

Engeenious

IP FOR SME'S

La integrazione transfrontaliera nella gestione della proprietà

intellettuale (IP) come leva di competitività regionale

Padova 16/04/2014



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2007-2013

cooperazione territoriale europea
programma per la cooperazione
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Italia-Slovenia

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program čezmejnega sodelovanja

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Progetto cofinanziato dal Fondo europeo di sviluppo regionale

Projekt sofinancira Evropski sklad za regionalni razvoj

Company description:

Engenius is a technology spin-off, founded in 2013, of an International group operating in TLC and HBA industries.

Behind Engenius there are experienced professionals, with decades spent over design and development of hardware and software solutions for industrial and civil applications.

Engenius is a developer of solutions and system integrator, providing high-quality services and products on Worldwide basis.



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Company description (cont.)

Until 2012 Engenious team members have been participating in relevant development project:

- M2M (machine-to-machine)
- WSN (Wireless Sensor Network)
- IoT (Internet of Things)
- VoIP Platform (Voice and Video over IP)

Enteeractive

Enteeractive is a vertical application of Engeenious RSNi infrastructure, having as core integration of NFC technology, interaction with the end user through smartphone (by mean of an App) and “product tagging” and tracing.

By tagging and coding a product with NFC tag, the Enteeractive system, provided to the end user as a smartphone App and to the manufacturer as a web-based content management and tracing portal

Enteactive lets:

- To check the authenticity of a product through an App able to read the NFC code
- To receive product information by linking the NFC code to a content
- To communicate to a remote server the reading of the specific NFC tag (the specific product)
- To manage the content to be published on the app when the end user reads (with the App) the NFC tag

Pilot action description:

Veneto Innovazione experts provide consulting for:

- Awareness of the company IP
- Identification of company image: relevant point for an high competitive market (ICT)
- Brand enhancement and promotion

Tools used:

- Personal Meeting
- Scottish Enterprise Audit for Intellectual Assets: useful for comparison with other companies in the same sector
- Institutional meeting (B2B) with others local and European companies

Experience and concrete results obtained

- Creation of a partnership with a company in the French market
- Creation of business contacts for the local market
- Search for technological and commercial partners in the Slovenian market (proximity importance)

Comments:

- Valid experts consulting for a Start-Up company
- Opportunity for a small company to create relationship with Local & European companies
- Access to a world wide network (European Enterprise Network)

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Padova, 16/04/2014

Grazie per l'attenzione!

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Ministero dell'Economia
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