



# ARTIFICIAL INTELLIGENCE AND HUMAN-MACHINE INTERFACE

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AI&HMI

# ● YOU ARE HERE



Industrial modernisation



**Agri-Food  
Thematic  
Platform**

**Energy  
Thematic  
Platform**

## Industrial Modernisation Thematic Platform



- **AI&HMI Thematic Area** ●
- ...
- **Other Thematic Areas**

More info at: <http://s3platform.jrc.ec.europa.eu/thematic-areas>



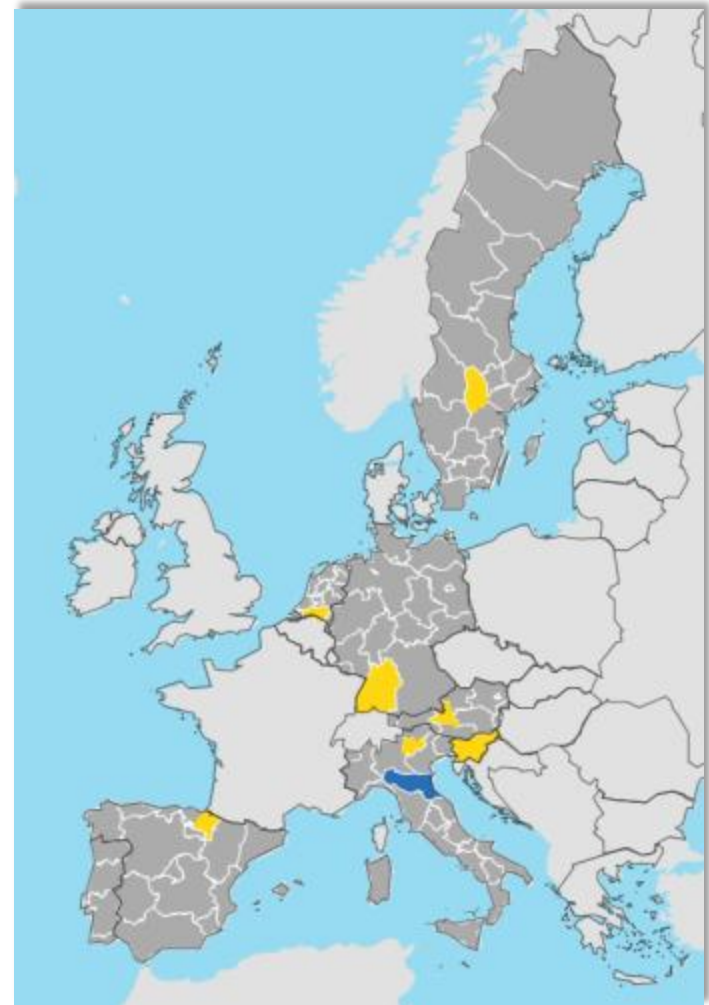
# THE PARTNERSHIP

## PARTNER REGIONS

- ✓ Emilia Romagna (IT) (Leader)
- ✓ Autonomous Province of Trento (IT)
- ✓ Navarra (ES)
- ✓ Nord Brabant (NL)
- ✓ Baden Wurttemberg (DE)
- ✓ Orebro (SE)
- ✓ Slovenia
- ✓ Salzburg (AT)

## INTERESTED REGIONS

- Western Transdanubia (HU)
- Provence-Alpes-Côte d'Azur (FR)
- Grand Est (FR)





