

House of digitalization

Lower Austria's ecosystem
for digital transformation.



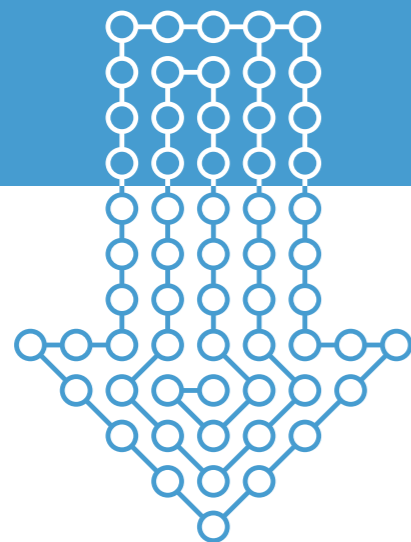
Europäische Union Investitionen in Wachstum & Beschäftigung. Österreich.

Petra Bohuslav

Member of the State Government of Lower Austria

Digitalization is a key issue for our local economy. The government of the federal state of Lower Austria aims to support businesses and their employees through a wide range of measures. The beating heart of all these projects is the House of Digitalization. In the years ahead, this house will evolve from an international network of expertise into a virtual house and eventually, by the year 2022, a physical House of Digitalization in Tulln.

The aim of the House of Digitalization is to increase understanding of the significance of digitalization for our (working) lives and our prosperity. It will provide a new creative space where projects can be initiated and implemented. Our aim is to provide support for innovative firms, helping them get their ideas onto a commercially viable footing.



Output

- Accelerated digital transformation for businesses in Lower Austria
- Easy access to research institutions for business enterprises
- Strengthening multi-disciplinary and international research
- Key and demonstration projects
- Raising awareness
- Transforming people's fears into interest through better understanding

Vision

Digitalization cannot be an end in itself – like any other investment, it must generate concrete added value in the long term. That might come from growth in revenue and profit, improved productivity or an increase in customer numbers. With the House of Digitalization, we aim to provide specific examples to Lower Austrian companies of how other organizations have successfully harnessed digitalization. These kinds of examples are the best way to convince people to invest in digitalization projects.

Our vision for this regional ecosystem of education, science, business and public administration can be summarized in a few words.

Get a handle on technology

To take advantage of the opportunities new technology provides in a certain context, it is important to know what technologies are already in use, which will be used in certain circumstances and how these work in practice. With the **digiPEDIA** service in the virtual House of Digitalization, we describe current technologies in simple terms and provide regional examples to help users understand – this makes the complex concepts clear and intelligible.



Take advantage of networks

Since the knowledge base required to fully exploit digitalization is constantly growing, networks are increasingly important in providing sustainable solutions. This is why the virtual House of Digitalization uses **digiEVENTS** to direct visitors to relevant events. We connect appropriate individuals, companies and research organizations via **digiSKILLS** and use the **digiWALL** to keep visitors informed about the latest content in social media channels.



Gain skills

There are ample opportunities for training and further education in all areas of digitalization in Lower Austria. From straightforward day-long seminars to master's courses: visitors will find all regional offers grouped thematically in **digiFIT**.

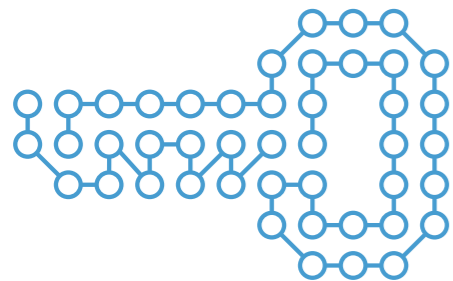


Put ideas into action

The virtual House of Digitalization provides the **digiGALERIE**, which features a variety of successful examples of digitalization, to inspire visitors looking to implement their own specific projects. Preliminary ideas can be shared in the **digiLAB** and an appropriate project partner can be found there too.



