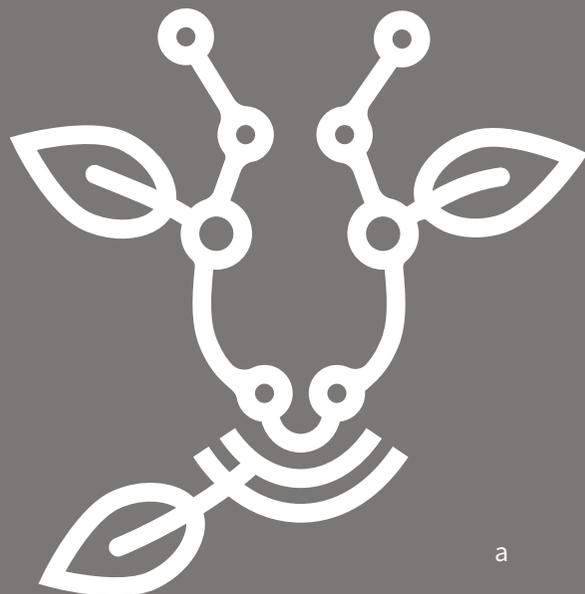


Aa



a agtech

AGRICULTURAL TECHNOLOGY. AGRICAM, AGRIOPT, BIOTOTAL, SKIRA,
VÄDERSTADVERKEN (INDX), VRETA KLUSTER (members) and ÖSTGÖTASVAMP.

MADE
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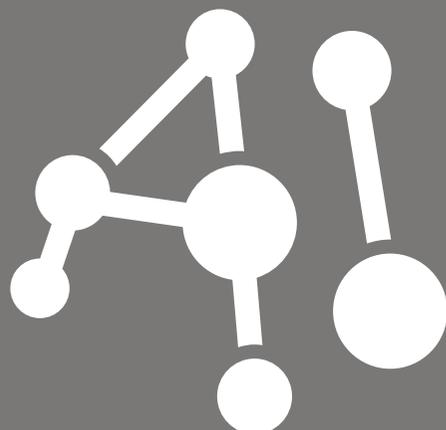


a AR

AUGMENTED REALITY. On the continuum from reality via augmented reality, and augmented virtuality to virtuality there are quite a few companies are revolutionizing the way we work in Mjärdevi. Example organisations in the park: **ATTENTEC, COMBITECH, ERICSSON, IMAGE SYSTEMS, LIU, NVIDIA, SAAB, SPECTRA** with its virtual autopsy table, **SIEMENS ENERGY, SIMPLYGON** (Acquired by **MICROSOFT**), **SVAVA, VISUAL SWEDEN, VOBLING, VOYSYS** and **XM REALITY.**

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Aa



a AI

Artificial Intelligence. AI SWEDEN/LIU, NIRA DYNAMICS, QUALCOMM (VEONEER/
ARRIVER), SMHI ...

MADE
IN
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Bb



b business intelligence

BUSINESS 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 autonomous processes. All large scale companies use these practices internally and quite a few offer them as services; **CGI, COMBITECH, ERICSSON, IMATRICS, INFOR, SECTRA** and **SIGNALITY** to name a few.

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Cc



c consumer products

CONSUMER PRODUCTS. B2C. CLIMABED, EAT:EM, HOVMÖLLER, LINKURA, LUMEOTECH, M.NU, NARRATIVE (discontinued), the **STILLA** app, **VISSHEIM'S** autonomous greenhouse & »Gaming companies«, & . **ATELES** is specialized in web shops for brands like Daniel Wellington, Gant and Gina Tricot selling consumer products. Linköping, hotbed for tech e.g. SMS/GSM/3G/4G/5G, MPEG, Simplygon —> LINKÖPING INSIDE«. Kinds Gurka's cheese ...

