

# Aa



a augmented reality

**AUGMENTED REALITY.** On the continuum from reality via augmented reality, and augmented virtuality to virtuality there are quite a few companies that are revolutionizing the way we work in Mjärdevi. Example companies in the park: **ATTENTEC, IDEA HUNT, SECTRA, SIMPLYGON** and **XM REALITY** with its virtual autopsy table.

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# Bb



b business analytics

**BUSINESS ANALYTICS & INTELLIGENCE. ARTIFICIAL INTELLIGENCE. BIG DATA. DATA & TEXT MINING. DECISION ANALYSIS. DATA VISUALIZATION.** This is the future. All in all it boils down to provide better decision making and autonome processes. All large scale companies use these practises inernally and quite a few offer tem as services; **CGI, COMBITECH, ERICSSON, IMATRICS, SECTRA** and **SIGNALITY** to name a few.

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Cc



c cryptography

**CRYPTOGRAPHY. CYBER SECURITY.** Secure communications with **SECTRA'S TIGER XS** cryptophone and one of the largest Swedish Cyber Security consultants, **COMBITECH**, are two of the larger employers in the science park.

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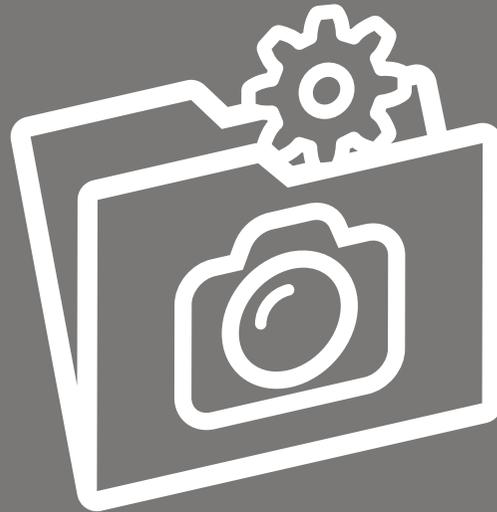


c consumer products

CONSUMER PRODUCTS. B2C. E-shopping: ATELES, LIFE, "games" ...

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# Dd

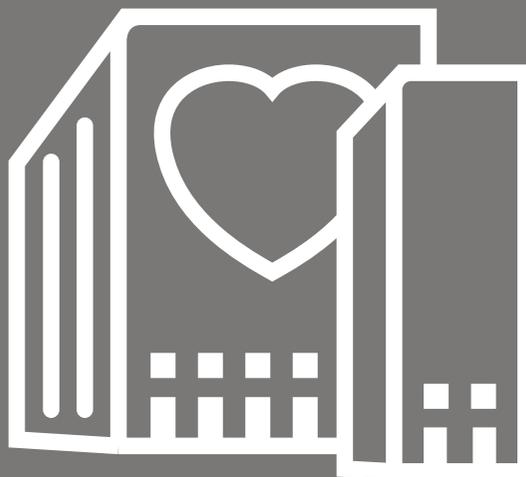


d digital imaging

**DIGITAL IMAGING & VISION.** Part of the digitalization of everything. **LIU** is well reknown for its worldclass edge in the digital imaging reserach field, with quite a few spin-offs. Example comanies in the park are **AMRA, CONTEXT VISION, MAMEBA, SECTRA, SICK, SYNTHETIC MR, WOODEYE** as well as the ... **CENTER FOR MEDICAL IMAGE SCIENCE & VISUALIZATION.**

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# Ee



e      erp/m

**ENTERPRISE RESOURCE PLANNING/MANAGEMENT.** Both **IFS SYSTEMS** and **INTENTIA** have their roots in the park. Both companies have a global customer base and Intenia merged with **INFOR**. Other system suppliers in the park are **BRP SYSTEMS**, **CAMBIO HEALTHCARE**, **FLEXIME**, **MEDIUS** and **SCHEMAGI**.

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Ff



f fintech

**FINTECH.** As hot as it gets. Fintech. Crypto. Block chains. Bitcoins. Banking Revolution around the corner. Examples: **BLOGAN** and **COINIDEA**.