House of digitalization The **virtual house**



The virtual House of Digitalization is an interactive platform with personalized services for networking individuals and companies with interest in the digital realm. Artificial intelligence running on the platform's back end ensures that visitors receive information that is most relevant to their areas of interest. Interactive services assist in finding the most appropriate partner for new concepts or projects.

The 8 floors

7 digiWALL

Social media news related to the House of Digitalization.

5 digiFIT

Search function for courses and training opportunities related to digitalization. With just a few clicks of the mouse visitors can find opportunities that are perfect for them. Organizations that offer these types of opportunities are welcome to add them here.

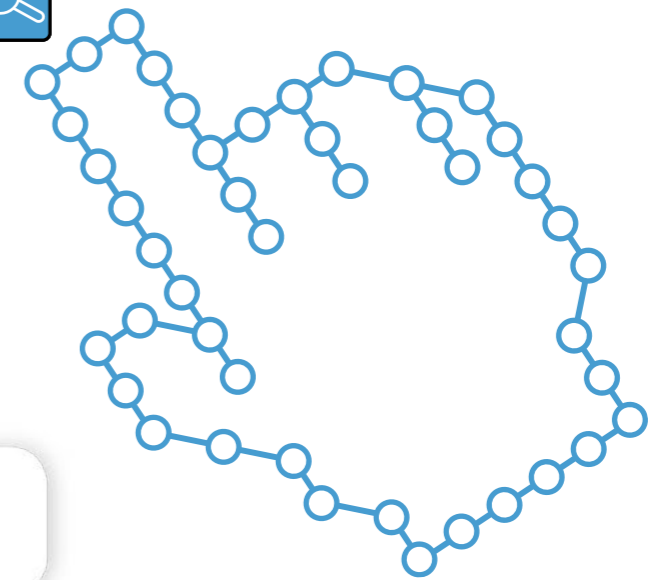
3 digiEVENTS

What digitalization events are planned in Lower Austria? The event calendar provides an up-to-date overview. You can also add your own events.

1 digiPEDIA

Digitalization from A to Z. This living reference work explains abstract concepts by means of concrete examples. You are welcome and encouraged to contribute.

www.virtuelleshaus.at



ELEVATOR



7 digiWALL



8 digiREGIONAL



5 digiFIT



6 digiLAB



3 digiEVENTS



4 digiSKILLS



1 digiPEDIA



2 digiGALERIE



EG EMPFANG



KONTAKT

8 digiREGIONAL

Digitalization projects for rural areas, with a link to the "Digital Village 2030" discussion forum.

6 digiLAB

Project ideas from "House residents". You can present your own project ideas – and, with a little bit of luck, find an appropriate project partner.

4 digiSKILLS

Skills, abilities, resources and references for all "House residents". The more precisely a company describes itself, the more concrete the automated recommendations for projects and project partners will be.

2 digiGALERIE

Successfully implemented examples of digital innovation. Here, too, you have the opportunity to add examples as a means of presenting the company.

