

House of digitalization The **network.**

Lower Austria's ecosystem
for digital transformation.



Europäische Union Investitionen in Wachstum & Beschäftigung, Österreich.

Mission statement.

The House of Digitalization was launched in the spring of 2018 to develop a regional ecosystem in Lower Austria for education & training, science, industry and administration. Its aim is to help business enterprises in Lower Austria to:

- Increase the speed and efficiency of their digital transformation. tecnet equity is a technology financing company which invests in fast-growing, innovative, technology-oriented companies, and the accent start-up service center is Lower Austria's high-tech business incubator.
- Gain easy access to research institutions such as universities and the training bodies of the Institute for Economic Promotion (WIFI).
- Run collaborative research projects with support from the TIP technology and innovation partners and to commercialize their research findings through the riz up consultancy centers and the regional offices of the Economic Chamber of Lower Austria (WKNÖ).
- Set up model and demonstration projects with the Lower Austria ecoplus cluster.
- Initiate multidisciplinary projects extending across institutions and sectors.



In a territorial state such as Lower Austria, where the physical centers for many different aspects of digitalization are spread across the state, it makes sense for them to be linked by an intelligent digital network, delivering digitalization to businesses throughout the region.

The first stage is to develop so-called digital hubs throughout Lower Austria, closely connected both to each other and to existing networks. International collaboration will ensure that relevant trends are identified promptly and corresponding projects are initiated in a timely manner.

In this way, all business enterprises and start-ups in Lower Austria, no matter where they are based, will be able to access all the available expertise easily and quickly and build on it to become part of the network themselves.

Petra Bohuslav

Member of the State Government of Lower Austria

Digitalization is a key issue for our local economy. The government of the federal state of Lower Austria aims to support businesses and their employees through a wide range of measures. The beating heart of all these projects is the House of Digitalization. In the years ahead, this house will evolve from an international network of expertise into a virtual house and eventually, by the year 2022, a physical House of Digitalization in Tulln.

The aim of the House of Digitalization is to increase understanding of the significance of digitalization for our (working) lives and our prosperity.

It will provide a new creative space where projects can be initiated and implemented. Our aim is to provide support for innovative firms, helping them get their ideas onto a commercially viable footing.



St. Pölten

St. Pölten University of Applied Sciences

- Cybersecurity – detecting, analyzing and combatting cyberattacks
- IT security consultancy – prevention and protection
- Data science – collecting, analyzing and visualizing digital data
- Machine learning and artificial intelligence
- Optimizing procedures and production processes using digital technologies (AR/VR, IoT, blockchain, NFC, RFID, etc.)
- Digital communications and business models for regional and global markets
- Interactive applications and presentations to increase customer loyalty
- User-centered developments (human-machine interaction, user experience design, open innovation, citizen science, etc.)
- Smart environments (models for increased flexibility and individualization)
- Assistive technologies for health, social care and mobility



Institute for Economic Promotion (WIFI) Lower Austria

- Industry 4.0 and the smart factory
- Predictive maintenance (PdM)
- Industrial robotics and interface programming
- Qualifications initiative “think digital”

New Design University

- Design thinking and digital business models
- Active and assisted living
- AR/VR in interior design
- Digital business transformation
- Prototyping with 3D printing and laser cutting

Economic Chamber of Lower Austria

- Technology and innovation partners (TIP)
- Regional services and consultancy (e.g., on General Data Protection Regulation [GDPR])
- Digitalization advice (e.g., Tourism 4.0 coaching)
- International contacts through the Innovation Centers of Advantage Austria (Austria’s foreign trade association)
- SME DIGITAL and other funding programs



Krems

- Process digitalization
- AR/VR for conceptualization and innovation phases
- 360-degree videos for destination management
- Social media communications and communication planning
- User experience and customer journeys in digital transformation
- Change management for digitalization
- New world of work (analysis for feasibility studies and best practice models)
- Digital tourism



House of digitalization The network.

This network links experts in centers throughout Lower Austria with the target group of business enterprises and the general public in Lower Austria – making connections throughout the entire region.

Hub experts

Krems
Klosterneuburg
St. Pölten
Wr. Neustadt
Wieselburg

ecoplus - Lower Austria Cluster
St. Pölten

Technopole
Krems
Tulln
Wr. Neustadt
Wieselburg

riz up Consultancy centers
Amstetten
Gmünd
Berndorf
Hollabrunn
Melk
Mistelbach
Korneuburg
Krems
Wolkersdorf
St. Pölten
Ternitz
Waidhofen an der Ybbs
Wr. Neudorf
Wr. Neustadt