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Cc

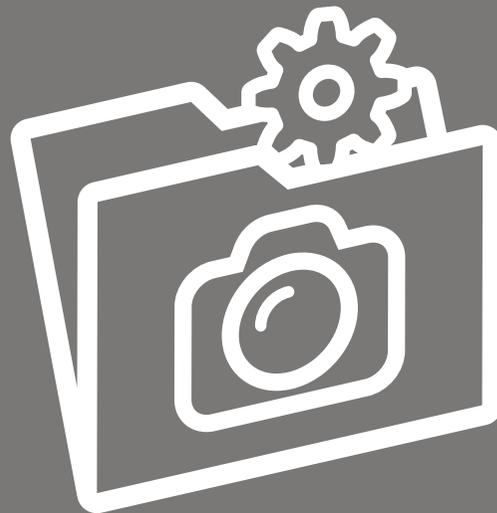


c cyber security

CYBER SECURITY. CRYPTOGRAPHY. CIPHERS. SCTRA offers secure solutions for critical infrastructure but also offers secure communications with its **TIGER XS** cryptophone used by EU top politicians. One of the largest Swedish Cyber Security consultants, **COMBITECH**. These are two of the larger employers in the science park. Other companies are **EUROTEMPEST**, **LINK22** ... Add, first »BANKOMAT« from Sectra.

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Dd

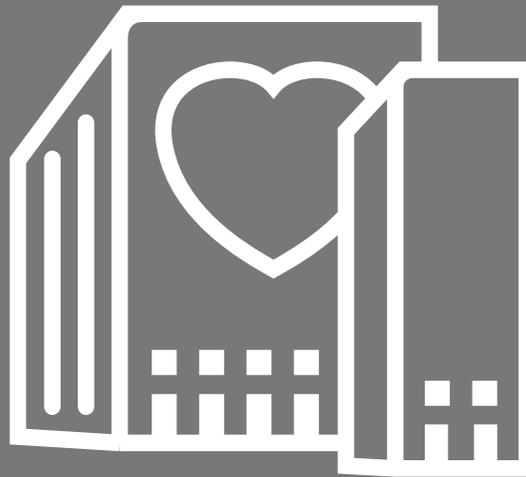


d digital imaging

DIGITAL IMAGING & VISION. Part of the digitalization of everything. **LIU** is well renowned for its worldclass edge in the digital imaging research field, with quite a few spin-offs. Example companies in the park are **AGRICAM, AMRA, CINSIDE, GLANA SENSORS, IMAFOR, MAMEA, SICK, SYNTHETIC MR, TST** (Termisk Systemteknik) as well as the **CENTER FOR MEDICAL IMAGE SCIENCE & VISUALIZATION (CMIV)** part of Linköping University). **CONTEXT VISION, WOODEYE (INNOVATIV VISION)** and **SECTRA** where the three pioneers in the park.

MADE
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Ee



e erp/m

ENTERPRISE RESOURCE PLANNING/MANAGEMENT. Both **IFS SYSTEMS** and **INTENTIA** have their roots in the park, and originates from student from Linköping University and the Industrial Engineering and Management Master of Science program. Both companies have a global customer base and Intenia merged with **LAWSON** and then **INFOR**. Other system suppliers in the park are **BRP SYSTEMS**, **CAMBIO HEALTHCARE**, **COLUMBUS**, **FLEXIME**, **INDUSTRIMATEMATIK**, **ISTONE**, **MEDIUS**, **MILLNET**, **SEMATIC** and **TAXICALLER**.

MADE
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LINKÖPING

Ff



f facility management & proptech

FACILITY MANAGAMENT. PROPTech. Examples: **CLEAN SCANDINAVIA,**
DOSPACE, EPISHINE, MODIO, NEXT, OPTICO, OR TECHNOLOGIES, SENION &
SUNDA HUS.

MADE
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Gg



g greentech & cleantech

GREENTECH. CLEANTECH. Digitalization. **AGRICAM, BIOTOTAL, EDEVA, ENERGIFABRIKEN, EPISHINE, HIQ, LIGNA ENERGY, MODIO** and **VISSHEIM.** + Cleantech Östergötland companies

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IN
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Gg



g gsm

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.

