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PRESS RELEASE

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ARTEMISIA Association elects new President

Dr. Klaus Grimm, head of the Daimler Software Technology Laboratory in Germany, has been elected as new president of ARTEMISIA Association. A mathematician and computer scientist, Dr Grimm has been a major driver for the more efficient development of high quality and safe embedded software in a range of sectors – from aerospace to cars. He is fascinated by the future potential and the challenges ahead in embedded software, as well as in the start-up phase of a key European support initiative.

Eindhoven 26 September 2008 – Last Thursday, the Steering Board of ARTEMISIA Association has elected Dr. Klaus Grimm as the successor of Prof. Yrjö Neuvo, who had announced his intention to step down during the last General Assembly in June. Prof. Yrjö Neuvo will continue his work as a member of the ARTEMISIA Steering Board. ARTEMISIA is the association for Research & Technology for Embedded Intelligence and Systems. It has already more than 150 members, including leading large European companies and about 30% small and medium-sized enterprises (SMEs) all over Europe. ARTEMISIA Association nurtures the ambition to strengthen Europe's position in embedded intelligence and systems and to attain world-class leadership in this area. Large firms, SMEs, universities and research institutes active in the area of embedded systems are encouraged to join.

Dr. Grimm started his career with electrical/electronic company AEG, working on reliability calculations for technical equipment. "In the mid 1980s, it became clear that systems reliability and safety was increasingly dependent on software rather than hardware," he explains. "So I shifted into software engineering." About his election as President of ARTEMISIA he stated "ARTEMISIA is in a start-up mode, where we are running through all the processes for the first time. This is a very interesting phase because it gives us the opportunity to evaluate the processes and improve them where required. For me, this is a fascinating challenge."

Industry faces a lot of common challenges in the field of embedded systems – particularly in safety-relevant areas. There is no company or research institution that can solve these problems alone. This is why working together with other companies and research institutes in a pre-competitive phase has become more and more a priority. About his branch, Dr. Grimm says: "The European automotive industry is still the global leader in innovation based on embedded systems. But we face challenges from Japan and perhaps other Asian countries. This is one of our motivations for concentrating our efforts in Europe and to exchange experience with other industry domains such aerospace."

The EU has already funded international research programmes in embedded software, but Dr Grimm sees much interest in the ARTEMISIA approach, which is a combined effort with companies, research institutes, and small and medium-sized enterprises, together with the EU and national public funding authorities. "Other programmes do not have this combined effort defined by all the stakeholders," he says. "In ARTEMISIA, we have a common strategic research agenda, developed using both a top-down and a bottom-up approach, integrating all important stakeholders in a combined effort. This way, ARTEMISIA is bringing together the best of available resources specifically on embedded systems, to achieve the focus needed to make a difference."

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ABOUT ARTEMISIA ASSOCIATION

The ARTEMISIA Association was founded in January 2007 by Daimler, Nokia, Philips Electronics, STMicroelectronics, and Thales to support the ARTEMIS Joint Undertaking (JU). The ARTEMIS JU programme is the first of its kind to bring private-sector research actors together with the European Commission and a large number of contributing Member States.

ARTEMISIA creates the meeting place where key industry players and other R&D actors identify topics for major R&D projects that they want to pursue together, form consortia and initiate project proposals for joint collaboration. ARTEMISIA already has more than 150 members and associates. Large firms, SMEs, universities and research institutes active in the area of embedded systems are encouraged to join.

ARTEMISIA nurtures the ambition to strengthen Europe's position in embedded intelligence and systems and to attain world-class leadership in this area. To achieve this, ARTEMISIA is promoting a new, holistic approach to research, technology development, innovation and skill creation by means of an open innovation ecosystem that is sustained by 'eco-alliances' and 'co-opetition'. The results will both increase the efficiency of technological development and, at the same time, enhance the competitiveness of the market in the supply of embedded-systems technologies.

During 2007, ARTEMISIA developed eight advanced and challenging sub-programmes of key importance for the future of Europe based on the Research Agenda (RA). The first Call of the ARTEMIS JU in May 2008 focused on selected priority areas in embedded systems fundamental to long-term competitiveness.

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