsterdam region as a ‘living lab’, the research is not done within the walls of the test facility, but in the field. This allows the possibility is created to rapidly and cost-effective way to test innovative applications in ‘prototype’ form in a user environment with ‘real’ infrastructure and ‘real’ residents.

**Nechi Group**

**www.nechigroup.com**

Nechi Group is an international solution provider of technology in the construction and industry sectors, having an own software portfolio based on Smart Building and Internet of Things products, based in Spain.

We provide innovative solutions where the use of technology is a strategic tool to obtain competitive advantages for our customers.
In Nechi Group, we want to share our knowledge and experience to provide new products based on the analytics of human behavior and human emotions with multiple applications in health, retail and security sectors.

RogueSheep
www.roguesheep.nl
Applying Virtual Reality (VR) to solve and facilitate, is the goal of RogueSheep. Amidst all the hype surrounding VR these days, we strive to search for real-life applications. A VR lab will be established in Nijmegen, The Netherlands in which the symbiosis between hardware, software and human behavior can be researched and tested. The lab provides collaborative grounds for a mixture of disciplines required to set up virtual environments, for education & training, architecture or treatment support.

INCAS³
www.incas3.eu
INCAS³ is an independent, private, non-profit research institute dedicated to solving challenging industrial and social technological problems by combining academic and engineering excellence. INCAS³’s R&D agenda is driven by applications and requests from industry.
In broad strokes, the focus is on
1) autonomous remote monitoring;
2) exploration of inaccessible areas;
3) human-centered monitoring.

It is this last topic that directly connects to i3B.

Human-centered monitoring is an approach to recognizing and analyzing acoustic aspects in complex, dynamic environments. It couples state-of-the-art sonic technology with techniques from psychology, linguistics, and anthropology. Applications revolve around acoustic monitoring and acoustic event detection, including audio monitoring in care facilities, urban environmental sound analysis, cough detection, voice-based disease detection, accent recognition, and more.

ReSnap
www.resnap.com

ReSnap, based in the Netherlands develops an innovative ‘image selection technology’ that mimics the human brain by computerized prediction which picture a user would use/choose for a specific case. The technology is based on machine learning and artificial intelligence. The first product that ReSnap currently has on the market, offers a photo book that is automatically created by artificial intelligence. The system analyzes at high speed all the pictures of a complete data set and extracts various parameters that eventually lead to a human selection. A user can then customize the book with the ReSnap online editor (add/remove additional text, images), so that the photo book is completely personal. The technology analyzes images, among other things, on quality (over and under exposure, sharpness, comparability, faces, etc.). ReSnap received an honorary mention in the 2015 SME Innovation Top 100 and was the second most innovative company of Gelderland. The technology can be applied in the future in various fields in different sectors.

Amsterdam University of Applied Sciences, Faculty Sports & Nutrition
Website

Around the world, it has become common to consider sports, nutrition and management in relation to each other, approaching this relationship from a variety of perspectives. The Faculty of Sports and Nutrition is on the front line of this development, but also constantly looking ahead to new emerging trends in the professional field - for example, by setting up an interdisciplinary, international minor in Creating Food Concepts in Europe.

Amsterdam and its complex urban life play a major role in the Faculty of Sports and Nutrition’s drive to contribute to its wider community. For example, the faculty takes part in projects,
research and refresher courses at schools, neighborhood associations, businesses, sports clubs and other organizations. In many cases, we work together with the University of Amsterdam, City of Amsterdam and other local parties.

Similarly, the businesses and schools where our students do internships are strongly focused on Amsterdam. Through our internships and research, the Faculty of Sports and Nutrition is therefore contributing to the implementation of the City's policy aims for sports, fitness, vitality, tackling obesity and more. The faculty also places a specific emphasis on issues of metropolitan importance, seeking to develop practical solutions for the challenges of tomorrow.

I3B PARTICIPANTS NEWS

This section highlights news from i3B companies relevant for others in our network. (Product) news for the next newsletter is welcome in our mailbox at info@i3b.org.