MADE
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Hh



h healthtech

HEALTHTECH. E-HEALTH. M-HEALTH. The healthcare industry in the Linköping region is poised for growth. 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, IMATRICES, KMC, LIFEE, LINKOCARE, LINKURA, MELERIT MEDICAL, MILTON MEDTECH, NOVAMIA, PHONIRO, PSYKOLOG-PARTNERS, RESPIHEART, RI.SE, SECTRA, SYNTHETIC MR, USIFY, VISUAL SWEDEN, WHEELSBRIDGE & WORLDISH.**

MADE
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i



i Internet of things

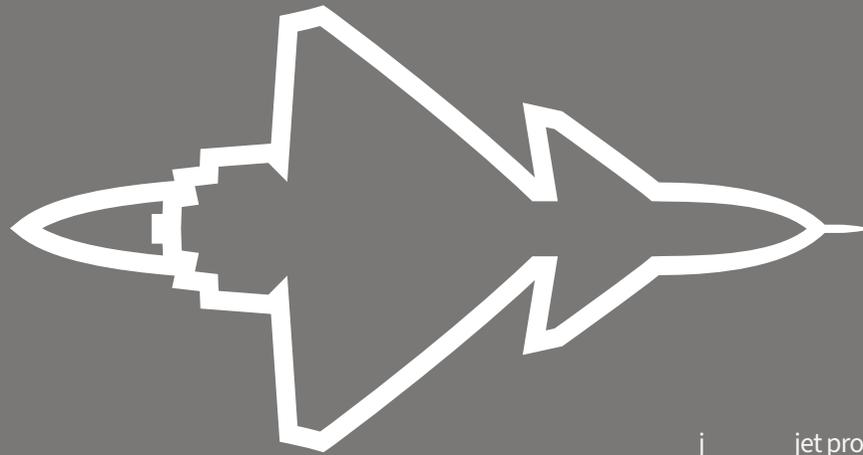
IOT. INTERNET OF THINGS. ACTIA, ATTENTEC, COMBITECH, CYBERCOM, ERICSSON, MEDIATEK, MODIO, NIRA DYNAMICS, PRODELOX, SIGMA CONNECTIVITY, VISIARC AND VEONEER are a few companies in the park paving the way. **EBBEPARK** and the maker movement. A core competence in the park is connected systems in addition to software, embedded systems and hardware design. The park also is a hub with **IOT WORLD** for infrastructure backed by **NFC, REGION ÖSTERGÖTLAND RISE** and **TEKNISKA VERKEN**.

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Jj



AVIATION
CAPITAL
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SWEDEN

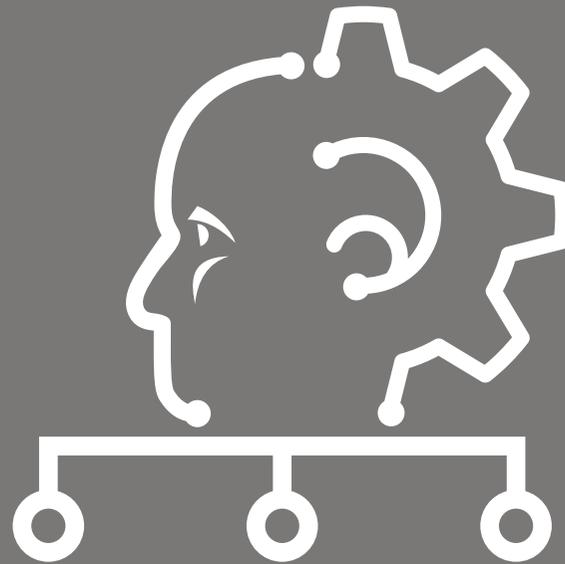


j jet propulsion

JET ENGINES & TURBINES. Saab Group develops the Gripen jet aircraft. In nearby city, Finspång, **SIEMENS ENERGY** is located, worldwide renown for its robust steam and gas turbines. The origin of the national project **AEROSPACE CLUSTER SWEDEN (ACS)** is Linköping.