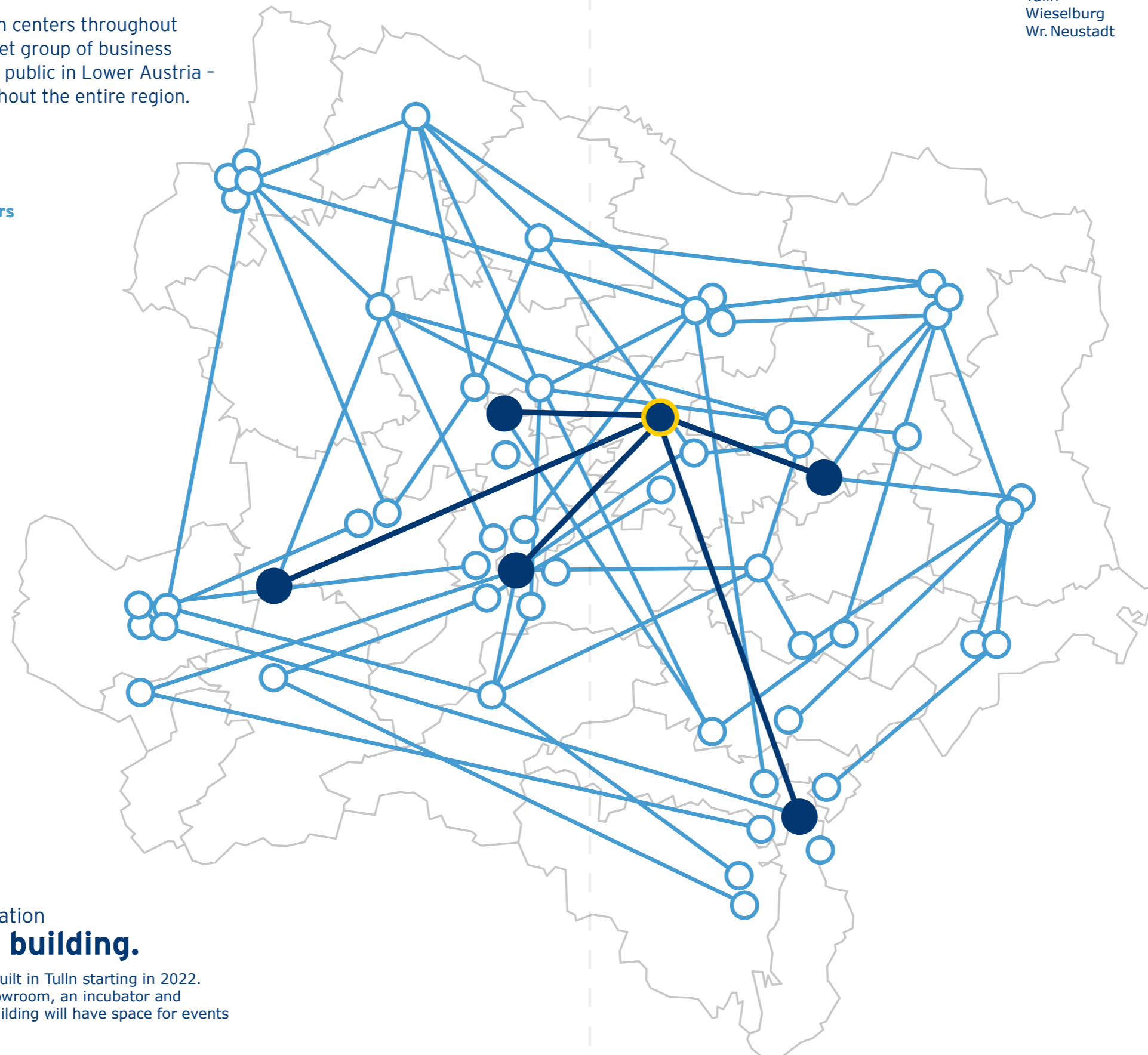
House of digitalization The network.

This network links experts in centers throughout Lower Austria with the target group of business enterprises and the general public in Lower Austria - making connections throughout the entire region.

- ecoplus - Lower Austrian Clusters and Technopols**
St. Pölten
- riz up Consultancy centers**
Amstetten
Berndorf
Gmünd
Hollabrunn
Korneuburg
Krems
Melk
Mistelbach
St. Pölten
Ternitz
Waidhofen an der Ybbs
Wolkersdorf
Wr. Neudorf
Wr. Neustadt
- accent Start-up service centers**
Krems
St. Pölten
Tulln
Wr. Neustadt
- tecnet equity Venture capital and technology transfer**
St. Pölten

House of digitalization The actual building.

A physical center will be built in Tulln starting in 2022. In addition to a digital showroom, an incubator and a coworking space, the building will have space for events and networking functions.