Usability Lab open for I3B participants

Usability testing is an essential part of user-centered product development. It is necessary to evaluate prototypes: if designers have made wrong assumptions or missed important requirements, a usability test is likely to reveal them. Testing can be carried out in a usability lab, in which a user is observed while interacting with a product. Typically, this process is recorded on video with synchronized screen capture, whereby user tasks, comments and errors are scored for review after the session. In more advanced usability tests, eye movement, facial expression and physiological signals are captured as well. Noldus Information Technology has a fully equipped usability lab in Wageningen. In order to allow product developers to get acquainted with the power and benefits of usability testing, this lab is now available free of charge to I3B participants. If you want to take advantage of this opportunity, contact Diana Demmer (d.demmer@noldus.nl, 0317-473300).
i3B RESEARCH & DEVELOPMENT PROJECTS

The i3B network develops new Research & Development projects in the application domains health, food, security and mobility. The added value for knowledge institutes includes new collaborations with industry and research institutes in different disciplines, additional research budget, new PhD students and access to innovative equipment, resulting in scientific knowledge. Companies benefit by connecting to science and funding for the development of innovative integrated ICT-based solutions that ultimately tackle societal challenges.

The typical role of i3B companies in collaborative projects is the development of sensors, actuators, data acquisition systems, data analysis software, feedback systems and test apparatus. The knowledge institutes provide insight in what to measure and how to interpret brain and behavior data. In addition, i3B has sophisticated laboratories and facilities for concept development, experimentation and field testing with end users.

R&D PROJECTS OVERVIEW

i3B submitted several subsidy applications in programs like NWO, STW and ITEA3. In these projects i3B Foundation is a partner, or at least two i3B members are part of the consortium. Here we highlight recently approved project proposals.

C.I.A.L.E.
The foundations i3B, Health Valley and Food Valley NL joined forces in an EFRO-funded project called C.I.A.L.E.: Connect, Innovate, Accelerate, Learn and Expand. The foundations represent together an ecosystem of more than 250 SME companies in the Dutch provinces Gelderland and Overijssel. The objective of the project is to establish and expand cooperation and innovation amongst SME companies on the ‘cross over’ between ICT, Brain, Cognition & Behavior, Food and Health. The work packages consist of connecting the parties through a joint innovation agenda, setting up R&D cooperation projects, matchmaking for SMEs, an educational program for Entrepreneurship for the i3B SME participants and finally the development and promotion of the i3B, Health Valley and Food Valley NL network for economic and social impact for the region. The subsidy is € 320.000.

Personalized Nutrition and Health
The ultimate goal of this program is a world where all people are able and willing to choose food that perfectly meets their personal needs. To achieve this is a broad consortium researches the best way to help individuals in choosing appropriate foods. Personalized coaching is based on both innovative technological ways to measure the health and nutritional intake and translate them into appropriate advice, and socio-psychological aspects to follow up that personal advice maximum opportunity. The merge of both technological and socio-psychological innovation is innovative.
The great innovation where the current expensive healthcare is waiting for is prevention. Mass media education is not effective to change the lifestyle of individuals. This research will help by developing services that enable people to measure their health and nutritional intake fast and to get personalized advice accordingly. The rapid and objective feedback on their actions may create new measurement technologies to ensure that people want and can maintain their healthy behavior. The recommendations are also personalized on the basis of personality traits.

The latest innovation contract speaks of a ‘systems approach’ which should lead to a simple and accessible system for optimal personal food choices.

The first innovation challenges of the themes Nutrition and Health and Consumer chain are therefore respectively:

- Affordable and non-invasive methodologies to measure eating behavior and health.
- Consumer-driven innovation and product development.

The research is the direct translation of these ambitions. The subsidy amounts to approximately € 1.000.000 per year. i3B participants involved in this program are TNO, Wageningen UR, Noldus IT, Sense Labs. Other participants can still join the consortium in 2017.

**BriteN: Prevent obesity in children with support of technology**

The BriteN project is aimed at reducing the risk of obesity in children and lowering the probability of developing the metabolic syndrome for food. It examines the nutrition interventions that can be effective. Virtual reality is used to identify these effects. The study takes into account differences between boys and girls.
**Biomarkers**
Researchers from the Donders Institute at the Radboud University/UMC in the Netherlands will develop a system that allows for nutritional interventions to be tested. Researchers from the Donders Institute and TNO will contribute their knowledge of biomarkers, substances or signals in the body that give a status, profile report of the body.