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Kk

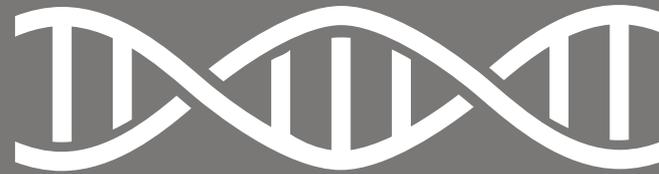


k knowledge management

KNOWLEDGE MANAGEMENT is a multi-disciplinary approach about creating, sharing, using and managing the knowledge and information of an organization. **LINKÖPING UNIVERSITY (LIU)**, schools and life long learning. Open innovation, **EAST SWEDEN HACK**, Global Impact Jam, Open platforms. Communities. Networks: **SMIL**. The Innovation System: **LIU, LEAD**, the parks, **ALMI, REGION ÖSTERGÖTLAND – ESBR** – Co-creation.

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LL



l life science

LIFE SCIENCE. Biotechnology. Linocare, artificial corneas. **RI.SE** Acreeo with printed electronics. **RISE** Digital Healthcare.

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Mm

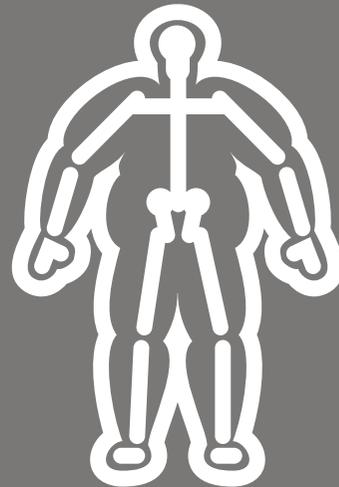


m mobility

MOBILITY. AI. AUTONOMY. ACTIA develops technologies enabling safe self-driving autopilots for cars with anti-collision systems. **QUALCOMM'S (VEONEER & ARRIVER)** ambition is to be a leading system supplier of advanced driver assistance systems (**ADAS**), autonomous driving (**AD**) and automotive safety electronics. **NIRA DYNAMICS** are also active in this area with it sensor technologies. + **FORDONSVERKET**.

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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. The **MRI** field is a sub domain of the digital imaging core competence in the park. + **CMIV, SYNTHETIC MR.**

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Nn

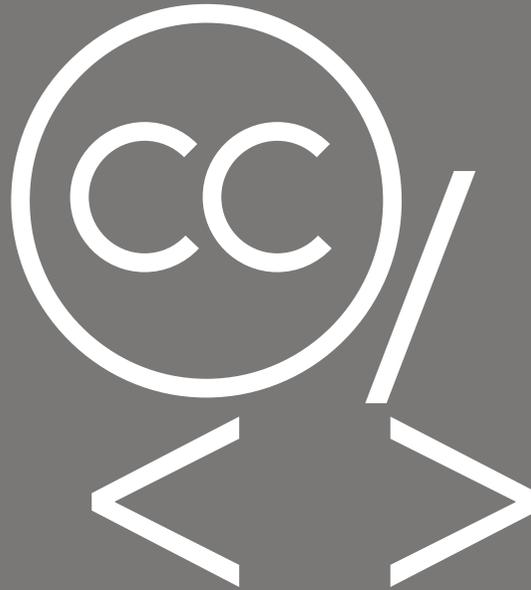


n nano & innovative materials

NANO. INNOVATIVE MATERIALS. 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, Graphene. Other innovative material companies are **DP PATTERNING**, **GRAPHRÉN**, **IMPACT COATING**, **INVISENSE**, **LFM**, **LIGNA ENERGY**, **LUNAMICRO**, **PEA**, **MIMSI**, **SAAB & WEMATTER**. Miniaturization is also on the agenda for **EPISHINE** and **SWEGAN**. + **IMA** (incl. **IMA SHARE**) and **CAV:OK**.

