

PRESS RELEASE

Wanted: Innovative Ideas for Applications in Satellite Navigation

€20,000 grand prize

Six special topic prizes from partners in research and industry

First-ever ESNC University Challenge offering special prize to students

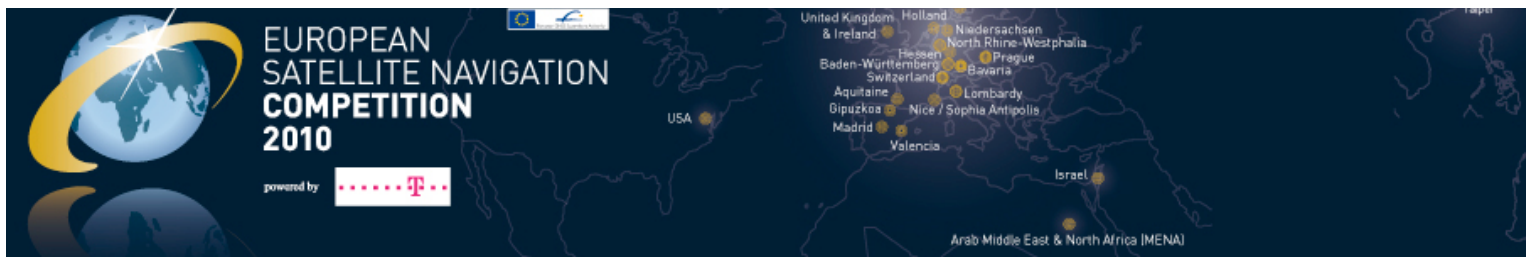
€1 million in funding and other start-up aid for entrepreneurs in 22 partner regions worldwide

Oberpfaffenhofen, 03.05.2010: **On 1 May 2010, the seventh European Satellite Navigation Competition (ESNC) commenced its search for the best applications in satellite navigation at www.galileo-masters.eu. Until the end of July, innovators all over the world will have the chance to develop their ideas for new products and services based on satellite positioning.**

In recent years, the ESNC has awarded ideas such as a real-time tour guide service for travellers; a satellite-based method for locating multiple avalanche victims quickly, precisely, and simultaneously; an integrated system for remote prenatal monitoring; a mobile, location-based game that turns players themselves into joysticks; and a system that combines satellite positioning with wind measurements and search-and-rescue dogs' sense of smell.

Along with the grand prize – €20,000 and extensive support in realising the winning idea – this year's competition includes six special topic prizes from partners in research and industry, the first special prize offered to students, and three prizes sponsored in cooperation with the European Network of Living Labs.

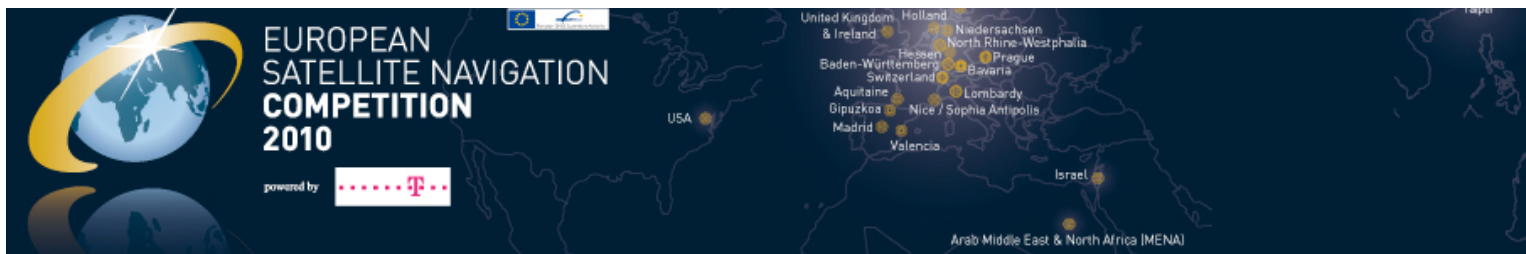
- **T-Systems** has joined with the European Space Agency (ESA) to award the GMES Masters prize to the best combination of dynamic earth observation data and satellite navigation. The two partners will help the winning team realise their idea in an innovation project.