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# Gg



g greentech

**GREENTECH.** Digitalization. **AGRICAM, BIOTOTAL, EDEVA, EPISHINE** and **SIOS.**

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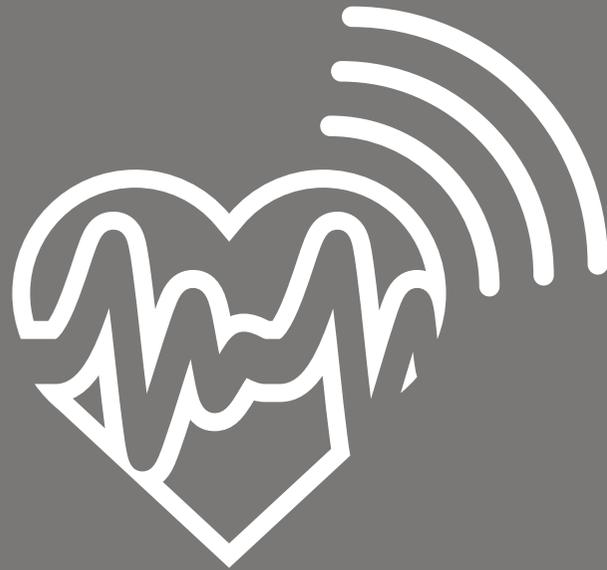
Gg



**GSM.** The global system for mobile communication was created and developed by **ERICSSON**. Significant parts of the GSM system was standardized and developed by engineers from Ericsson's R&D facilities in Linköping. GSM has changed the way mankind communicates and the GSM data standard was the start of moving data bits in the air, the birth of the mobile Internet. Digitalization is transforming the foundation for the modern society.

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# Hh



h health

**HEALTH. E-HEALTH. M-HEALTH.** The healthcare industry is poised for change. There are numerous companies active in the park, from global enterprises to startups: **ADDBIO, AMRA, BIOCHROMIX, BIOOPTICO, BIOREPRIA, CAMBIO HEALTHCARE, CMIV, CONTEXT VISION, CTC, DYNAMIC CODE, EVERON, GLYCOBOND, GOLI, IMAFOR, IMATRIX, KMC, LIFEE, LINKOCARE, LINKURA, MELERIT MEDICAL, MILTON MEDTECH, PANDA HEALTH, PHONIRO, RESPIHEART, RI.SE, SECTRA, SYNTHETIC MR, USIFY, VISIARC, VISUAL SWEDEN, WHEELSBRIDGE & WORLDISH.**

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i



i internet of things

**IOT. INTERNET OF THINGS. ATTENTEC, COMBITECH, INDENTIVE ...  
EBBE PARK and maker movement.**

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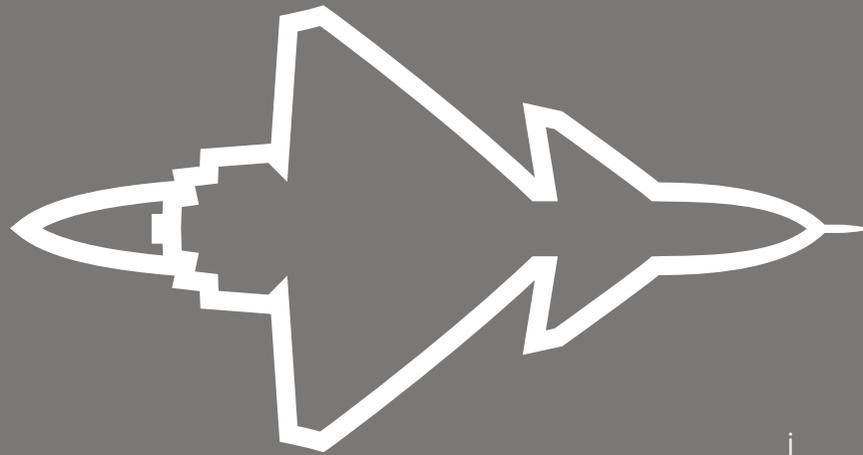
**IPTV. KRETEL** a Mjärdevi startup was acquired first by **GOOGLE** and later **MOTOROLA** and is now a part of **ARRIS**. The **NOKIA** setop box business was moved and spawned about nine new startups among them **ZENTERIO**, **27M**, **LABATUS**, **INDENTIVE** and more.

