



Research & Development

in Information and Communication
Technologies & New Media

Applied Research at Salzburg Research

Salzburg Research is your leading partner for applied research and development in the fields of information and communication technologies (ICT) as well as new media. 70 experts and internationally renowned researchers offer state-of-the-art technological and socio-economic expertise, software development skills and know-how in application domains. With its broad range of services, Salzburg Research seeks to break new ground in the development of advanced technologies for and together with future-oriented companies.

We are looking forward to hearing from you!
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Siegfried Reich, Managing Director

Our Service Portfolio – a One-Stop Shop for Applied Research

Research in software technologies

- | Design and development of software prototypes
- | Consulting and coaching services for software systems
- | Modelling, testing and engineering of IP networks
- | Evaluation of software systems

Socio-economic research

- | Studies and consulting services in the field of ICT
- | Trend research, market analyses and development of roadmaps
- | Innovation management

Transfer and training activities

- | Organisation of conferences and workshops
- | Co-supervision of diploma theses, dissertations and internships



At the Forefront of Business

The research technology organisation Salzburg Research generates an annual turnover of about 6 million Euros.

The interdisciplinary competence centre “Salzburg NewMediaLab (SNML)” (for the media industry) and the competence fields e-Tourismus and e-Health satisfy economic needs and requirements with state-of-the-art scientific know-how. In addition, Salzburg Research offers its commercial partners a wide range of solution-driven consulting and development services.

Innovation at Salzburg Research provides many companies with the necessary competitive advantage that is key to economic success.



Reliable Internet Technologies – Advanced Networking Center (ANC)

As a global network infrastructure, the Internet offers a vast innovation potential for new and emerging fields of applications, such as building automation systems, intelligent traffic optimisation or process engineering. The Advanced Networking Center offers companies industry-driven, applied research services with a focus on planning, development and supervision of reliable networks, particularly stable IP networks (Internet protocol networks).

Shaping the future together

- | Reliable Internet and network technologies
- | Secure data transfer for critical applications
- | Internet technologies for optimising traffic control systems
- | Novel means of communication for emergency services

Our clients and target groups

- | Companies in the field of communication technologies
- | Network providers
- | Providers of distributed applications and sensor networks

Innovative solutions

- | Analysis and conception of IP-based communication systems, including simulations and mathematical models
- | Development of software prototypes
- | Performance and quality measurement of communication systems and networks

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Communication 2.0 – Knowledge and Media Technologies (KMT)

The Knowledge and Media Technologies department of Salzburg Research addresses the latest developments arising from the interplay of social media, content management and semantic technologies. The KMT research department focuses in European research and development programmes, and its application in the industry.

Shaping the future together

- | Social media
- | Media and content management
- | Semantic technologies

Our clients and target groups

- | Media industry (broadcasting, news, archives)
- | Knowledge intensive companies
- | Healthcare industry
- | Cultural sector

Innovative solutions

- | Consulting services for the development and introduction of Web 2.0 and knowledge technologies
- | Evaluation and introduction of semantic technologies in existing content and media systems
- | Feasibility studies on and development of software prototypes using semantic technologies
- | Development of formal knowledge models for specific user groups

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Intelligent Mobility – Mobile and Web-based Information Systems (MOWI)

The MOWI research department focuses on location-based information systems that provide and optimise the mobility of users in their everyday life. MOWI designs, develops and evaluates location-based services, technologies for spatio-temporal data analyses and optimisation procedures for tour planning.

Shaping the future together

- | Location-based services
- | Location intelligence
- | Optimisation of transport logistics

Our clients and target groups

- | Mobility providers (transport associations or traffic information agencies)
- | Logistics companies and public providers of logistics services
- | (IT) service providers in the field of web-based and mobile information systems
- | Providers or operators of location-based services

Innovative solutions

- | Analysis of and concepts for intelligent mobility
- | Development and evaluation of pre-market pilot systems
- | Software development for location-based services
- | Development of web-based geographic information portals
- | Development and application of software technologies for the evaluation of real-time and historical localisation data
- | Optimisation procedures for route planning and fleet management

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Innovation Management – InnovationLab (iLab)

The effective collaboration of people, organisations, content and technology requires economic and social innovation. The InnovationLab offers interdisciplinary know-how (e.g. market analysis, market potential analysis, innovation management) in the core areas of tourism, media, education and culture.

