

**Eclipse SAAM Mobility**  
June 15–16, 2021



**HOW ECOSYSTEM  
WORK ACCELERATES  
research and development  
between OEMs and SMEs?**

**EIJA HÄMÄLÄINEN**  
Project Manager  
Oulu Automotive Cluster

**OULU  
AUTOMOTIVE  
CLUSTER**



# WHY OULU

OULU  
**AUTOMOTIVE**  
CLUSTER

POSITION  
P: 67.1807 354.0647  
6277 DCA 526

BARO  
V24  
R-67/46  
6.X12

189


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# OULU'S TRACK RECORD IN WIRELESS WORLD

**1981**  
FIRST NMT NETWORK



**1982**  
EUROPE'S LARGEST TECHNOLOGY PARK

**1991**  
FIRST GSM PHONE CALL; FIRST REMOTE PAYMENT SYSTEM FOR PUBLIC TRANSPORT



**1992**  
WORLD'S FIRST GSM BASE STATION



**1993**  
NEW MENU-DRIVEN USER INTERFACE FOR MOBILE PHONE


**1996**  
FIRST WCDMA TELEPHONE CALL

**2001**  
FIRST SECURITY PRODUCTS FOR MOBILE PHONES




**2002**  
FIRST SECURITY OTA SERVICES FOR MOBILE PHONES

**2003**  
FIRST FREE URBAN AREA WLAN NETWORK



**2004**  
FIRST COMMERCIAL EDGE HIGH-SPEED NETWORK



**2005**  
FIRST PUBLIC NFC USER



**2007**  
LAUNCH OF MOBILE WIMAX TEST NETWORK

**2008**  
FIRST PEDESTRIAN NAVIGATION PHONE



**2009**  
FIRST CLOUD BASED MOBILE SECURITY SERVICES



**2010**  
LINUX PHONE LAUNCH; WORLD FIRST COGNITIVE RADIO NETWORK PHONE CALL

**2011**  
WIFIUS – HIGH CAPACITY NEXTGEN COGNITIVE RADIO SOLUTION

**2012**  
WORLD'S FIRST IN PRINTED INTELLIGENCE



**2013**  
THE FIRST UBIQUITOUS INDOOR POSITIONING SOLUTION

**2014**  
FULL IMPLEMENTATION OF LI-FI; THE FIRST TWO-FRONT SMART PHONE WITH INBUILT ELECTRONIC PAPER DISPLAY


**2015**  
PLANNING AND IMPLEMENTATION OF TWO 5G TEST NETWORKS

**2016**  
TRANSFORMING HEALTH CARE WITH 5G



**2018**  
6G FLAGSHIP 251 M€ FUNDING FOR 2018-2026

**2019**  
ESTABLISHED AUTOMOTIVE CLUSTER



**2020**  
6G FLAGSHIP UNIVERSITY OF OULU



# OULU AUTOMOTIVE CLUSTER since 2018

100

Companies

33

Research, education & development organisations

330

Members

[automotive oulu.com](http://automotive oulu.com)



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# OULU AUTOMOTIVE CLUSTER

SOLUTIONS FOR:

- 1 ELECTRIC CARS
- 2 AUTONOMOUS CARS
- 3 NEW BUSINESS MODELS

[automotive oulu.com](http://automotive oulu.com)



1

**6G  
research**

2

**Printed  
electronics**

3

**Embedded  
software**

4

**Testbeds**

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2

# WHAT IS AN ECOSYSTEM?

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3

# SHARING KNOWLEDGE

Hämäläinen Eija

Mikael Rönnholm

- +45
- JS
- V
- TK
- TK
- AM
- JK
- RN
- ML
- JJ





# SHARING KNOWLEDGE

- 1 Let people explain what they do (next).
- 2 Let industry experts share their insights.
- 3 Lead people to each other and to the knowledge.