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OO



o open innovation

OPEN INNOVATION. OPEN SOURCE & CREATIVE COMMONS. OPEN HARDWARE. 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 ...«. The science annually awards a company the park the »Co-creator of the year«. + **CREATHON, GLOBAL IMPACT JAM, INDX, SOCIETY QUEST.**

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Pp

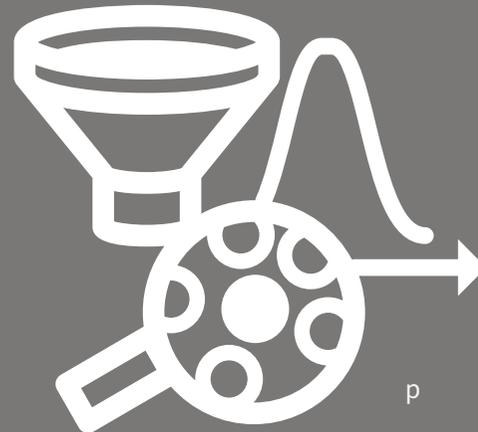


p privacy

PRIVACY. Privacy is hot. **EU** is enforcing 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 **CLOUD BACKEND** is one example, **BRACEIT** another. **BLOCKAN** is a new blockchain focused startup in the park.

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Qq

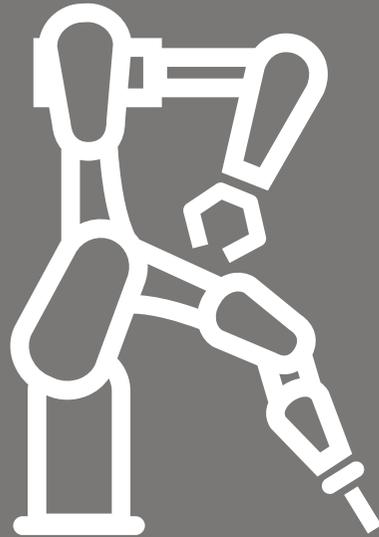


quantification

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

MADE
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Rr



r robotics & automation

ROBOTICS. AUTOMATION & INDUSTRY 4.0. DYNAMO ROBOTICS, LIU,
MABMEA & SICK.

MADE
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LINKÖPING

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, ATTENEC, COMESCOPE, LABATUS, OPERA SOFTWARE & ZENTERIO**, where the last offers a platform for streaming media with customers such as **NETFLIX**. **KREATEL** was startup that was first acquired by **GOOGLE** and later **MOTOROLA** and is now a part of **COMESCOPE**. The **NOKIA HOME COMMUNICATION** had its headquarters in the science park. Nokia's setop box business was moved and spawned an array of new startups, a few mentioned above.

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Tt



t telecommunications

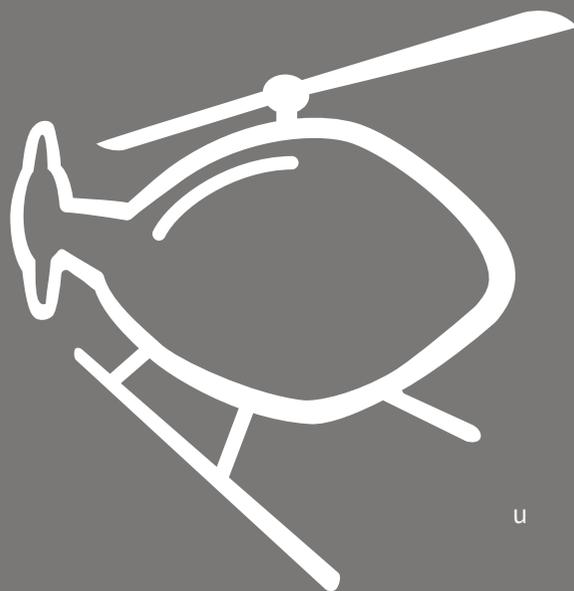
TELECOMMUNICATIONS. sms. Bluetooth. Multiple of global telecom standards and technologies originate or have been implemented at **ERICSSON** in the park, see also **3G/4G/5G. FLEXTRONICS** in the days before the smartphone used had an assembly line on site in the park, shipping cell phones worldwide. + **ANTENNJOCKARNA, MEDIATECH, NETADMIN, SWEGAN & TELEDYNE.**

