



PHOTONICS *The Power of light*

co-session#17 FEBRUARY 28TH, 2014, BARCELONA

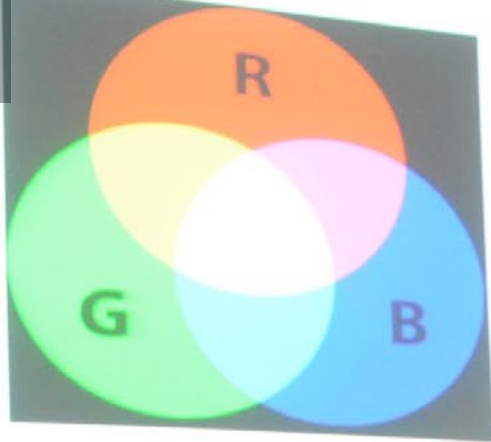
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A PAST AND PRESENT THAT INSPIRES FUTURE

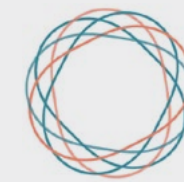
Our 17th Co-Session took place in an inspiring place. Inspiring because of its past. An old Phillips light bulb and fluorescent light factory, where it is certain that during the past century many advances in technology related to illumination systems came about for the first time in Spain. Also, inspiring because of the present. Today “El Graner” (The Barn) is a center for creation and deepening of body language and movement. Part of the program, “Creation Factories” from Barcelona’s City Council, provides more than 1,000 square meters and four studios for artistic inspiration, creativity and innovation to those looking for new frontiers in the art of dance and movement. A present dedicated to the creativity and a past linked to innovation and light. What better place to submerge ourselves in the future possibilities and opportunities of photonics.



RADICAL IS NORMAL

What's got our attention lately

First, let's share what has gotten our attention lately. A "Radical is Normal" time that we want to consolidate in our Co-Sessions as a recurring way to inspire and stay up-to-date. A time to show and demonstrate that what is radical is and will be, increasingly, the new norm. This occasion highlights among many other cases the recent purchases of WhatsApp by Facebook or of Simple Bank by BBVA. We have repeatedly said for a long time: the disruption that all sectors will undergo will come from smaller parties beyond the industry itself. The case of Simple Bank also reinforces another of our examples: a zipper that can be zipped up with just one hand. A simple solution to a problem for which no one other than the inventor, who has movement problems with one arm, saw the need.



SIMPLE

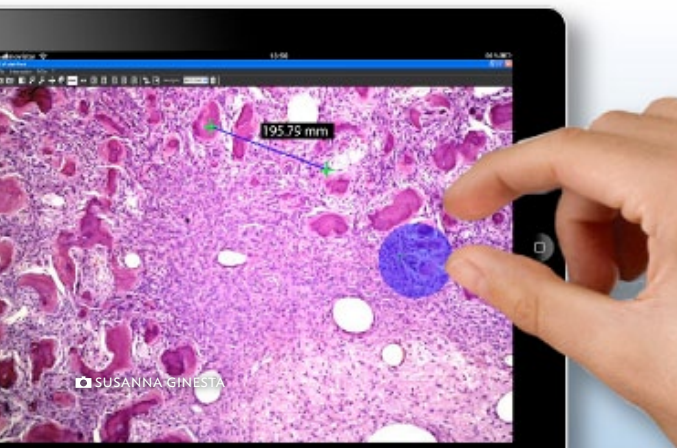


PHOTONICS OVERVIEW

Light is feeling and emotion

The European Union includes Photonics among the principal 6 KET (Key Enabling Technologies). This is why it is considered one of the future motors of economic growth of the continent. Lluís Torner, Director of the Photonic Sciences Institute explained this. We also discovered that the light has to do with many things: many more things than we know or intuit. Light is present in our feelings, in our lifestyles, in our emotions. This is why, among other reasons, the technological possibilities of light spread across the most diverse sectors, markets, and areas of innovation potential. Illumination is possibly the most obvious of these, but also health, nanotechnology, the treatment of new materials or even their use in the most traditional heavy industry. Today photonics is the origin of successful innovation, as the stories of different businesses and organizations of SECPhO have shown us.





PHOTONICS SUCCESS STORIES

From the “Google of Doctors” to a paradigm change in ceramic printing

The Artificial Vision Center of Tecnalia works on automatic image recognition applications capable of recognizing archeological sites from satellites or of creating the “Google of doctors”, which searches among thousand of photographs of biobanks that are most closely linked to the image of a certain biopsy. From ICMA-CSIS they propose cutting-edge solutions which will lead to a paradigm shift in the field of glass and ceramic printing. From the ICFO itself they have created spin-offs as HemoPhotonics, developed from a system that allows real-time monitoring of blood flow and its oxygen index; an application that can be vital when making critical decisions that save lives. IREC counts on an illumination business group from which consumer photonics is propelled. This is a potential market that is discovering the value of something we already know: how light influences our mood and, therefore, our productivity.