**Virtual**
Company Metris develops an interactive space with touch screens that test cognitive functions and if food regulation is possible. Green Dino will design virtual reality technology to test the cognitive development of young children. Artinis Medical Systems will develop a device to measure brain activity, based on NIRS technology and tests to measure the impact of cognitive interventions in children.

**Young children**
The tasks and virtual reality games are developed in such a way (by Radboud University/UMC) that the results apply to animals and humans. Mead Johnson Nutrition will provide knowledge about nutrition concepts and ingredients for babies and (young) children and is involved in testing for appropriate nutrition interventions.

The project involves five i3B participants. The EFRO subsidy is approximately € 2.000.000.

**Brainwave**
Eindhoven University of Technology (TU/e) is developing a portable device to continuously monitor the brain activity of patients with epilepsy. This allows timely treatment for possible seizures. The goal is to provide a portable system that can register the ‘EEG’ activity of patients with epilepsy and Parkinson’s disease 24 hours a day.

The continuous monitoring should make it possible to detect the start of epileptic seizures so that these can be treated in a timely manner. In addition to the epileptic attacks, the system must also detect the so-called ‘freezing’ in patients with Parkinson’s disease. At that time, the patient can’t move anymore. For this research, the TU/e is working together with the Kempenhaeghe excellence center for epilepsy, the Donders Institute for Brain, Cognition and Behavior. In addition, the companies involved are i3B participants TMSI and Mind Media. The researchers of the Brainwave project received a grant of € 750,000 from Technology Foundation STW.

**Personalized Nutrition & Health in China**
In urban China, like in other modern societies, health related welfare issues are growing. Cardiovascular diseases, diabetes, child obesity and food allergies are increasingly common. At the same time, more and more Chinese are aware of the possibility to take an active role in their own lifestyle. This awareness combined with modern ICT-technology and customised
food products offer a unique opportunity to empower the Chinese consumers to influence their personal health in a positive way.

Worldwide, we see that a new consumer-centred approach to healthy food consumption is emerging. Consumers receive online personalized dietary advice that takes into account many different parameters, such as personal preference, motivational goals, habits, social environment, genotype, phenotype and broad measures of personal health status. We refer to this concept as Personalised Nutrition & Health (PNH). This novel way to combine a broad range of personal data has been accelerated by recent ICT developments in wearable sensor technology, smart (phone) applications and data modelling. Combined with specific knowledge about health effects of foods on individuals and psychological insights on changing behaviour, this generates useful personalized health advice.

The ultimate goal of PNH is to enhance the health and wellbeing of urban Chinese by empowering and assisting them to choose and maintain an optimal personalized diet & lifestyle. In this project, we will chart viable business models to develop and market knowledge-based tools and customised foods in the field of PNH. The TKI Agri&Food awarded a subsidy of € 50,000 to Wageningen UR. i3B companies are invited to share their views with the ultimate goal to export PNH solutions to China.

**BUSINESS DEVELOPMENT & EVENTS**

i3B acts as a matchmaker between its participants and end-users in relevant domains and industry sectors, in order to bring supply and demand in our field together. For participants, i3B is exploring different formats: matchmaking events, seminars, publications, exhibits, booth sharing at conferences to increase exposure without increasing cost, etc. Here is an update on recent activities and upcoming events:

**24 November 2016 - i3B Annual Symposium, Smart Cities and an Active Lifestyle**

Mark your agenda for our 2016 Annual Symposium! i3B invites you to discuss the state of play and developments in the use of (sensor) technology in the city for an active and healthy lifestyle. How can cities stimulate and facilitate their inhabitants to be active by cycling, walking, running, etc.? How can the Internet of Things and Big Data support cities to influence active behaviour of its inhabitants? What are the latest insights on motivating citizens toward an active lifestyle? i3B organizes this symposium to present viewpoints, new insights and emerging opportunities and to connect cities, entrepreneurs and scientists in the field. Keynote speakers will include Ger Baron, Chief Technology Officer, municipality of Amsterdam and Koen Breedveld, Prof. Sport sociology and sport policy.
29 September 2016 - Scientific Advisory Board and i3B Café, Amsterdam (www.i3b.org/calendar, see Headlines)

16 June 2016 - Donders Societal Impact & Exhibition fair (www.i3b.org/calendar)
Be inspired with industry, societal partners and university representatives at the panel discussion on societal impact, key note speakers on entrepreneurship and present your company with a free of charge booth at the exhibition fair. With a range of representatives from various institutes including start-ups, SMEs, larger corporations and societal partners. With a goal to promote collaboration and possible future careers in industry. Register: B.vandeWarrenburg@donders.ru.nl.