[automotive.oulu.com/roast](http://automotive.oulu.com/roast)

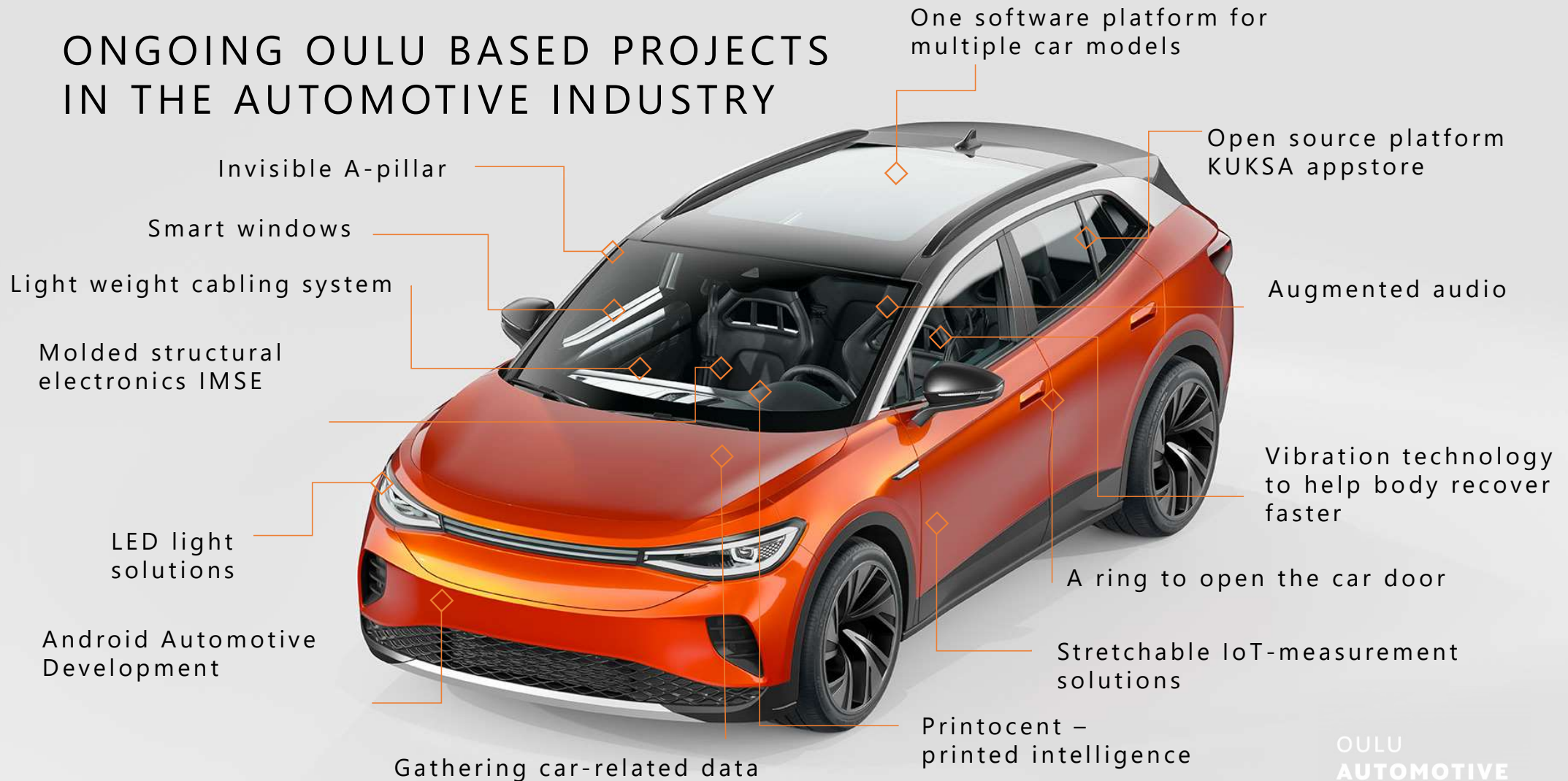




# FACILITATING R&D

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# ONGOING OULU BASED PROJECTS IN THE AUTOMOTIVE INDUSTRY



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# PREACHING AND PITCHING

5

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6

# PROMOTING CO-CREATION

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1

ORIGO  
Steering  
Wheel

2

Co-created  
by  
5 SMEs

3

Co-creation  
funded by  
Business Finland

4

German Design Award:  
Winner: Excellent  
Product Design HMI





*"Oulu Automotive Cluster is a fantastic ecosystem to find cooperation partners for new customer projects and joint offers. Being part of this innovative, diverse group of companies and researchers gives us competitive advantage in serving our automotive customers."*

TIMO POSIO  
Business Development manager  
Siili Auto



## Contact

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