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Uu



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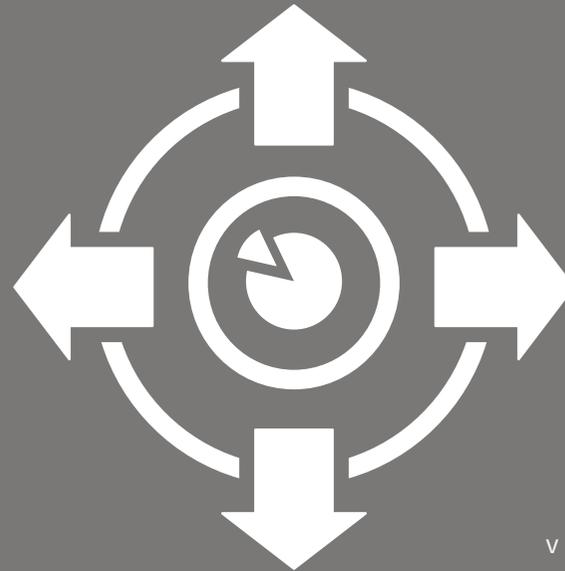


u uav

UNMANNED AERIAL VEHICLE. SKELDAR from **SAAB**. Another company is **SPARV**, unmanned balloon flying. **RISE** provides a testbed for UAV's in nearby Västervik, and the park is associated. **CYBAERO** was a shooting star, and is now **MAINBASE**.

MADE
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Vv



v visualization

VISUALIZATION. Visual Sweden is an association for growth within visualization and image analysis. Example of science park companies are: **AMRA, CINSIDE, CONTEXT VISION, DATATON, SECTRA, SICK IVP, SPOTSCALE, TERMISK SYSTEMTEKNIK, VISAGE, VISIARC, WOODEYE, XM REALITY** and quite a few more.

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WWW

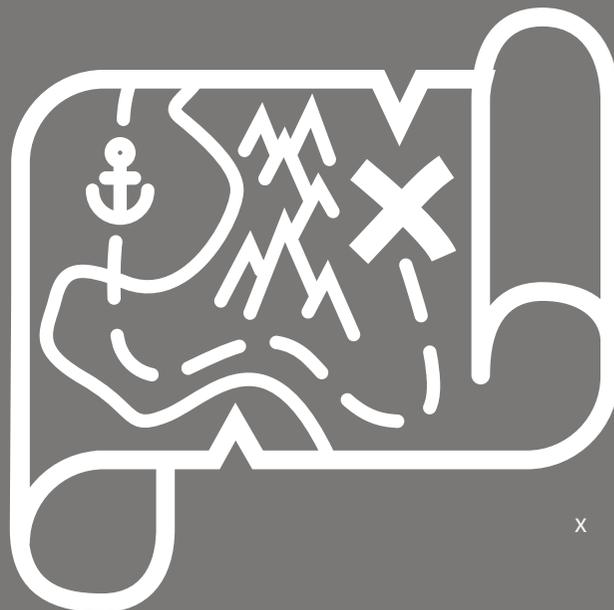


w www — world wide web

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

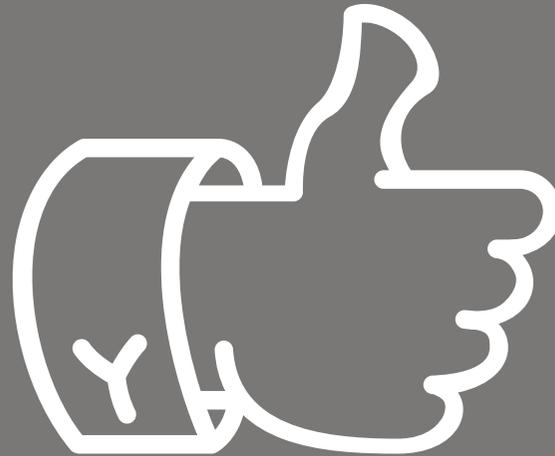


x x-mark on the map

THE X ON THE MAP. The unknown. The next breakthrough. Linköping University, **LIU**, etc. The next innovation. The next unicorn, where will it come from? + **INDX**.

MADE
IN
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Yy



y You

you. You and your innovative idea. Go. Go. Go.

