

# European Network of Living Labs

– a first step towards a new Innovation System!

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[www.openlivinglabs.eu](http://www.openlivinglabs.eu)

## Mobile City Bremen

**The Free Hanseatic City of Bremen combines research, development, testing and marketing of mobile products and services in a mobile cluster. Thanks to targeted sponsorship and the dedicated cooperation of numerous companies, universities and research institutes, Bremen has become a premium address for mobile solutions.**

### Description of Concept

The overall vision for the year 2010 is that the State of Bremen will be amongst the Top 10 German technology locations. In selected fields of competence such as mobile communication, Bremen is among the front ranking regions. A particular strength and main aim of Mobile City Bremen is the networking of market participants and an extensive dialogue between the different stakeholders. In this context BIG Bremen as regional service-providing body for business and economic development has taken over the role of a coordinator of the activities. Cooperation between the State of Bremen and global players, traditional and creative industries, companies and science, suppliers and end-users are the brand marks of Mobile City Bremen. The objectives are to generate a vital exchange between administrations, academic, business, and social communities, to establish a strong network of all stakeholders, and to create a support infrastructure especially for small and medium sized enterprises. Additionally, through international events such as the “Mobile Europe” conference, national and local networking events like “Wireless Wednesday,” companies, researchers and sponsors are mobilising Bremen's resources to transform visions into realities every day.

### References and Track Record

The key elements of Mobile City Bremen are the Mobile Research Center, the Mobile Solution Platform operated by the Mobile Solution Group, and the Mobile Test Market. Point of entry is the Mobile Solution Center on the university campus. At the *Mobile Research Center*, more than 100 academics from the fields of information technology, communication engineering, design and media constitute a high-quality interdisciplinary research network for the mobile future. The *Mobile Solution Platform* helps to make a success of mobile applications more quickly. This open system platform adapts content to the users' various mobile devices and provides access to a multitude of users. Additionally, the city of Bremen is firmly established as an ideal testing environment for product launches and acceptance tests. In cooperation with Bonsai Deutschland Testmarkt Bremen GmbH, a subsidiary of the renowned market research and opinion polling institute TNS Infratest, the existing infrastructure was enhanced to create a *test market for mobile applications*.

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