Hub experts
Klosterneuburg
Krems
St. Pölten
Tulln
Wieselburg
Wr. Neustadt

Economic Chamber of Lower Austria
Regional offices
Amstetten
Baden
Bruck an der Leitha
Gänserndorf
Gmünd
Hollabrunn
Horn
Klosterneuburg
Korneuburg-Stockerau
Krems
Lilienfeld
Melk
Mistelbach
Mödling
Neunkirchen
Purkersdorf
Scheibbs
Schwechat
St. Pölten
Tulln
Waidhofen an der Thaya
Wr. Neustadt
Zwettl

TIP Technology and innovation partners
Amstetten
Gmünd
Hollabrunn
St. Pölten
Wr. Neustadt

Institute for Economic Promotion (WIFI) Lower Austria
Amstetten
Gänserndorf
Gmünd
Mistelbach
Mödling
Neunkirchen
St. Pölten

St. Pölten

St. Pölten University of Applied Sciences

- Cybersecurity: detecting, analyzing and combatting cyberattacks
- IT security consultancy: prevention and protection
- Data science: collecting, analyzing and visualizing digital data
- Machine learning and artificial intelligence
- Optimizing procedures and production processes using digital technologies (AR/VR, IoT, blockchain, NFC, RFID, etc.)
- Digital communications and business models for regional and global markets
- Interactive applications and presentations to increase customer loyalty
- User-centered developments (human-machine interaction, user experience design, open innovation, citizen science, etc.)
- Smart environments (models for increased flexibility and individualization)
- Assistive technologies for health, social care and mobility

Institute for Economic Promotion of Lower Austria (WIFI NÖ)

- Industry 4.0 and the smart factory
- Predictive maintenance (PdM)
- Industrial robotics and interface programming
- Qualifications initiative "think digital"
- Artificial intelligence (AI): AI Space, AI Academy

New Design University (NDU)

- Design thinking and digital business models
- Active and assisted living
- AR/VR in interior design
- Digital business transformation
- Prototyping with 3D printing and laser cutting

Economic Chamber of Lower Austria (WKNÖ)

- Technology and innovation partners (TIP)
- AI Initiative Lower Austria
- Regional services and digitalization consulting
- International contacts through the Innovation Centers of Advantage Austria (Austria's foreign trade association)
- SME DIGITAL and other funding programs

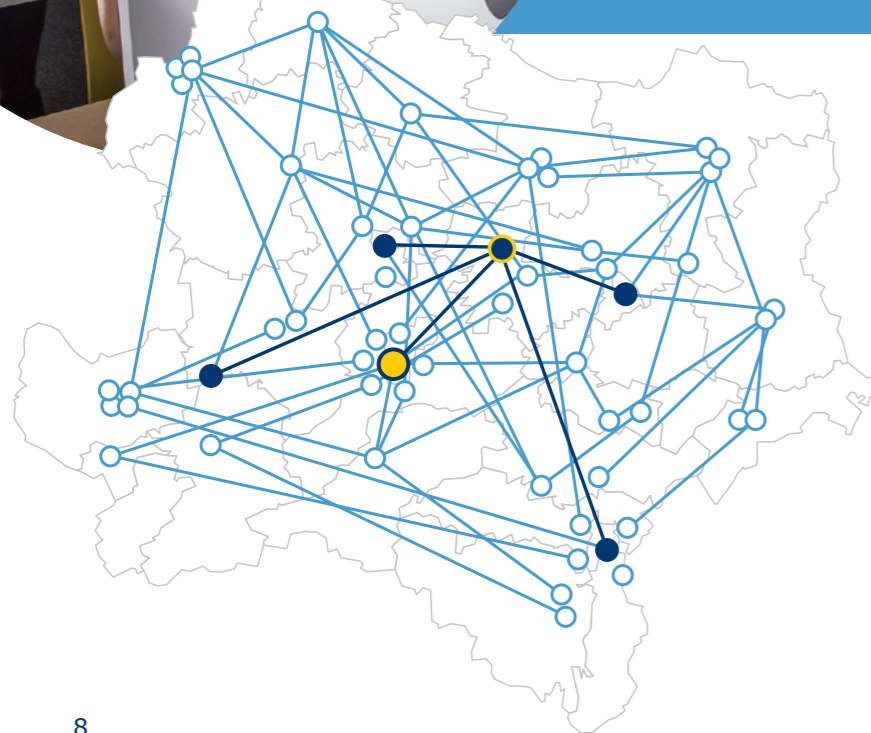
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Klosterneuburg