MADE
IN
LINKÖPING

Zz



Z ZZZ

ZZZ. NEVER SLEEPING. NO SLEEP TONIGHT. 24/7.
FOLLOW THE SUN. Support Services are offered
by: **ELITS, EVRY, RELEASY** and **SENZUM** to name a
few in the park. + **ACTIA, ERICSSON, VEONEER ...**

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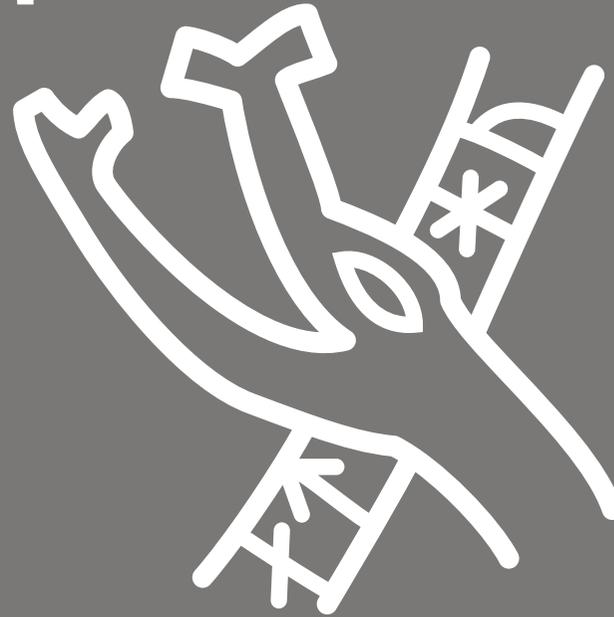


å Stångån

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 mainstream.

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Ää



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**, a company that has been absorbed by the mobile industry — a **3D** map company — a spin-out from **SAAB**. Another team part of **SAAB**, **VRICON**, is developing positioning systems. The other part »Mjärde« comes from **NJORD** (force/power), a Norse mythological god »Njörðr«, who is associated with the sea, seafaring, wind, fishing, wealth, and crop fertility — quite appropriate characteristics.

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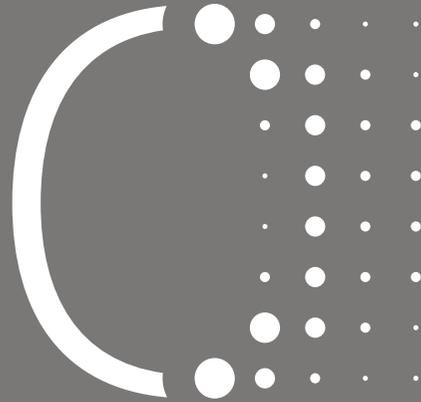
öl



