



MEDIA RELEASE

For immediate release

\$A120 million invested into our services future

Smart Services CRC launches with 11 commercially focused collaborative research initiatives

SYDNEY, Australian Technology Park, Thursday 3rd July 2008: Smart Services CRC, a AUD\$120 million commercially focused collaborative research initiative, is proud to launch an exciting innovation program targeting the delivery of solutions into the Australian services sector.

The official launch hosted by Neville Roach AO, Chairman of Smart Services, Warren Bradey, CEO of Smart Services CRC, and Senator The Hon. Kim Carr, Minister for Industry, Innovation, Science and Research, reveals today how important the services sector is to Australia and the vital need for research to underpin continuing growth in this industry.

Neville Roach, Chairman of Smart Services, says, "Although the services sector now contributes some 80% to Australia's GDP, it has been neglected in terms of research. As the only research institution focused totally on the Services Sector, Smart Services CRC is uniquely positioned to deliver significant benefits to our business, government and education partners, and to the wider Australian economy".

Eleven research projects launch today with Smart Services CRC. Each research topic has been designed to address one of the three major themes below for the media, finance and government sectors:

- 1) Servicing customer needs
- 2) Ecosystems for service delivery
- 3) Services of the future

The \$120 million investment provided by Smart Services' industry, government and research partners, will be used to deliver outcomes aimed at returning at least \$250 million back into the Australian economy by 2016.

Smart Services CRC, CEO, Warren Bradey comments “The quality of collaboration between our partners gives me confidence in the direction of our research and its strong alignment with the needs of industry, supported by our ability to fast prototype and test the market in the Services Innovation Foundry. The eight technologies we showcase today are representative of the quality and breadth of research we are able to deliver.”

On display today, guests can interact and witness first hand what is possible when you combine the best research talent in the country to solve business, government, industry and challenging technology problems.

The eight innovative technologies being showcased today include:

- 1) Collaborative Services Network – Health demonstration
- 2) Immersive Multi-media Services
- 3) Keep in Touch – Intergenerational communication
- 4) PhoTable – Natural Collaborative Interface
- 5) THOMM – The Hospital based Clinical Hand Over Management Tool
- 6) Services Delivery – Services Broker demonstrator
- 7) SWARM – Mobile Identities
- 8) Social Media Tools for Video

Smart Services CRC has 18 Participants investing in the CRC including Fairfax Digital, , Infosys, RACQ, SAP, Suncorp-Metway, Sensis, Telstra Business, Telstra Enterprise & Government, AARNet, Austin Health the NSW and Queensland State Governments, Queensland University of Technology, University of NSW, University of Sydney, University of Wollongong, Swinburne University of Technology and the Royal Melbourne Institute of Technology.

Fairfax Digital chief executive Jack Matthews comments:

"Fairfax Digital is very pleased to be involved in the Smart Services CRC. It is an excellent opportunity to invest in innovation that we believe will bring significant

benefits to our business in coming years. We will gain important insights into our current audiences as well as identify trends and opportunities for the future. By combining the expertise of our teams with that of our Academic partners, we will integrate CRC research findings with our day-to-day business, improving and evolving our products and services throughout the program's duration.

Minister for Public Works, Housing and Information and Communication Technology
Robert Schwarten comments:

“The Smart Services CRC would research and develop innovative, high-value services that strengthen Australia’s total services economy. The Smart Services CRC will focus on significantly increasing productivity and enhancing global competitiveness in industry sectors that are poised for dramatic growth.”

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The Smart Services CRC is a \$120m research collaboration between 12 leading industry participants, six leading universities and the Federal Government and NSW and Queensland Governments. The focus of the Smart Services research is in delivering new and improved services for the services economy. The CRC has a particular strength in understanding the service needs of customers, development requirements of ecosystems for service delivery and long-term trends for services of the future. Smart Services will draw on the background of its Participants to deliver initial demonstrators in the finance, government and media sectors.

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