One laser that makes snacks easier to open and another that welds copper

From the CD6 innovation center of UPC applications have arisen that have led to the creation of businesses like Visiometrics (objective measurement of sight quality) or Sensofar (Metrology of surfaces at the micro and nano scale). The CVC of UAB, for its part, works on applications that emulate the capacity of the brain to analyze images, with applications in fields as varied as security (the detection of suspicious activity via surveillance camera) or health (the selection of the most interesting images captured by a minicamera in the digestive tract). Monocrom has been working with Diode lasers for 20 years in fields ranging from aesthetics (hair-removal) to heavy-industry (laser guided cutting) to low-level therapies (Laser therapy) or the aerospace industry. Roffin Baasel makes lasers with missions as diverse as improving the easy open systems for snack packaging or copper soldering, and BCB includes among its developments everything from remote supervision systems of electric stations to the detection of buried objects.





CO-DISTANCES

***Tell me what you talk
about and I'll tell you
who you are***

As we try to do at all the Co-Sessions, at Co-distances we also showed the capacities of a tool designed to facilitate the Co-creation and Co-innovation. This was the case of Co-distances, an application developed in-house by Co-society. Co-distances uses a collection of words used by different entities (business, organizations or even people) to establish and measure affinity relationships or the distance between them or with the rest of the group studied. The application can be used as “primary material” anything from the text of an annual report to the words or tags used on a corporate webpage. The system, that eliminates superfluous words and groups synonyms or related concepts can also be used to measure and compare the positioning of each organism in relation to a specific concept like, for example, innovation or taking care of the environment.





GASTRONOMIC CO-CREATION

A playful-gastronomic offer to break the ice

After the morning presentations and the lunch, it was time for Co-creation and some interaction. The promised playful-gastronomic offer was served as dessert. Three colors, three flavors, three textures. Three drinks to combine with different compliments: fruit, spices ,jellies,...The objective: to come up with the new cocktail of the season. Some preferred to try everything first. Others followed their instincts. Some chose to go for an aesthetic result. Others to find the correct flavor combination. Some went minimalist, other exotic. We all laughed and broke the ice. To add it to the cocktails, to prepare ourselves for the next interaction



VOLUNTARY MATCHING

A light matrix for voluntary meetings

The morning presentations allowed all the members of Co-Society to get familiar with the Know How, experience and projects of different businesses and organizations from SECPhO. A projected matrix in one of the walls of the room served as an instrument to show the interest in learning more about other organizations. On one of the axes, the experts on photonics; on the other, the Co-Society businesses. And on the intersection points, some post-its to point out interest in having a more personal conversation, a greater knowledge of the projects and exploration of collaborative possibilities.





RANDOM MATCHING

Looking for an unexpected conversation in the dark

But you can't leave everything to willfulness – to conscious, deliberate, sought, interaction; to the meetings that, because of our prejudices, are limited only to those that we see or intuit as closest to us. At Co-Society we value serendipity and that is why in this Co-Session we dedicated a time and an activity to interactions created from chance meetings. The light (or its absence), once again, was a protagonist and cause of the meetings. Three different colored lights, distributed according to the type of organization each participant came from. Darkness, the lack of light, like a veil that keeps people from opening up to new connections. And in the middle of the blackness, just one rule: look for a flash of a different light to start a conversation.



FORCED MATCHING

*One last turn of
the screw for the
opportunity to interact
unexpectedly*

But it is possible that even after the voluntary and chance meetings, a convenient interaction may not have presented itself. That is why we gave it one last turn of the screw for the opportunity to have an unexpected conversation. It was time for the “forced” meetings. A halo of light beamed down on all the participants together in a dark room. Its progressive and rapid diminution forced everyone to get closer and closer or be left in the dark. Participants had to follow one mandatory rule: take someone by the hand or stay beneath the halo. This sense of urgency obligated participants to choose a partner without previous planning or consideration. The pairs formed in this activity ended up having the last conversations of the afternoon. And perhaps, why not, from this “forced” partnering someone ended up having the most interesting chat or the most potentially fruitful meeting.

CONNECTING SMART TEAMS IN DIFFERENT INDUSTRIES TO GENERATE NEW BUSINESS.

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