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# **SPECIFI**: Smart Platforms Enabling the Creative Industries for the Future Internet

**SPECIFI will combine NGA and IoT infrastructures and platforms for setting up an European Creative Ring of Smart Cities and Regions facilitating the set-up, customization, delivery and sharing of innovative, user co-designed arts, media and leisure services locally, regionally, and across Europe.**

## AT A GLANCE

### Project:

SPECIFI will combine NGA and IoT infrastructures and platforms for setting up an European Creative Ring of Smart Cities and Regions. Such Creative Ring will provide the considered services over Fiber-To-The-Home (FTTH) as well as wireless infrastructures.

### Projects coordinator

IBBT

### Partners from:

Belgium, The Netherlands, Spain, Italy and Greece.

**Duration:** 30 months

**Total cost:** 5,7 Million Euro

**Programme:** Competitiveness and Innovation Framework Programme  
ICT Policy Support Programme

### Further information:

The prototype services tested in Kortrijk (Belgium) pertain to the IoT and the mash up of sensor data with audiovisual content; Barcelona (Spain) will pioneer HD real-time video; and Trento (Italy) will experiment with IPTV services and interactive video services for the tourist sector.

## Scope and objectives

Focal areas that Smart Cities try to overcome are the reduction of pollution, traffic, or crime, and the introduction of models for public data. However, it is SPECIFI's guiding principle that Smart Cities need to go beyond upgrades related to control tasks and public data. They can only become a success if they also become Smart Creative Cities, by employing open, Future Internet infrastructures to become thriving centres of arts, media and leisure. SPECIFI capitalizes on the cultural and creative richness and diversity of European cities, while overcoming some of their key weaknesses, i.e. fragmentation and isolation. SPECIFI will demonstrate the positive impacts of a European Creative Ring of Smart Cities and Regions, with real-life Future Internet (Fiber-to-the-Home and wireless) infrastructures, with real-life users and producers, and in 5 real (certified) Living Labs active in 3 smart cities and their surrounding regions.

## Target users

SPECIFI has three target user groups: (1) Cities and their Living Lab partners, (2) Citizens either living in or visiting a city and/or region, and (3) Creative Industry SMEs. These users are targeted in their needs to deploy, consume and co-create innovative, rich, real-time multimedia content facilitated by open, Future Internet platforms in the media, arts,

leisure and urban discovery domains. The pioneering approach of SPECIFI is to forge creative linkages between (1) citizens, administrations, content owners, service developers and ICT businesses, (2) between cities and the larger region that is within their direct 'cultural reach', and (3) between cities across European borders as a catalyst for public as well as private value in Europe.

### The Creative Ring Paradigm and its Innovative Features

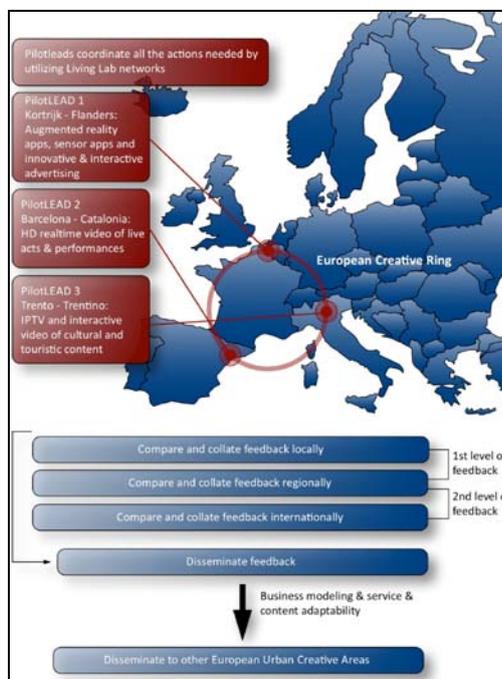
Three pilots will use Future Internet technologies as the basis for sharing and exchanging knowledge and innovation between three European smart city cores, embedded in their surrounding region: Kortrijk embedded in Flanders in Belgium, Barcelona embedded in Catalonia in Spain, and Trento embedded in Trentino in Italy. It is the aim of SPECIFI to pilot 'Creative Rings' of urban media that overcome technological limitations, geographical fragmentation and lacking business models, by opening and linking Future Internet platforms and creative industry ecosystems.

A Creative Ring links creative and cultural facilities connected via future-proof digital infrastructure and aims at promoting and enhancing the network applications in cultural creation/capturing and distribution. The objectives of the European Creative Ring are: (1) the testing of co-creation and sharing of content and initiatives between local, regional and European (creative and cultural) facilities; (2) research, experimentation and innovation in the field of the creative industry; and, (3) opening and linking Future Internet platforms for the development, management and distribution of creative artefacts..

### European Creative Ring: three dimensions

The European Creative Ring encompasses

real-life Future Internet infrastructures with real-life users and producers. The Creative Rings will be embodied through sets of open APIs that enable easy creative development by creative industry SMEs and individuals, the integration and interworking of IoT, NGA and creative content creation and management components, and concrete solutions for application and content adaptation and customisation. But the European Creative Ring is not merely an infrastructure; it also refers to a European platform of loosely coupled technical components for the Creative Industries and to a market- and networking place for stakeholders in the Creative Industries.



#### For further information:

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