

SEK 100 million to Visual Sweden's visualization (EUR 10,8 million)

Visualization at Optics & Photonics in Sweden 2016, 2-3 November

This conference will be held in Linköping, Östergötlan, and one of the theme will be Visualization.

[Click => Optics & Photonics In Sweden-2016](#)

Visual Sweden is the name of the initiative to spread the knowledge of Östergötland's visualization even more. Already today, Visualization Center in Norrköping and CMIV in Linköping are familiar for their jobs. Now Visual Sweden won a competition called Win Plant. The prize means that Visual Sweden receives money from the Swedish innovation agency, Vinnova. The idea is to continue to develop visualization in various forms, and to disseminate the knowledge that is already available to more potential users. In Visual Sweden included Linköping University, Region Östergötland, Norrköping and Linköping municipality and a number of companies in Östergötland. If added up, the money from Vinnova money from those involved in Visual Sweden will be an addition of SEK 100 million over the next ten years.

The Swedish Meteorological and Hydrological Institute (SMHI) is one of the companies involved who have long worked with a large amount of data. Being able to make the information comprehensible by means of visualization is a clear advantage when SMHI to sell their services.

The turbine manufacturer Siemens in Finspång see a future where service personnel do not need to travel to remote places in the world to service the equipment. Many tasks will instead be performed using visualization tools.

Subtitles from video-interview:

[=> www.svt.se/nyheter/lokalt/ost/100-miljoner-till-visualisering](http://www.svt.se/nyheter/lokalt/ost/100-miljoner-till-visualisering)

Time 00:00-00:12 Mikko Lindskog-Reporter: *This table is just an example of what you can use visualization to. A collaboration called Visual Sweden will now receive a total of 100 million for continued development.*

Time 00:12-00:28 Anders Carlsson: *All digitizes and the more you digitize the more data is created, and for man to understand all the data you have to work with visualization. Simplify things. There is so much to do there. We need new tools to deal with this.*

Time 00:28-00:56 Mikko Lindskog Reporter: *Visual Sweden is a collaboration between Linköping University, the municipalities of Norrköping and Linköping, Östergötland Region and a number of companies in the county. Now Visual Sweden won a competition organized by the Swedish innovation agency Vinnova. That means government money plus the money from the various parties within Visual Sweden. Along some 100 million spread over the next 10 years.*

Time 00:56-01:15 Anders Ynnerman, professor of visualization technology: *We do the very exciting research at the university which has the opportunities that we create, but sometimes we do not have the mechanisms to reach out to the application out there in the business world. This project aims just to build the mechanisms for us to bridge the gap between academic research and industry.*

Time 01:15-01:22 Mikko Lindskog Reporter: *Two companies involved are SMHI in Norrköping and Siemens in Finspång.*

Time 01:22-01:46 Scott Santamaria - Siemens: *Many of our customers are located in places that are not so easy to get to. Traditionally, it has been such that we had to send staff to the desert or the sea, or to Siberia to get to and solve their problems. Now we can connect ourselves to the customer and create a realistic environment so we can more easily see what problems they have, and the customer may then solve their problems themselves.*

Time 01:46-02:00 Jonas Wallin-Sales and Marketing SMHI: *We have worked to collect data for 140 years. We want to be able to visualize and get out to the public and public companies in different ways. We have an extreme advantage of being able to visualize this.*

Video-interview by Mikko Lindskog mikko.lindskog@svt.se

Visual Sweden

Visual innovation

Visual Sweden is an initiative based in the Östergötland county, East Sweden, to stimulate innovation and regional growth with focus on visualisation, image analysis and simulation. Central actors are Region Östergötland, Linköping and Norrköping municipalities, Linköping University, governmental institutions and administrations as SMHI (Swedish Meteorological and Hydrological Institute), NFC (National Forensic Centre) och FOI (Swedish Defence Research Agency) and some 50 small, medium, and large companies.

Vision

2030 is the urban area of Linköping and Norrköping, one of Europe's most attractive innovation environments for visualization, synthesis and analysis of visual information in all forms and applications.

In the creative melting pot which has developed ideas and innovations attract great international attention. An increasing number of global companies establish research and development departments in the region, well aware that this is the place for the strongest competence and the sharpest talents, as well as a flourishing environment for new businesses and unique cooperation models among university, companies, institutes and society.

Table 1. Some partners of Visual Sweden

Visual Sweden www.visualsweden.com			
Industry	Medicine	Society	Platforms
SICK/IVP www.sick.com/se/sv	SECTRA www.sectra.com	Spotscale www.spotscale.com	Narrative www.getnarrative.com
WoodEye www.woodeye.se/en	CONTEXTVISION www.contextvision.com	Dataton www.dataton.com	Interspectral www.interspectral.com
Xmreality www.xmreality.se	AMRA www.amra.se	Foran www.foran.se	Intuitive aerial www.intuitiveaerial.com
WEMATTER www.wematter.se			

Smart specialisation

Visual Sweden is a part of the region's strategy for smart specialization, where visualization and simulation is one of the prioritized areas.

Visualization in East Sweden www.visualizationeastsweden.se

What is visualization?

Visualization is about illustrating complex relationships or multidimensional phenomena through visual imagery. You can easily grasp a complex subject or big amount of data just by looking at it – that's visualization. Think about it! Maps, graphs, images, cave paintings, hieroglyphs. We have communicated both abstract and concrete ideas through visualization since the dawn of man. And new technology makes sure we'll continue to do it... for a long time.

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