



YDreams creates entrepreneurial network for the development of revolutionary products

The Invisible Network (IN) stems from a YDreams-led initiative whose members include companies like Grupo Portucel Soporcel, Sonae Indústria, Corticeira Amorim, Logoplaste, BA Vidro, Bi-silque and Metoxid (CUF Group).

Lisbon, 10th of November, 2008 - The network was officiated today at YDreams' Lisbon headquarters. Among those present were José Mariano Gago, the Minister of Science, Technology and Higher Education, and representatives from some top Portuguese companies.

The Invisible Network will research and prepare the industrialization of a series of products based on innovative technologies in the areas of invisible and ubiquitous computing. "We brought this group of companies together because we believe they have the potential and the will to become leaders in this generation of products that are going to revolutionize areas like interactive media, ambient intelligence or intelligent furniture and packaging", says António Câmara, YDreams CEO.

After a successful first round of research within the Reality Computing framework, created by YDreams in 2006, IN emerges to focus on the development of scientific competencies and technologies giving way to a new generation of surfaces with interactive properties, which function in formats different from those we find today in computers or digital-based supports. "The final objective is to break into the market with a series of paper, glass, cork or plastic-based products that have interactive properties. Our aim is to present dynamic information that users can interact with, without the need for a computer or traditional electronic device", explains Inês Henriques, responsible for the project at YDreams. Inês further adds that "these products consume less energy, are more economical and faster than the computation-based ones we have today".

Where research is concerned, IN is comprised of some of the country's most renowned laboratories such as the Photo-Chemistry Group and CENIMAT from the Faculty of Science and Technology at New Lisbon University, and the 3Bs Group from Minho University, led by Fernando Pina, Elvira Fortunato and Rui Reis, respectively. One of the more important research goals is to successfully apply electro-chromic ink on different substrates, which will render the first 'interactive screens' on any type of glass, paper, wood or plastic surface, featuring different layers of information, animations or simple computing.

Some examples of product rollout resulting from the initiative include glass or plastic containers with interactive information embedded in the actual container, 'magic' walkways made from cork with visual effects triggered by movement, wood furniture that alternately display calendars or games, and paper books or magazines imbued with dynamic animations.

"Portugal has achieved front-line status in research areas such as transparent electronics or virtual reality," says Inês Henriques, "in regard to our ongoing research, we believe we are onto something unique on a global scale, and preliminary studies indicate target markets that total 900 billion Euros in annual revenues".

The Invisible Network will also be aided by consulting groups specialized in R&D and Innovation from the U.S.A., the U.K. and Germany.