- Basic research in artificial intelligence
- Basic research in computer graphics, visualization and simulation
- Basic research in innovative digital construction and manufacturing processes
- Basic research in mathematics, algorithms, geometry and topology, cryptography
- Basic research in high-performance computing, distributed systems, real-time systems/dependable systems
- IST CUBE: seed fund for technology start-ups
- IST PARK: technology park for high-tech companies and start-ups

Klosterneuburg

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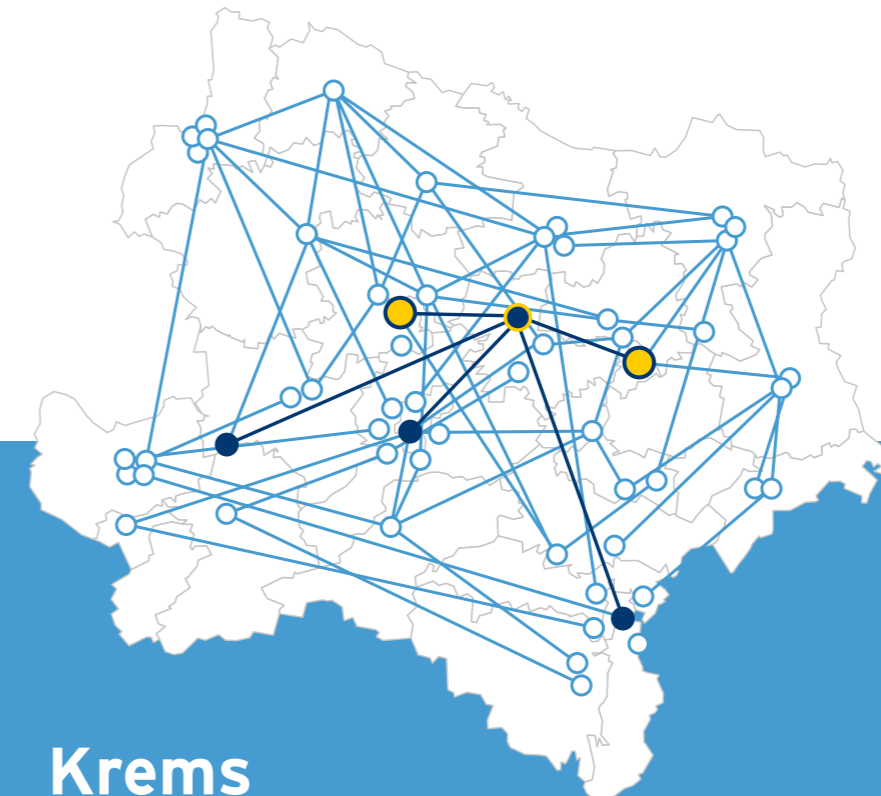
Krems

IMC University of Applied Sciences Krems

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Krems

- AR/VR for conceptualization and innovation phases
- VR and movement in virtual space via environment scans
- 360-degree videos for destination management
- Process digitalization
- Social media communications and communication planning
- User experience and customer journeys in digital transformation
- Change management for digitalization
- New world of work (analysis for feasibility studies and best practice models)
- Digital tourism