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

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0



0 zero
0 off

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

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1

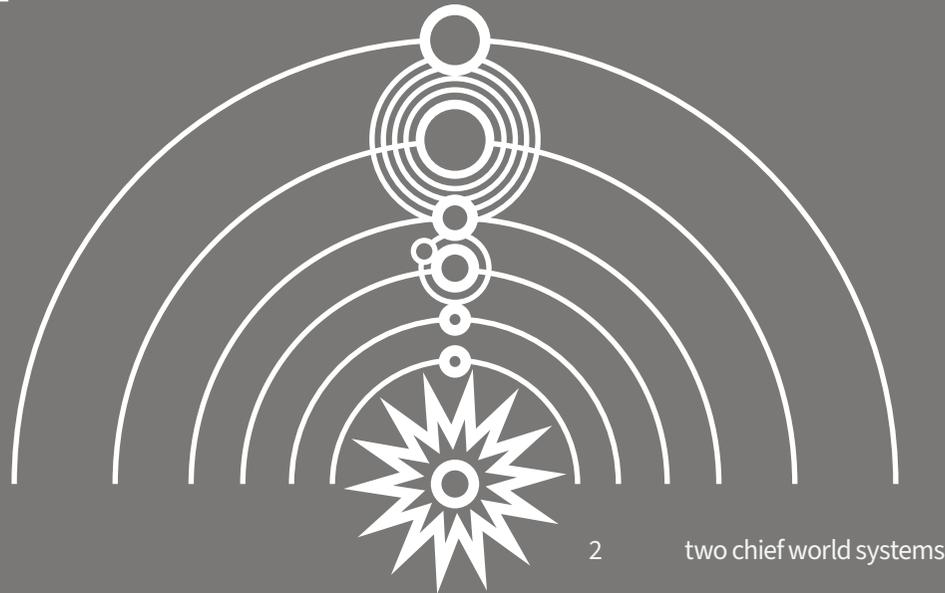


1 1up

1UP. +1. Extra lives is essential part of gaming. The gaming scene is emerging and the annual LiU Game Jam is a recurring event. Read more on <http://eastswedengame.se/games/> One company in the park that has made a major gaming industry-wide impact is **SIMPLYGON**, acquired by Microsoft Two other game companies Lifee and Blocksworld, to mention just a few.

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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. + **VISUALISERINGSCENTER.**

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345



3 3G

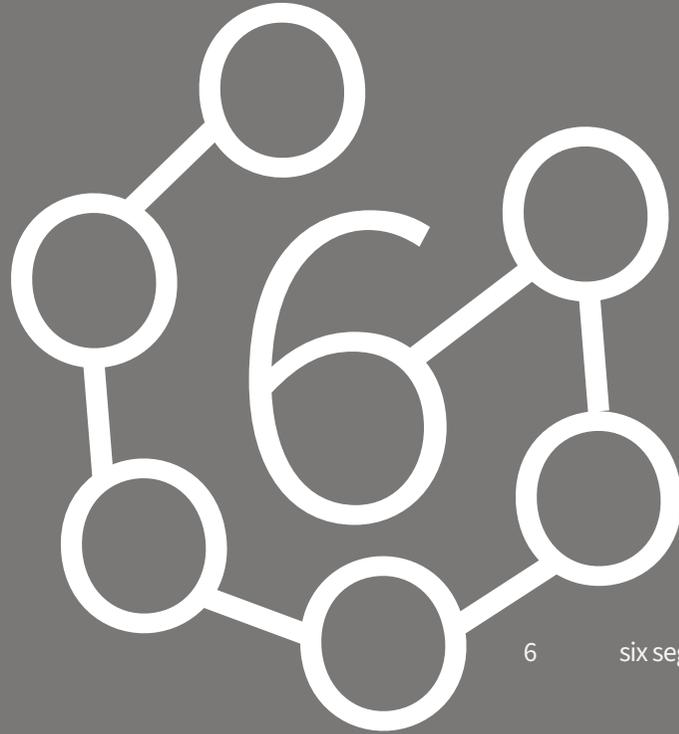
4 4G

5 5G

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, LINKEDIN, SNAPCHAT, TWITTER** and all other social media, it's shrunk even more. The right network and access to the right people at the right 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 position yourself and be actively networking, then luck becomes the fruit of all hard word you put into your venture.

MADE
IN
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8



8 8 bits = 1 byte

8 BIT. Unicorns are made of this stuff. Sweden's over-representation of super skilled programmers and unicorns are based on three movements; (1) the home computers in the 80's that were handed down from parents to teenagers, (2) in the 90's the PC tax reduction again resulted in computers being passed on to teenagers and finally the (3) buildup of fast broadband in the 00's.

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9

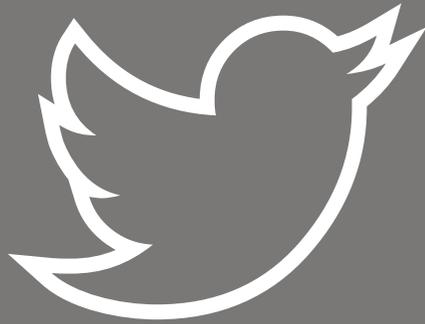


9 9 lives

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

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SOCIAL MEDIA.



alt w twitter



alt k kahoot



alt i instagram



alt l linkedin



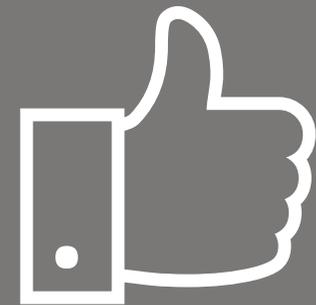
alt s snapchat



alt t tiktok



alt f facebook



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