15 June 2016 - The precision Livestock Farming event
Looking forward to meet you at the Precision Livestock Farming Event on 15th of June 2016, at Wageningen UR from 16 to 18h with already more than 60 registered participants. For details on the program and the venue: www.i3b.org/i3b-cafe-precision-livestock-farming.

The Measuring Behavior conference was hosted outside of the Netherlands for the first time in history. Dublin was the stage for the latest inventions, prototypes, and techniques in behavioral research. The conference was hosted by Dublin City University and the Insight Centre for Data Analytics. i3B organized and sponsored the demonstration showcase. 25 new inventions from academia and commercial prototypes were presented. The winner was Tracksys Ltd, who demonstrated a novel wireless synchronization technique between SMI eye tracking glasses and The Observer XT software. Tracksys Ltd, received a cheque of € 2,500 for the production of a promotional video about this innovation.
17 March 2016 - Telemetry congress
Workgroup Telemetry Netherlands (WTN) organized in collaboration with i3B, Noldus IT and TeleMetronics a successful symposium for researchers, technicians, animal caretakers, teachers, basically for everyone interested in using telemetry in their work.

24 March 2016 - i3B exploratory meeting with Nutricia Research
About Nutricia Research. Pregnant and lactating women, infants, elderly and patients of all ages with special nutritional needs deserve nutritional support. Nutricia Research uses life science, food science, technology and the drive and expertise of over 600 employees to deliver nutritional products to those with special needs.

The objective was to see what opportunities i3B could bring for combined, joint approaches for Nutricia's nutritional concepts with devices, diagnostics, smart data and eHealth. Both in research and potential commercial implementations.

Nutricia gave a short introduction on her Innovation strategy and priorities, and then i3B, represented by Lucas Noldus and Simon Haafs who presented partners, technologies, ideas, followed by interactive discussions.

The ambition is to arrange a follow up i3B meets Nutricia Research with all relevant i3B participants.

10 March 2016 - Innovation session Kempenhaeghe
Researchers of Kempenhaeghe, Philips and Eindhoven University of Technology and others performed pitches on the topics of Kempenhaeghe: epilepsy, sleep and neuro-cognition. i3B Foundation and i3B participant Artinis Medical Systems had stands to present the network, services and products.

17 February 2016 - i3B Scientific Advisory Board (SAB) meeting and i3B Café
The meetings were a great success with over 85 SAB members, i3B participants and audience in the history of i3B! Besides presentations of the successfully finalized FOCOM project, introductions of the Donders Institute and Behavioral Science Institute, 20 scientists and companies pitched their (project) ideas for the audience to establish new collaborations.

At the i3B Café, Reinder Haakma (Philips Research) was guest speaker and presented the Healthy Lifestyle Innovations program & Philips wearable technology.
**Business development**

Please inform us on organizations that are looking for (integrated) ICT solutions for Brain, Body & Behavior. i3B can organize a match-matching event, like the recent event ‘AISS meets i3B’. Please inform us on the conferences or tradeshows you would like to attend, where we can set up a joint i3B proposition with other i3B members.

**Subsidy programs**

i3B was present and presented the network at several meetings related to subsidy programs, for example ITEA3, INTERREG Germany-Netherlands, Eurostars, EFRO, etc.

**Calendar of events**

Events, symposia relevant for the ICT for Brain, Body and Behavior network are listed on [www.i3b.org/calendar](http://www.i3b.org/calendar). Please send your event or the event where you will be present with a booth to info@i3b.org. i3B will add these events/conferences to the calendar including a reference to the i3B participant that you can meet at the conference. By doing so, we create a comprehensive overview of relevant conferences and events for the network.