accent Start-up service centers
Wr. Neustadt
Tulln
Krems
St. Pölten

tecnnet equity Venture capital and technology transfer
St. Pölten

Economic Chamber of Lower Austria Regional offices

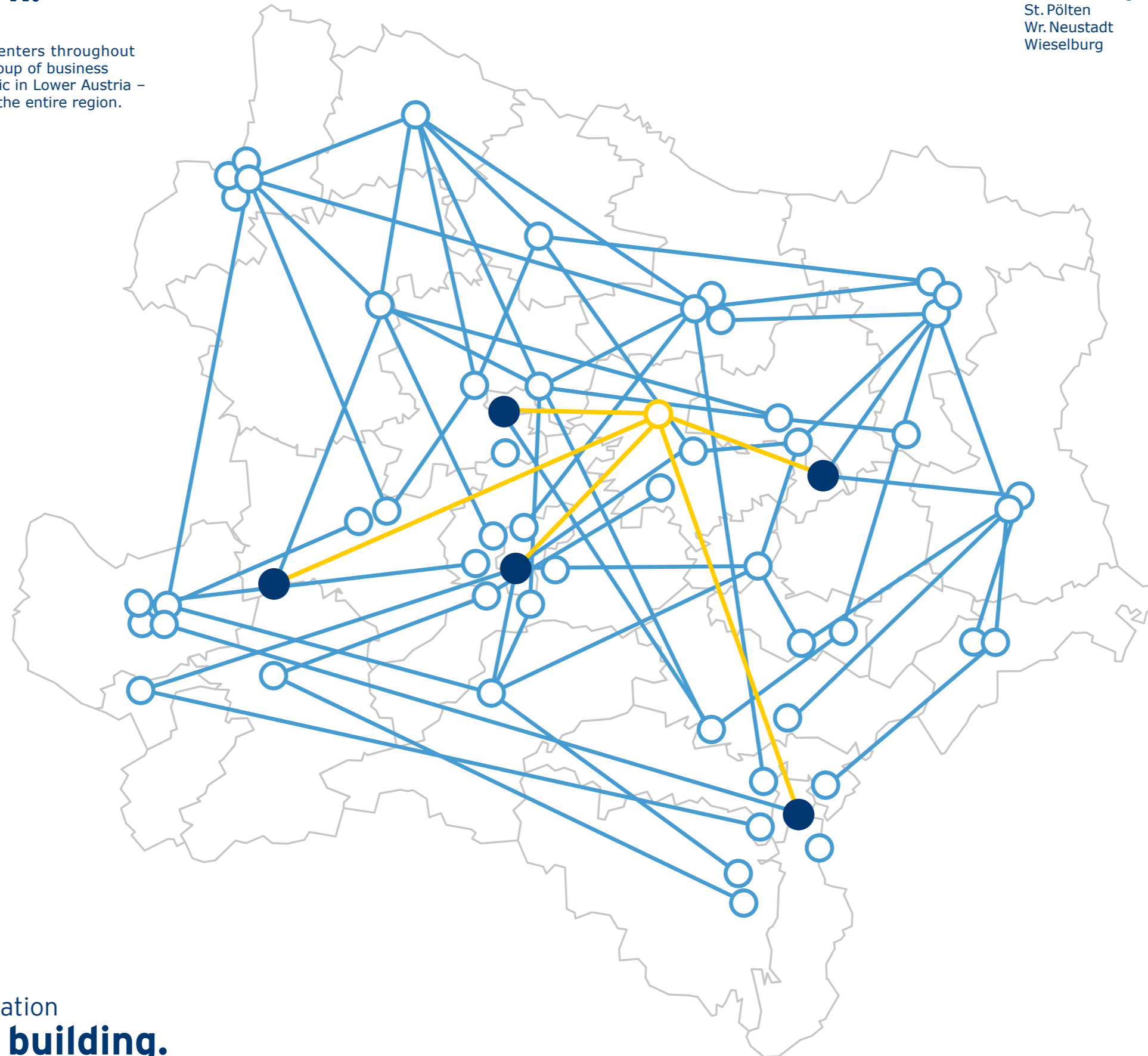
St. Pölten
Amstetten
Baden
Bruck an der Leitha
Gmünd
Gänserndorf
Horn
Hollabrunn
Korneuburg-Stockerau
Krems
Lilienfeld
Melk
Mistelbach
Mödling
Neunkirchen
Purkersdorf
Scheibbs
Tulln
Waidhofen an der Thaya
Wr. Neustadt
Zwettl
Klosterneuburg
Schwechat

TIP Technology and innovation partners

St. Pölten
Amstetten
Gmünd
Hollabrunn
Wr. Neustadt

Institute for Economic Promotion (WIFI) Lower Austria

St. Pölten
Amstetten
Gänserndorf
Gmünd
Mödling
Mistelbach
Neunkirchen



House of digitalization The actual building.

Wr. Neustadt

- AR/VR for process visualization in production, services and training
- Native apps for all platforms based on the same code base
- IoT and Industry 4.0
- Simulation-based testing for mechatronic products
- Construction and topology optimization for 3D printing
- 3D printing of metal, plastic and ceramic components
- Digital leadership: strategy and leadership for digital transformation
- Digital innovation and disruption: transformation of business models
- Process management, transparency and efficiency as well as digital organizational culture in SMEs
- Communications tailored to suit target groups in the digital age