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Jj



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j jet propulsion

**JET ENGINES & TURBINES. COMBITECH** is located in Mjärdevi and is part of the Saab Group, and quite a few consultants are actively working on the Gripen jet aircraft. In nearby city, Finspång, Siemens is located, worldwide renowned for its robust steam and gas turbines.

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# Kk



k knowledge management

**KNOWLEDGE MANAGEMENT** is a multi-disciplinary approach about creating, sharing, using and managing the knowledge and information of an organisation. Linköping University (LiU), schools and life long learning. Open innovation, East Sweden Hack, Open platforms. Communities. Networks: SMIL. The Innovation System: LiU, lead, the parks, ALMI, Region Östergötland – ESBR – Co-creation.

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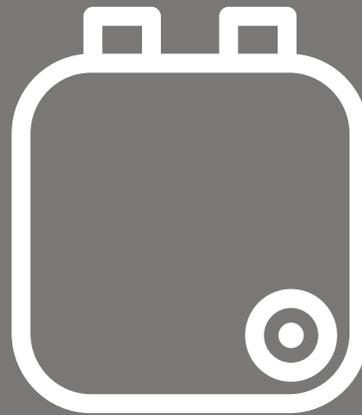


l life science

LIFE SCIENCE. Biotechnology.

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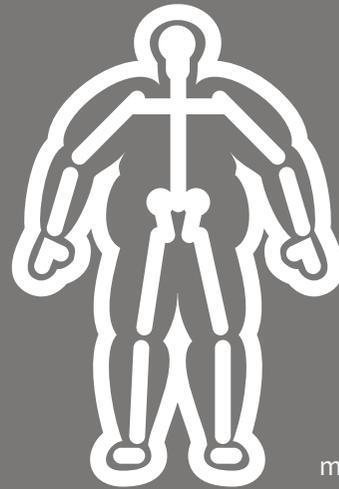


l lifelogging

**LIFELOGGING. NARRATIVE** is a successful innovative startup in the field of wearable camera and image editing, founded by a group of serial entrepreneurs, a company early to be crowdfunded on **KICKSTARTER**. The company has been covered widely in media.

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# Mm



m mri

**MRI.** Digital image analysis is one of the areas the **LINKÖPING UNIVERSITY** is recognized as a global leader. Quite a few companies have roots in this field where **SECTRA** and **AMRA** are just two. Magnetic Resonance Imaging is one hot area. Sectra is know for its mammography and AMRA for its body composition profiling.

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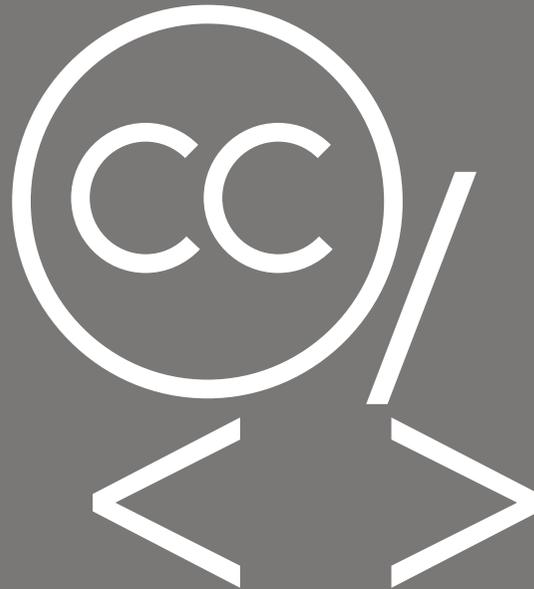
# Nn



n nano technology

**NANO.** Crafting nano structures, materials and machines. The forefront of new materials with new characteristics, harnessing the production via chemical kinetics. Example companies in Mjärdevi: **GRAPHENSIC**, one of the pioneers to be first to produce the material, Graphen. Other materials companies are **LUNAMICRO** and **MIMSI**.