Shaping the future together

- | (Open) innovation in the tourism, sports and leisure industries
- | Online communities, the Learning Organisation 2.0
- | Information and communication technologies (ICT)
- | Digital storytelling: communicating culture and cultural heritage

Our clients and target groups

- | Companies in the tourism, sports and leisure industries and the consumer goods industry in general
- | Public organisations in the areas of health, education and culture

Innovative solutions

- | Innovation analysis
- | Trend research and technology monitoring
- | Generation and assessment of ideas
- | Development and implementation of ICT-based solutions and measures
- | Project management and consulting

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Managing Digital Content – Salzburg NewMediaLab (SNML)

Salzburg NewMediaLab – The Next Generation“ (SNML-TNG) is an applied research centre that takes Austria’s content and media industry into the Future Internet by developing an innovative concept of inter-related digital content which is called “Linked Media”: Together with leading media enterprises and software houses, SNML-TNG investigates the combination and linking of digital content, social networks and structured data on the basis of semantic technologies.

Shaping the future together

- | Media and content management
- | Enterprise information integration
- | Social media

Our clients and target groups

- | Companies seeking to link their information to external knowledge sources
- | Companies seeking to exploit and make optimum use of the added value of their digital content
- | Operators and developers of news, information and community platforms
- | Operators and developers of company and media archives as well as enterprise content management systems

Innovative solutions

- | Requirements and market analyses, benchmark studies
- | Conceptual support in the introduction of semantic technologies and the use of social computing
- | Design of social media and content management applications
- | Development of software prototypes and pilot systems

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Smart IT Solutions for Tourism, Sports and Leisure – e-Tourism

The dynamics of innovation in the leisure industries makes it increasingly necessary to utilise ICT. In addition to mobile digital applications and innovation management systems for the sport and leisure industries, the e-Tourism competence field also focuses on accessibility in tourism.

Shaping the future together

- | e-Mobility – mobile IT applications
- | e-Accessibility – accessible tourism and travelling
- | e-Innovation – innovative solutions for succeeding in a competitive market

Our clients and target groups

- | Tourism and destination managers, tourism companies and organisations
- | IT suppliers for the tourism, sport and leisure industries
- | Providers and customers of tourism, sport and leisure services

Innovative solutions

- | Software for digital mobile guides (navigation and route planning applications and location-based information services)
- | Evaluation and testing of mobile applications
- | Market analyses and studies on ICT and e-business solutions in the tourism, sport and leisure industries
- | Analyses on user needs and acceptance of ICT applications in the tourism industries
- | Conception and development of web-based travel information systems as well as e-business portals
- | Development of innovation management toolkits

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Technology that Saves Lives – e-Health

Amongst many other challenges, the healthcare sector has to optimise its planning and management procedures, it needs to cope with an ever growing pool of data and it has to satisfy patient requirements. Salzburg Researchs e-Health department works on innovative technology projects revolving around how new technologies can improve and facilitate workflows and procedures in everyday healthcare.

Shaping the future together

- | Mobile & location-based computing for healthcare providers
- | Transport optimisation for the healthcare sector
- | Intelligent knowledge-based systems

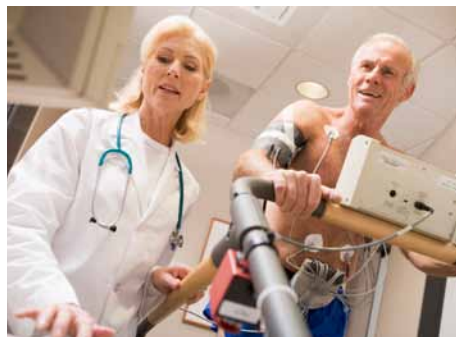
Our clients and target groups

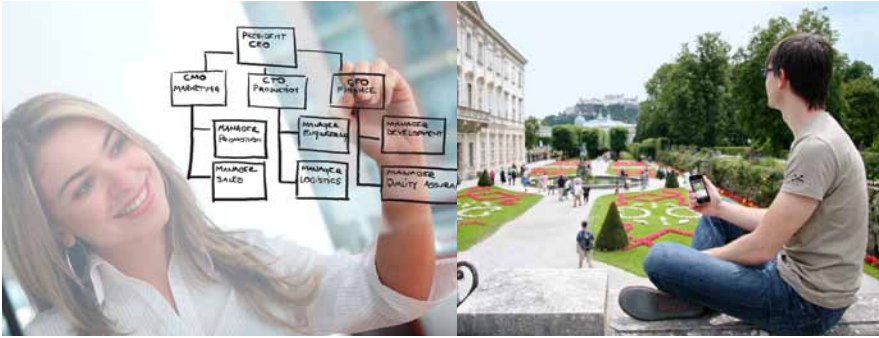
- | Hospitals
- | Rehabilitation centres
- | General practitioners and medical specialists
- | Health insurance companies
- | Retirement and nursing homes
- | Mobile home care providers
- | Aid and emergency organisations

Innovative solutions

- | Technology consulting
- | Analysis, conception and development of pre-market pilot systems
- | Evaluation and advancement of existing information systems in the healthcare sector
- | Feasibility studies and development of software prototypes

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