Wieselburg

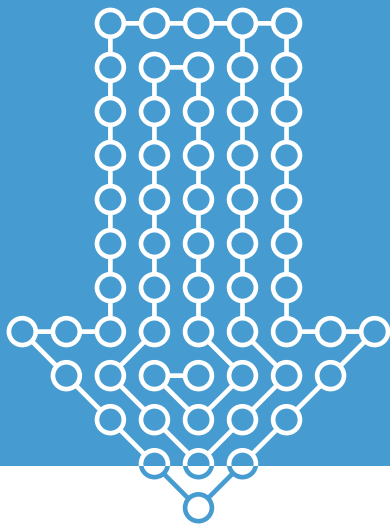
- Smart farming and precision farming
- Farm management information systems (FMIS)
- Sensor and drone technology
- Computer vision
- Data and information sciences
- Prototyping for network and media technology
- Digital education
- E-commerce and online marketing, online shop concept & development
- Usability studies (e.g., eye-tracking) and user experience design
- Smart micronetworks (energy, heating) and networked energy systems
- VR/AR/mixed reality/assisted reality
- Web accessibility
- Digital entrepreneurship
- Digital transformation strategies

Klosterneuburg

- Basic research in artificial intelligence
- Basic research in computer graphics, visualization and simulation
- Basic research in innovative digital construction and manufacturing processes
- Basic research in mathematics, algorithms, geometry and topology, cryptography
- Basic research in high-performance computing, distributed systems, real-time systems/dependable systems
- IST CUBE: incubator and seed funds for high-tech companies
- IST PARK: technology park for high-tech companies and start-ups



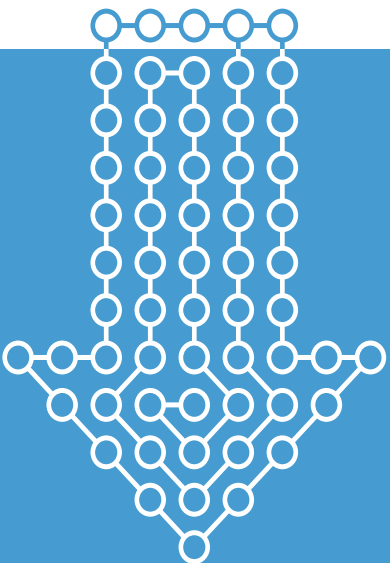
Input



- Links to research institutes
- Technology transfer/expertise
- International network
- Research & innovation
- Business requirements
- Data
- Open access to findings in the ecosystem
- Education & training
- Financial support & funding

Lower Austria's ecosystem.

- Incubator** commercializing ideas
- Skills hub** responding to direct enquiries
- Open innovation** facilitators
- Research** pooling to maximize outcomes
- Qualifications** offered
- Events** for quick and easy discussion of ideas
- Projects** initiated and successfully implemented
- Inspiration** from best-practice examples
- Co-creation labs** developing collaborative solutions



Output

- Accelerated digital transformation for businesses in Lower Austria
- Easy access to research institutions for business enterprises
- Strengthening multi-disciplinary and international research
- Key and demonstration projects
- Raising awareness
- Transforming people's fears into interest through better understanding

Your personal contact.

Take advantage of comprehensive expertise for:

- Digital technology trends
- Developing of new business models
- Finding the right research partners
- Feedback on your digital business ideas
- Digital expertise with local knowledge in Lower Austria
- Funding digitalization projects

○ **Wr. Neustadt**

FOTEC - Forschungs- und
Technologietransfer GmbH

Michael Kollegger
Viktor Kaplan-Straße 2
2700 Wr. Neustadt

+43 2622 903 33-300
kollegger@fotec.at

○ **Klosterneuburg**

Institute of Science and
Technology Austria

Alexander Fischl
Am Campus 1
3400 Klosterneuburg

+43 2243 9000-1067
alexander.fischl@ist.ac.at

○ **St. Pölten**

St. Pölten University
of Applied Sciences

Melanie Ruff
Matthias Corvinus-Straße 15
3100 St. Pölten

+43 2742 313 228-247
melanie.ruff@fhstp.ac.at

○ **Krems**

IMC University of Applied
Sciences Krems

Michael Reiner
Piaristengasse 1
3500 Krems

+43 2732 802-313
michael.reiner@fh-krems.ac.at

Lower Austria Institute for
Economic Promotion (WIFI NÖ),
New Design University (NDU) &
the Economic Chamber of
Lower Austria (WKNÖ)

Johannes Moser
Mariazeller Straße 97
3100 St. Pölten

+43 2742 890-2210
johannes.moser@noe.wifi.at

○ **Wieselburg**

Josephinum Research (JR)
at the HBLFA Francisco Josephinum
Wieselburg

Reinhard Streimelweger
Rottenhauser Straße 1
3250 Wieselburg

+43 7416 52175-644
r.streimelweger@josephinum.at

LEGAL NOTICE

ecoplus. Niederösterreichs Wirtschaftsagentur GmbH
Niederösterreich-Ring 2, Haus A | 3100 St. Pölten
T: +43 2742 9000-196 00 | F: +43 2742 9000-196 09

www.ecoplus.at

Digitalization manager

Johannes Eßmeister

ecoplus. Niederösterreichs Wirtschaftsagentur GmbH
Niederösterreich-Ring 2, Haus A | 3100 St. Pölten
M: +43 664 612 69 39 | E: j.essmeister@ecoplus.at