





Several special topic prizes are sponsored by organisations such as the GSA and ESA, and companies such as T-Systems and Navteq. Regional awards will be awarded by competition partner regions from Europe and around the world.

### **Prizes for innovative commercial proposals**

Thorsten Rudolph, Managing Director of the Application Centre for Satellite Navigation Oberpfaffenhofen (AZO), the competition's organiser, says this year's Galileo Masters will feature additional regional prizes.

The goal is to have about 20 partner regions from across Europe involved in the competition. Joining the European Network of Living Labs has given the competition a wider reach in academia and among younger researchers. Rudolph expects to achieve more than 300 entries to the competition as a result.

The concept for the launch in Brussels allows the work of many projects to be shown to the public and conference delegates, he says. "Showing the outcomes of research projects and allowing the public to have a look at the successful results is an important step forward for the competition."

The afternoon of 4 March features three parallel sessions. One session will feature the use of satellite navigation in the social and public sector. The second session will focus on applications in the leisure, tourism and location-based sectors. The third will feature the aviation sector. The final morning session on 5 March continues with sessions on the road, high-precision applications and application technologies.

### **More investment needed**

European companies already have about a one-third share of the global satellite-navigation market. Europe is also at the forefront of innovation in many application areas. In the road sector, Europe is pioneering traffic management via satellite-based systems. Mobile location-based services, such as many of the popular iPhone and Android applications, were created in Europe.

Europe's satellite navigation programmes, EGNOS and Galileo, are expected to give a further boost to these commercial ventures. However, Bosco warns that Europe risks falling behind in satellite navigation development due to the current low investment in research.

"Europe is investing very little in satellite navigation application research, whilst all other GNSS 'providers' are moving hundreds of millions – from civilian and military budgets - into such ventures," he says. "Such investments will lead to ubiquitous, civilian applications that reach maturity long before Europe is ready to build on the infrastructure of the Galileo programme, unless the trend is reversed and a substantial European budget is granted for research on applications and for the end-user segment."

3-5 MARCH 2010,  
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## Unique opportunity

Galileo Application Days provides a unique opportunity for GNSS veterans and novices alike to see, touch, learn and experience the first great strides that have been achieved in this exciting emerging and technological area.

The European Satellite Navigation Competition is an international competition that awards the best ideas for innovative applications in satellite navigation. It has been held annually since 2004 under the patronage of the Bavarian State Ministry for Economic Affairs, Infrastructure, Transport, and Technology.

Go to **www.application-days.eu** for more information and to register for the event.

### For more information:

Donna Reay  
Head of Information and Outreach, European GNSS Supervisory Authority (GSA)  
Rue de la Loi, 56 (L-56, 08/81), B-1049 Brussels, Belgium  
Tel: +32 2 298 52 10, Fax: +32 2 296 72 38, Mobile: + 32 498 98 52 10  
Email: [donna.reay@gsa.europa.eu](mailto:donna.reay@gsa.europa.eu),  
<http://www.gsa.europa.eu>

### European Satellite Navigation Competition:

Ulrike Daniels  
Anwendungszentrum GmbH  
Oberpfaffenhofen, Friedrichshafener Str. 1  
D-82205 Gilching  
Tel: +49 (0)8105 7727714, Fax: +49 (0)8105 7727755, Mobile: +49 (0)162 2748570  
Email: [daniels@anwendungszentrum.de](mailto:daniels@anwendungszentrum.de)  
<http://www.galileo-masters.eu/>