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o openness

**OPEN SOURCE & CREATIVE COMMONS. OPEN INNOVATION.** East Sweden Hack in Mjärdevi has featured openness in various constellations and been: open source, open data, open innovation ... **WIKIPEDIA** says: »Openness is an overarching concept or philosophy that is characterized by an emphasis on transparency and free, unrestricted access to knowledge and information ...«

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# Pp

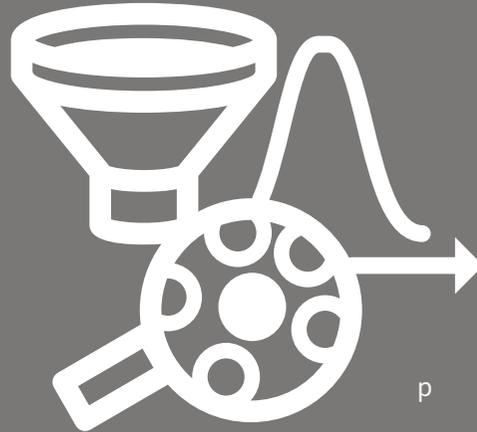


p privacy

**PRIVACY.** Privacy is hot. **EU** is about to enforce the **GDPR**, an unconventionally not toothless regulation, and that's just the beginning. Very good for citizens/consumers. Finally, many may say. Neo technology the developer of the graph database technology that were part in cracking and unveiling the Panama affair. The **GDPR** may spawn a new kind of companies and **CLOUDME** is one example, **BRACEIT** another.

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# Qq

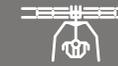


p quantification

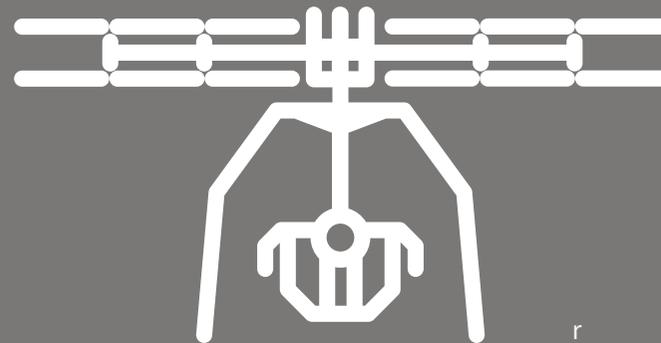
**QUANTIFIED SELF/ME. QUANTIFIED PLANET. IOT.** Collecting and crunching data. New insights may change the you and/or the planet. Examples: **LINKURA** and **LIFEE**.

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# Rr



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r rotorcraft

**ROTORCRAFT. INTUITIVE AERIAL** is a Linköping startup delivering premium aerial cinematography systems to professional users worldwide. Its technology is regularly used for the most dynamic action shots in movies such as James Bond. The iconic unmanned multirotor vehicle is named **AERIGON**.

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# Ss

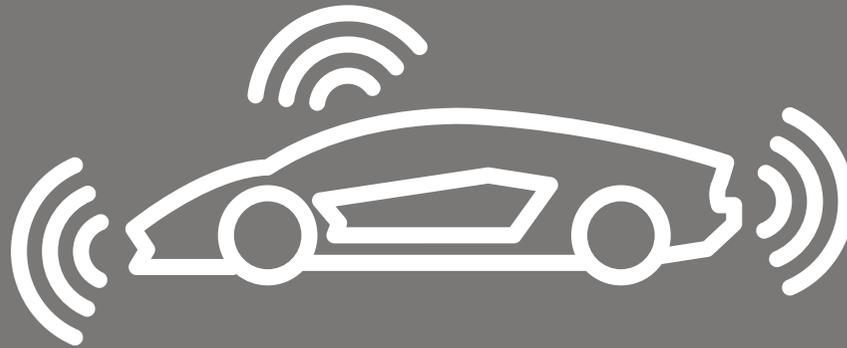


s streaming media

**STREAMING MEDIA.** The compression technologies behind the **MPEG** used in underpinning streaming media originate from **LIU**. This is also true for the **JPEG2000** open image format. Innovative companies in the park within the streaming media business are **27M, AGAMA, ARRIS, ATTENTEC, INDENTIVE, LABATUS & ZENTERIO**.