Wr. Neustadt

- AR/VR for process visualization in production, services and training
- Native apps for all platforms based on the same code base
- IoT and Industry 4.0
- Simulation-based testing for mechatronic products
- Construction and topology optimization for 3D printing
- 3D printing of metal, plastic and ceramic components
- Digital leadership: strategy and leadership for digital transformation
- Digital innovation and disruption: transformation of business models
- Process management, transparency and efficiency as well as digital organizational culture in SMEs
- Communications tailored to suit target groups in the digital age

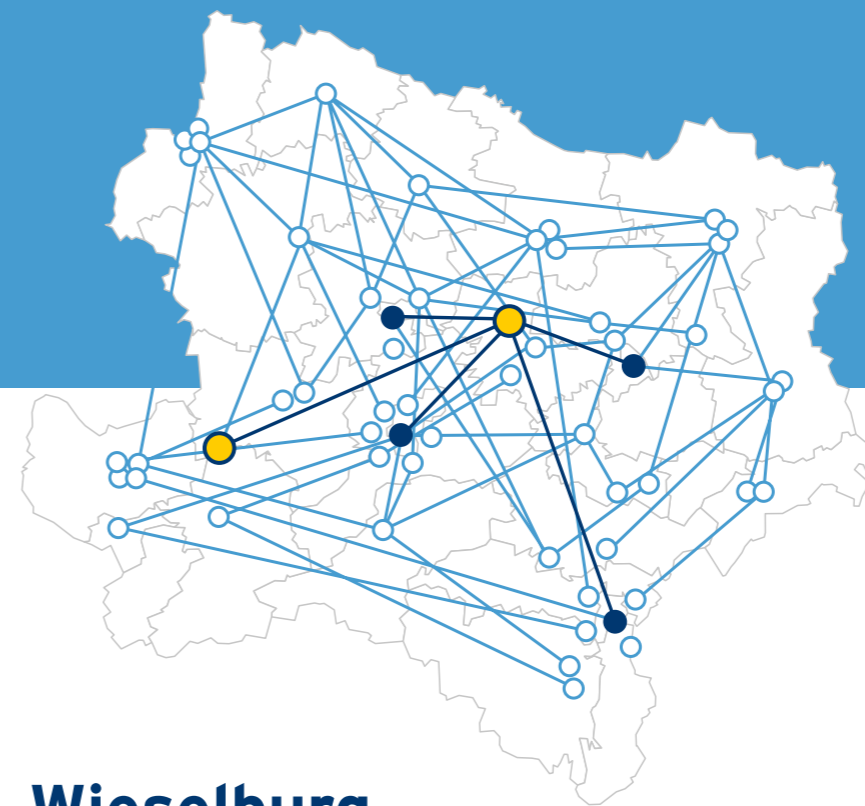


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Tulln

- Bioinformatics and chemoinformatics
- Computational biology
- Computer-aided analysis of biological networks
- Multiomics characterization and data integration
- Bioprospecting
- Design and characterization of cell factories
- Computational fluid dynamics (CFD)
- Simulation of upstream and downstream processes
- High-performance computing in the life sciences
- Big Data analysis in the life sciences
- Bioanalytics
- In-silico metabolism
- Development, mathematical modeling and optimization of biotechnological processes



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Wieselburg

- Farming 4.0, smart farming and precision farming
- Farm management information systems (FMIS)
- Sensor and drone technology
- Computer vision
- Data and information sciences
- Prototyping for network and media technology
- Digital education
- E-commerce and online marketing, online shop concept & development
- Usability studies (e.g. eye-tracking) and user experience design
- Smart micronetworks (energy, heating) and networked energy systems
- VR/AR/mixed reality/assisted reality
- Web accessibility
- Digital entrepreneurship
- Digital transformation strategies



Hello, this is House Management.
How can we help?



LEGAL NOTICE

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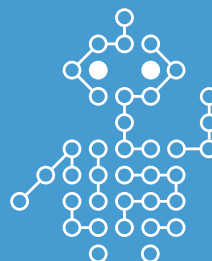
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