Proposers Day
7 May 2015, Oulu

Celtic-Plus Success Stories
4GBB – HFCC – GOLD

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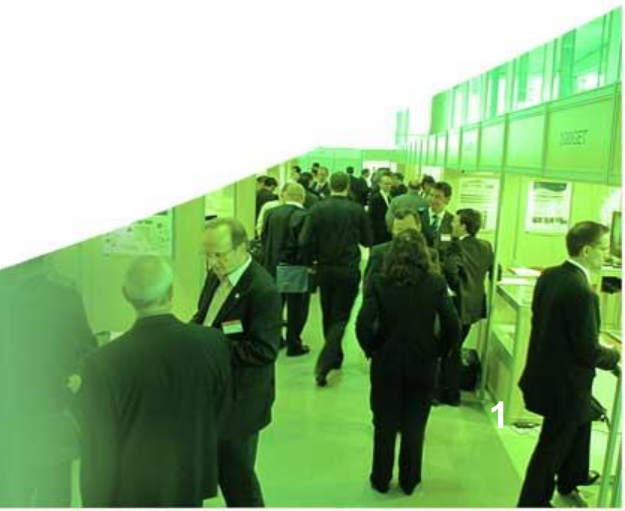
What did we do?

- **The new broadband standard in the DSL-series: G.fast. Up to 1 Gbits/second**

- **We initiated the G.fast standard in 2011**

- **Standard completed 2014 (1st version)**

- **We wrote more than 400 standards papers**

- **Market value about 10.000.000.000 Euro**

- **Many partners are self-funded (i.e. they pay to be in the project)**

Previous Access Standards

	ADSL	VDSL	G.fast
Start of standard development	1992	1996	2011
First approved ITU standard	1999 (T1.413 approved in 1996)	2004	2014
Start of interop tests	~2003	~2006	2015
Start mass deployment	~2000	~2009	Expected: 2016
Years to deployment	**11 years**	**13 Years**	**5 Years**

Beer (or just be nice and generous) leads to:

Trust, which leads to:

Cooperation, which creates:

Innovation and value creation

To succeed – 2 – IMPACT

- Understand that this is not an EU-project

- It is a *flexible* CELTIC-project!

- The project is never the "customer"!
  - Change the project plan constantly to adapt

- IMPACT!

- Maximize the projects value creation for industry and minimize their administration

- What is the value of university research?

- (close to) NOTHING!

- So how do you create value when your research is NOT going to save the world?

1. Be the industry's intellectual environment
2. Facilitate cooperation
   – We chair, administrate and mediate
3. Buy the beer and the lunches!

CELTIC - HFCC/G.fast