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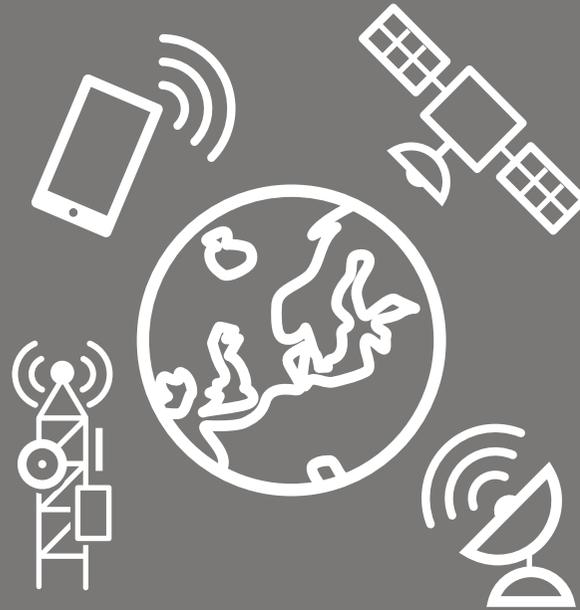


s selfdriving car

**SELF-DRIVING CARS.AI. AUTNOMY. ACTIA** acquired technologies from **AUTOLIV** such as technology enabling safe self-driving autopilots for cars with anti-collision systems. Autoliv is keeping its passive safety business and spinning-off its active safety arm, **VENOEER. NIRA DYNAMICS** are also active in this area.

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# Tt



t telecommunications

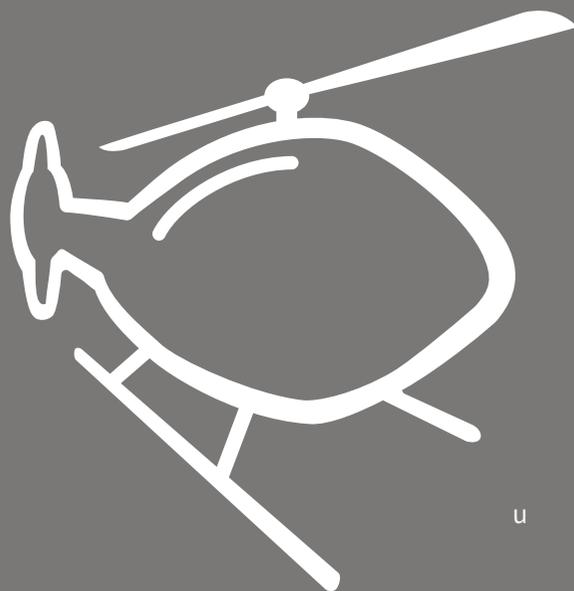
**TELECOMMUNICATIONS.** Telco. sms. Bluetooth.  
**ERICSSON. FLEXTRONICS** with an assembly line on site, shipping  
cell phones worldwide. Teleca ...

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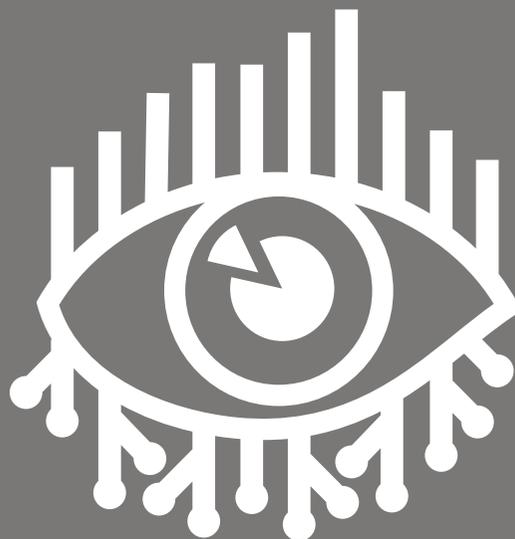


u uav

UNMANNED AERIAL VEHICLE. CYBAERO. SKELDAR from SABB.  
Another company is SPARV, unmanned balloon flying.