- The **European GNSS Supervisory Authority (GSA)** is looking for promising solutions for the GPS augmentation system EGNOS. It will grant up to 12 months of support to the best application at a European incubation centre of the winner's choice.
- The **German Aerospace Center (DLR)** is offering €50,000 in consulting and development services in the field of "next-generation navigation," which focuses on security-critical applications and ideas that combine bioengineering with navigation.
- The **European Space Agency (ESA)** will award a €10,000 innovation prize to an idea with the potential for fast, yet sustainable realisation at one of the four ESA Business Incubation Centres in Europe.
- **NAVTEQ**, the world's leading provider of digital map data, wants to see participants' ideas for innovative location-based services for mobile phones and navigation devices. The winner will receive 12 months in an incubation programme; free access to NAVTEQ's data, content, and services; personalised support for technical issues; and €75,000 in advertising opportunities.
- The **Forum for Applied Satellite Navigation and Mobile IT Baden-Württemberg** (SatNav MIT BW) will award a prize for security-related solutions for the transport and logistics sector.

Meanwhile, the newly launched **ESNC University Challenge** is calling specifically on students and others involved in science to submit their creative application ideas. Rather than just those in aerospace-related courses, the corresponding prize is oriented towards young researchers in application areas ranging from automotive engineering, logistics, and development to mobile applications and healthcare. The winning team will have the chance to perfect their business plan over the course of 10 consulting days with a dedicated coach, and will also receive €8,000 in patent consulting from Awapatent. In addition, they will be presented with tickets to the Munich Satellite Navigation Summit 2011 and the ESA International Summer School on GNSS.

For the first time, this year's ESNC is also offering a special prize to users who test and validate products and services in **Living Labs**. The global network of 212 such facilities, which are dedicated to the principle of user-generated innovation, is providing participants with additional support in product development and, in particular, incorporating its experience in user-focused industries. Three €10,000 prizes are also up for grabs.



Participants will be able to access the ideas database for this year's European Satellite Navigation Competition from the first of May at www.galileo-masters.eu. All information on the competition, partner regions, and special prizes is also available at this site.

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Facts and data on the European Satellite Navigation Competition

The European Satellite Navigation Competition is an international innovation contest that awards the best ideas for applications in satellite navigation. The competition has been organised by Anwendungszentrum GmbH Oberpfaffenhofen (AZO) since 2004 and is oriented toward companies, entrepreneurs, research institutes, universities, and private individuals. In starting the European Satellite Navigation Competition in 2004, AZO established a network that has since expanded to 22 regions worldwide. It now connects hubs of technology and company foundation that boast some of the most important players in the fields of incubation, prototype and product development, market development, and idea management for applications related to satellite navigation. Meanwhile, aerospace clusters and other regional initiatives involved in the network give entrepreneurs crucial access to potential partners and investors.

Having begun with three partner regions, this year's ESNC will be held in 22 high-tech regions all over the world: Baden-Württemberg, Bavaria, Hesse, Lower Saxony, North Rhine-Westphalia, Nice / Sophia Antipolis, Prague, South Holland, Madrid, Lombardy, Australia, Taiwan, Great Britain, Øresund, Gipuzkoa, Valencia, Switzerland, and Israel as well as newcomers Aquitaine, USA, Brazil and the Arab Middle East & North Africa (MENA).

The ESNC is intended to further strengthen international collaboration among these regions, particular with regard to the development of applications and services made possible by the European satellite navigation system Galileo. The competition is held under the patronage of the Bavarian State Ministry of Economic Affairs, Infrastructure, Transport and Technology and is supported by the European BIC Network (EBN). The main winners of the ESNC – the GALILEO Master, the special topic prize winners, and the 22 regional winners – will be recognised at a state reception to be held at the Munich Residenz on October 18, 2010.

www.galileo-masters.eu