

Press release

**Minalogic to strengthen the Grenoble Software Ecosystem
and to leverage new ICT innovations for a more connected world**

The French cluster organizes the 1st edition of the Soft Biz Day on November 28th in Grenoble.

Grenoble, November 21st, 2013 – Minalogic, the French global competitive cluster focusing on micro- & nano-technologies and software, welcomes the ICT players of the Rhône-Alpes region to the Soft Biz Day, a networking event that will take place in Grenoble on November 28th.

Grenoble is a leading place in Europe for software and has been ranked by Forbes in 2013 as the 5th most innovative city in the world. With about 40,000 professionals working for international SMEs and worldwide leaders like Capgemini, Atos, Business & Decision Eolas, Bull, HP, Xerox, Orange Labs, Oracle (from Sun Microsystems), Salesforce, etc., 2,000 researchers working for about 10 public labs and 5,000 students in ICT, Grenoble covers all the fields of ICT: cloud computing / SaaS, Hosting, Big Data, eCommerce, Simulation, Security, Internet of Things, EDA, Artificial Intelligence...¹

The Grenoble Ecosystem



Minalogic is one of the leading clusters in Europe in the field of micro & nano-electronics and software. The cluster fosters collaborative innovation and leverages synergies between micro & nano-electronics and software companies and labs from the Rhône-Alpes region, and increases open innovation in the area of Internet of things.

About 200 attendees will exchange views on the vision and challenges of software and connected devices, on 3 main topics:

- The generation of new technologies and standards for the Internet of Things designed for smart cities;
- The definition of the most effective business models for start-up companies, that will secure their growth and help convince investors to support their ambitions;
- The development of synergies with micro & nano-electronics to create more smart and connected devices.

¹ Source of data: AEPI, the Grenoble-Isère Economic Development Agency



Soft Biz Day's highlights:

- **Joseph Sifakis, Turing Award 2007**, Director of the Center of Integrative Research, Professor at EPFL, will give an overview of the dynamics in R&D and business operating in Grenoble. He also will demonstrate the great potential of convergence between software and hardware, which is a great opportunity for Grenoble companies and labs.
- **A roundtable with Xerox, HP, IT-Translation, Sogeti High Tech, Schneider Electric and CNRS** will debate on the challenges of the software industry.
- **4 high potential start-up companies** will be awarded for their vision and their innovative offers.

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About Minalogic - www.minalogic.org - [@Minalogic](https://twitter.com/Minalogic)

Created in 2005, the Minalogic global competitive cluster in Grenoble is a public/private partnership with more than 200 members dedicated to supporting integration of hardware and embedded software. Minalogic's collaborative projects are focused on developing products and services that capitalize on the potential of better combinations of micro- and nanotechnology and embedded software. The cluster encourages and supports industry research-training collaborations with companies in Europe, Asia and the U.S., while responding to the global high-tech community's need to identify new value-added services that can be integrated into existing products in health care, the environment, mobility, the media, the textile industry and other areas.

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