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Vv



v visualization

**VIZUALIZATION.** Visual Sweden is an association for growth within visualization and iamge analysis. Example of science park compnies are: **AMRA, DATATON, INFVIZ, SECTRA, SCISS, SPOTS-CALE, VISIARC, XM REALITY** and quite a few more.

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# Ww

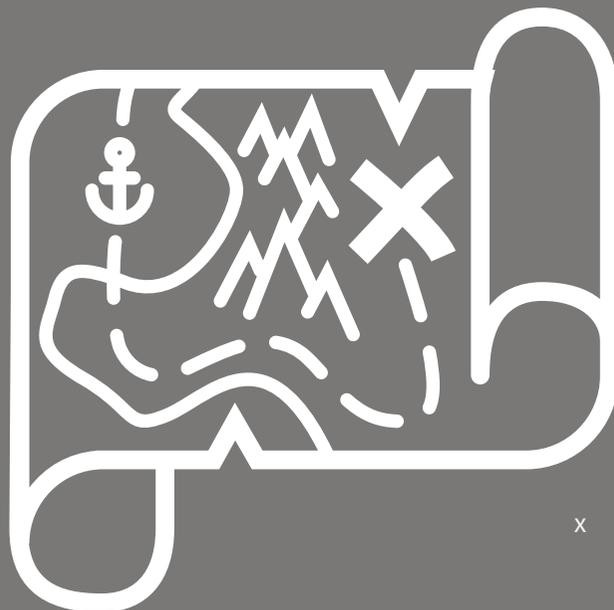


w      www — world wide web

**WWW — WEB TECHNOLOGIES.** True pioneers: two engineers at the LIU computer science club set up Sweden's first web site, the 10th first in the world — @LiU, **LYSATOR** —the same students co-founded **ROXEN INTERNET SOFTWARE**. Other true pioneers: **OPERA SOFTWARE** and **CENDIO**.

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Xx

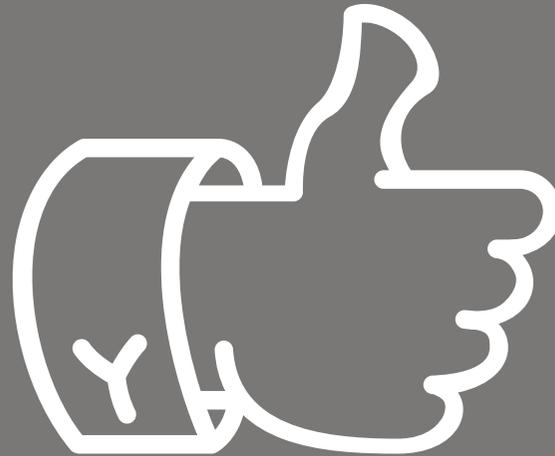


x x-mark on the map

**THE X ON THE MAP.** The unknown. The next breakthrough.  
Linköping University, **LIU**, etc. The next innovation. The next  
unicorn.

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Yy



y yes

**YES.** You and your innovative idea. Go. Go. Go.

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# Zz



ZZZ. NO SLEEP TONIGHT. 24/7. FOLLOW THE SUN. Support: ELITS,  
EVRY, RELEASY and SENZUM.

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# Åå



å Stångån

Å. STÅNGÅN. Å = River in Swedish. The city by the river, Stångån, a unique river in Sweden, the largest and the only "å" that flows North. Not like the others. Perhaps it affects the minds of its citizens, new thoughts, not following the beaten paths.

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# Ä ä



ä as in Mjärdevi

**Ä. MJÄRDEVI. THE PLACE. THE ORIGIN.** The old farm = the "vi". Geo-centric companies in the park are Gaia and Idea Hunt. Another company is **C3 TECHNOLOGIES** that has been absorbed by the mobile industry — a **3D** map coompany — a spin-out from **SAAB**. Mjärde from **NJORD** ("force", "power"), fornvästnordiska Njorðr, är en av vanerna och havets, vädrets, rikedomens, handelns, sjöfartens och fiskets gud i nordisk mytologi. Han tillbads ofta av fiskare.