### SUBSIDY CALLS

An overview of open and forthcoming subsidy calls related to ICT, brain, body and behavior in 2016:

<table>
<thead>
<tr>
<th>AGENCY/PROGRAM</th>
<th>DEADLINE</th>
<th>CALL NO.</th>
<th>TOPIC</th>
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<tbody>
<tr>
<td>Horizon 2020</td>
<td>Continously</td>
<td>SME</td>
<td>Accelerating market introduction of innovative ICT solutions</td>
</tr>
<tr>
<td>Horizon 2020</td>
<td>(I) 17 February 2016, (II) 13 September 2016</td>
<td>SFS-3B-2016</td>
<td>Impulsivity and compulsivity and the link with nutrition, lifestyle and the socio-economic environment</td>
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<td>Horizon 2020</td>
<td>2017</td>
<td>SFS-39-2017</td>
<td>Childhood obesity</td>
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<td>Horizon 2020</td>
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<td>SEC-07-FCT-2016-2017</td>
<td>Human factors, prevention</td>
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<tr>
<td>Horizon 2020</td>
<td></td>
<td>SEC-12-FCT-2016-2017: 3</td>
<td>Video analysis in legal investigation 'old and new forms of crime and terrorist behaviors'</td>
</tr>
<tr>
<td>Horizon 2020</td>
<td></td>
<td>MG8.5-2017</td>
<td>Dynamics of individual... behaviors... influencing travel choices (2 stage) Car sharing, travel time value</td>
</tr>
<tr>
<td>Horizon 2020</td>
<td>29 September 2016</td>
<td>ART-02-2016 (also other ART calls)</td>
<td>Automation pilots for cars (2 stage) 'analyse the interaction between the driver, the cars and the traffic, study the behaviour of other traffic participants'</td>
</tr>
<tr>
<td>Horizon 2020</td>
<td>29 September 2016</td>
<td>ART-04-2016</td>
<td>Safety and end-user acceptance aspects of road automation in the transition period ‘safe vehicles handling with reduced driver attention... resilient to both system and driver failures’</td>
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</table>
We welcome a new member to our Executive Board: Nico Delleman from the Sports Orange Forum and previously InnoSportNL. Nico replaces Marchel Gorselink. We would like to thank Marchel Gorselink, Development Director IFT Ingredients at FrieslandCampina, for his contribution to the success of the i3B Foundation. For a full overview of the organization of the network including profiles of members, see www.i3b.org/governance.

i3B aims to set up a business council, led by Thea van Kemenade, business developer and responsible for public private partnership’s at Radboud University. The aim is to generate more business for (i3B) participants. The ideas vary from establishing more joint R&D projects, transfer knowledge institute inventions to the i3B network, and last but not least i3B (knowledge institute) participants meet large industry/end users to match research agenda’s on the i3B theme. We will invite a selection of members inside and outside the network to define the scope of the business council.

**ORGANIZATION OF THE I3B NETWORK**

In this newsletter, we direct the i3B spotlight on Jaroslav Jansa from NovioSys.

**Who is Jaroslav Jansa?**

Jaroslav Jansa, Ph.D., received his master’s degree in Control Engineering from the Institute of Chemical Technology (VSCHT) Prague in 1967 and his doctor’s degree in Physical Chemistry from the Institute of Macromolecular Chemistry of the Czechoslovak Academy of Sciences in 1978. He has been working for more than 40 years in the field of wireless communications,
Added value of i3B collaboration

NovioSys is a Dutch start-up company founded in 2015. Its aim is transferring telemedicine and telematics products, developed during more than 20 years in the Czech Republic, into the international environment of science and technology center NovioTechCampus Nijmegen, and then winning its way on the boisterously growing international market.

NovioSys health monitoring systems are focused on oncology, cardiology and diabetics. Primary target groups are pregnant women and senior citizens, users of PrenCare and Health-Analyst systems, which were verified by long-term clinical tests. Additionally, the NoviSys system for monitoring of sports activities also belongs to this field.

Golden tip

IT technology for eHealth is a good servant, but a bad master!

Send us a recommendation of a person you would like to see in the spotlight of our next i3B newsletter.