

Brazil presents its Innovation Squad in South Africa during World Cup

Exhibition in Johannesburg shows 12 technological and creative projects for visitors of Casa Brasil

FINEP, the Brazilian Research and Projects Financing Agency, affiliated to the Ministry of Science and Technology, will be at the World Cup in South Africa taking along a team of Brazilian innovators to show the technological and creative potential of the country. Between June 15th and July 11th, in Johannesburg, FINEP will exhibit 12 projects in Casa Brasil with cutting-edge technology developed by the Brazilian Innovation Squad **with the agency's financial support.**

The program motto is "How to dazzle the world in 2014" and it aims at showing Brazilian creative innovation sources such as projects that are unique and exist only in the country as well as novel initiatives common to other countries where Brazil is on par or leading the way.

FINEP's financial support to the projects totaled 1.5 million euro (R\$ 3,4 million). This initiative is supported by the Brazilian Federal Government and it counts on all the financial aid instruments offered by FINEP – credit, venture capital and non-reimbursable loans – to promote business opportunities for Brazilian enterprises and their internationalization. The Program also uses sports events as a means of building a new strategic position for Brazil, focused on innovation, technology, creativity and culture.

The Squad taken to Johannesburg is a sample of the 14bis Program, as a reference to **14-Bis aircraft, considered one of the world's first aviation experiences**, developed by the Brazilian inventor Santos Dumont. The project was put together after a meeting of researchers and businessmen with President Lula in August 2009, paying homage to the Brazilian pioneer of aviation, who made the first ever public flight of an airplane, around the Eiffel Tower in 1906.

The Brazilian Innovation Squad presented in South Africa is a partnership between FINEP and CERTI Foundation, which leads a network of research institutions in charge of the development of the 12 projects that will be exhibited: Sapientia Institute, Genesis Institute, University of São Paulo, Federal University of Minas Gerais, Catholic University in Rio (PUC Rio), Mackenzie University, CPqD e C.E.S.A.R.

Exhibition

The Exhibition in Casa Brasil includes the following projects:

1. Social Network 14bis | eletrocooperativa.org & Sapiencia Institute

Feature: On-line Social Tool with Collaborative Content for the development and exchange of experiences.

The 14 Bis network receives text, image or video contributions posted via cell phone or personal computers, allowing participants in Brazil, South Africa and throughout the world to discuss **the issue: "A Creative Construction for the World Cup 2014 based on the 2010 Experience"**

2. Botanica Mundi | CERTI Foundation & Sapiencia Institute

Feature: Integrated network of Botanical Gardens, Technological Parks and Conservation Units

Technology combined with nature creates memorable experiences for visitors and innovates in the preservation of Brazilian biodiversity. In this context, Botanical gardens become portals to Brazilian biodiversity, promoting **the "Conservation Experience"**. Brazil will demonstrate how it is possible to use green initiatives in a new conception for mega Sports events like the World Cup and the Olympics.

3. Brazil 3D | Digital Cave & EP-University of Sao Paulo

Feature: Interactive simulation 3D flight

This is a unique experience that simulates 3D flights over the city of Rio de Janeiro, on board of a virtual glider and a dirigible. The excursions will be conducted within an environment of an immersive system with elements characterized by the themes of each device.

4. Project 2014k | Mackenzie University & CPqD

Feature: Film broadcasting technology in super high definition (4k – 3D).

Brazil is part of a select group of countries with knowledge of transmission in super high-definition. The purpose of this project is the scaling-up of this technology to use in large auditoriums for the broadcasting of the 2014, World Cup games.

5. Soccer Art | Open Air Gallery | Hans Donner Timension & Sapiencia Institute

Feature: Panels for Art Technology Content.

This project aims at turning Brazil **into the world's largest open-air art gallery**. A giant LED screen will be installed on the facade of a building in the busiest areas

each Brazilian host cities, creating giant urban murals. The initiative will be extended collaboratively to cities around the globe.

6. Football Experience | Sábia & Sapientia Institute

Feature: Group Experience Computing Technologies.

Brazil will lead the group computing market due to its aptitude for miscegenation and tolerance for processes of collective construction. Two hardware solutions are presented for this initiative. Each one will be engaged in the training of the Brazilian in the state of the art production processes, including factories and construction sites of projects for 2014 and 2016.

7. Robogoal | Xbot & CPqD

Feature: Robotics.

This is an original technological content that uses digital and mechanical platforms for man-machine interaction on football, the most popular sport in Brazil. RoboGoal associates entertainment, gaming, robotics and telecommunications (cell phones, smart phones etc.) in a single product: a cyberpunk foosball table for the 21st century.

8. FootFan | C.E.S.A.R

Feature: Social Edutainment.

FootFan is a social platform composed of casual games whose objective is to promote fun and diffuse knowledge among football fans. Through it, users interact with friends in any part of the world. In this way, they encourage the creation of a community that is highly interested in football, with global importance.

9. Digital TV | Gênesis Institute and Catholic University of Rio (PUC-Rio)

Feature: Brazilian Ginga Middleware.

This is a demonstration of the Brazilian Digital TV System and the Ginga middleware, which promotes interactivity between TV and its audience. Visitors in Casa Brasil will watch videoclips showing football plays and demonstrations of possibilities for interactivity.

10. T-CoD | Digital TV for school and CPqD

Feature: Tool for the promotion and distribution of educational content and for the support of local production

By using Brazilian Digital TV, this project will build a network of educational content established in “digital time” to make it available in schools all over Brazil by 2014. With one TV per classroom and a content production laboratory per school, teachers can benefit from a vast collaborative digital archive, with modern language, familiar to young Brazilian students.

11. Observatory | Federal University of Minas Gerais

Feature: Intelligence in real time for the analysis of the information flow on the Web.

The observatory allows users to follow, on real time the perception of different characters, such as players, teams, or other related parties in the context of the World Cup. Users will then be able to analyse the perception of each character on the internet..

12. Vital Point| Vital Point & Sapientia Institute

Feature: Instantaneous Medical Diagnosis

In a stand equipped with medical diagnosis equipment, visitors can carry out 27 exams in approximately 15 minutes. A wireless system can send the exam results via Internet for remote monitoring.

Agenda

Brazil Innovation Squad

Where: Sandton Convention Center –Maude Street Sandton 2196, Johannesburg

When: June 15 – July 11

Opening hours: Daily, 14h-18h, to the whole audience, except on days when Brazil team plays its matches

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