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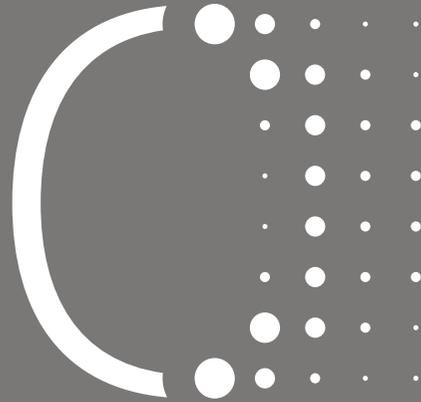
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öl



**ÖL MEANS BEER IN SWEDISH. (ÖSTERGÖTLAND).** What would worklife, business or science be without after-work team building and bonding. There are quite a few top-notch microbreweries in Östergötland. **CENTRALBRYGGERIET** (Linköping), **NILS OSCAR** (Nyköping), **NÄÄS** (Ydre), **MOTALA BRYGGHUS** (Motala) and **NORRKÖPING BRYGGHUS** (Roel Brewery) are a few.

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0 zero  
0 off

0 = "ZERO", ZEROS & ONES — IO. ON/OFF. DIGITALIZATION. ...

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# 1

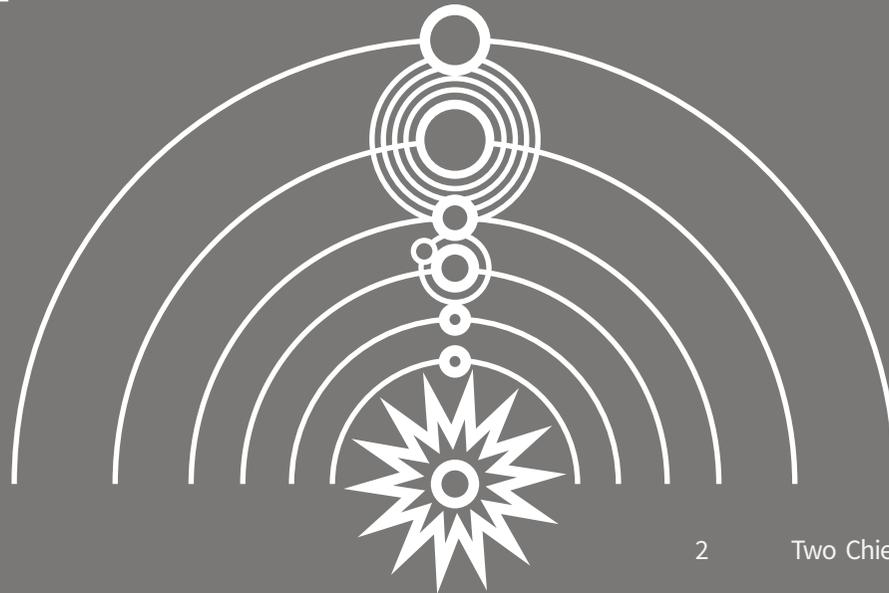


1 1UP

**1UP. +1.** Extra lifes is essential part of gaming. The gaming scene in Mjärdevi is emerging and teh annual LiU Game Jam is a recurring event. Read more on <http://eastswedengame.se/games/> One company in the park that that has made a major gaming industrywide impact is **SIMPLYGON.**

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# 2



2 Two Chief World Systems

**2. HELIOCENTRIC VS. GEOCENTRIC.** Galileo Galilei, the great scientist that in his »Dialogue Concerning the Two Chief World Systems« (1635) brings about the modern view of a solarcentric planet system, revolutionary in its time and a book placed on the »Index of forbidden book« for a couple of hundred years (until 1835). **sciSS** has developed a real-time full dome astronomy projection software, a leading visualization software used by planetariums around the world.

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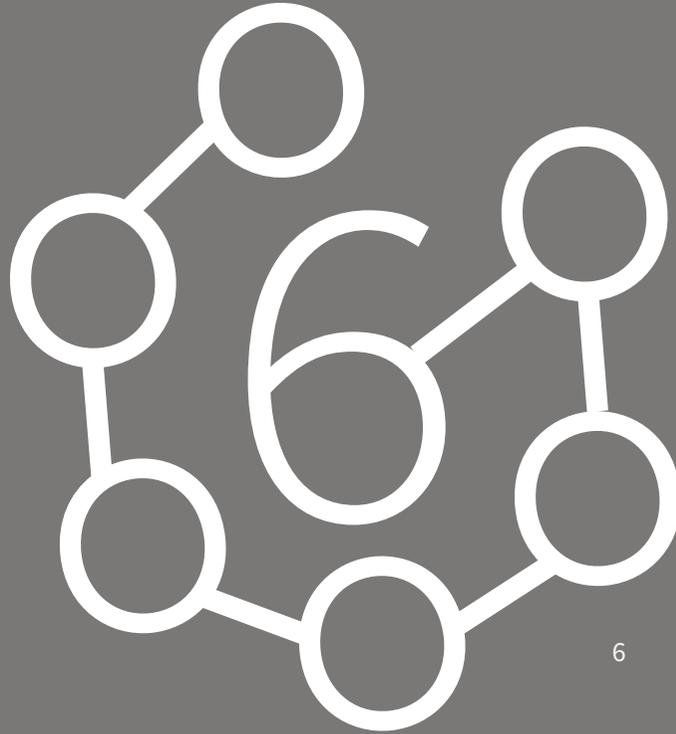
# 345



**3G 4G 5G.** Significant parts of the second generation of telecommunication systems, 2G or GSM, originates from the **ERICSSON** Linköping R&D facilities, and parts of 3G were developed in Mjärdevi as well. In the 4G and 5G systems, engineers from **ERICSSON** in Mjärdevi are deeply involved in both standardization and development.

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# 6



6 Six Degrees of Separation

**6°. NETWORKING. SOCIAL SKILLS. MINGLE.** The world is small and with facebook, Linked in, Twitter and alla other social media, it's shrunk even more. The right network and acces to the right people at the ritght time may make or break your startup.

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# 7



7 Lucky Seven

**LUCK.** Success with a new venture may many times be decided upon timing and tempo, but luck may factor in. Your job is to set yourself in such situations that luck becomes fruit of hard work.

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# 8



8 8 bit = 1 byte

**8 BIT.** Unicorns are made of this stuff. Sweden's overrepresentation of super skilled programmers and unicorns are based on three movements; (1) the home computers in the 80's an hand down of the same from parents to teenagers, (2) the h90's ome PC tax reduction again handed down to teeangers and finally the (3) buildup of fast broadband in the 00's.

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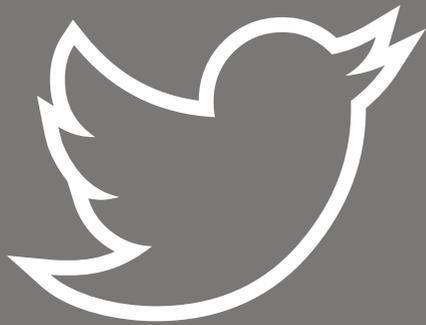
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9 9 lives

**9 LIVES.** Stamina. Persistence. Perserverance. Stay alive. Pivot. Kill your darlings.  
A cat has nine lives. Fail fast.

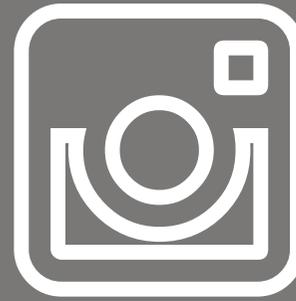
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alt t twitter



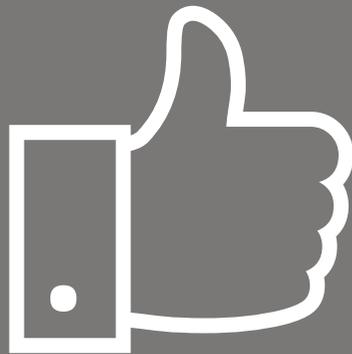
alt f facebook



alt i instagram



alt l linkedin



SOCIAL MEDIA.

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