## FOUR FOCUS AREAS

**USER experience  
data analytics**

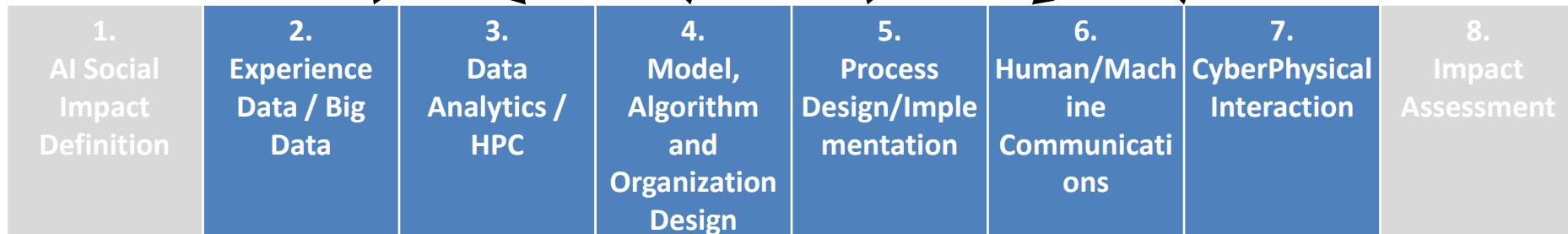
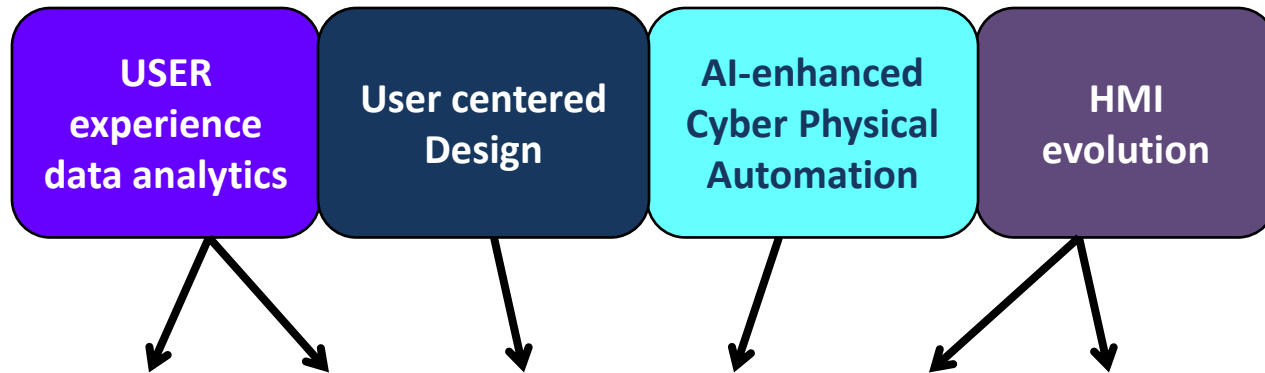
**User centered  
Design**

**AI-enhanced  
Cyber Physical  
Automation**

**HMI evolution**



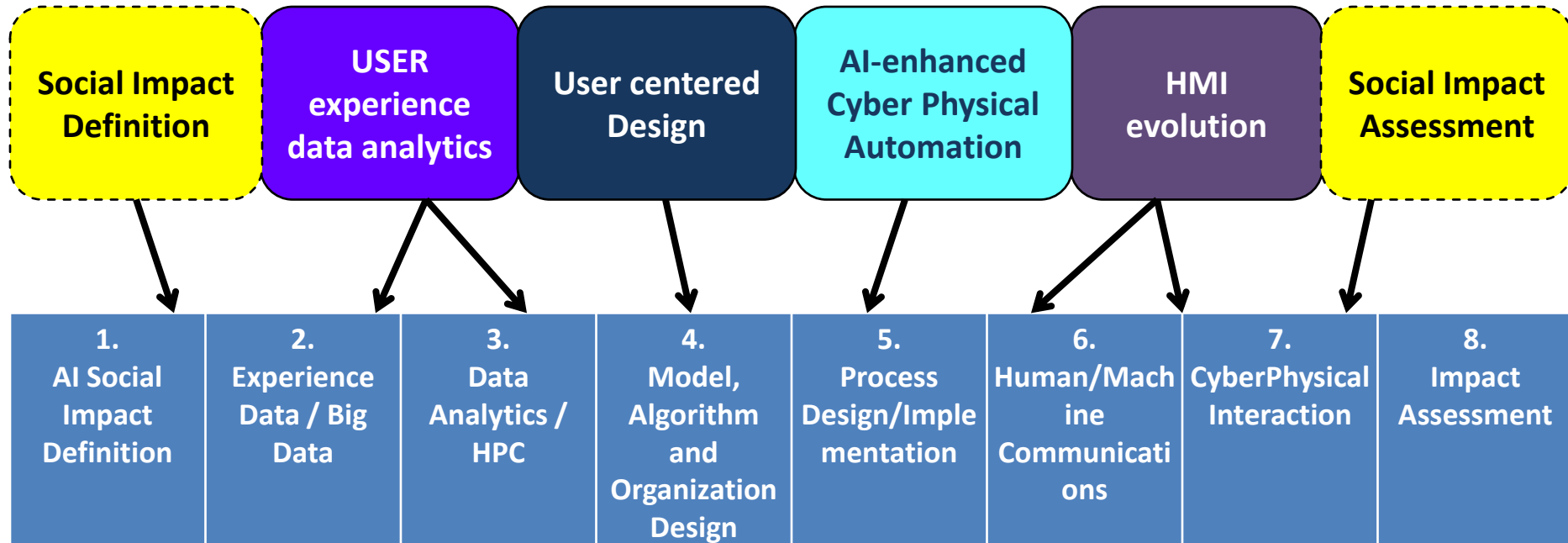
# VALUE CHAIN REFERENCE SCHEME ENLARGED



Value chain including all operating entities in AI domain



# VALUE CHAIN REFERENCE SCHEME ENLARGED



Enlarged Value chain including all operating entities in AI domain and **the impacted boundary social environments**



# PLATFORM DEVELOPMENT PRINCIPLE



Industrial modernisation

- **Target: innovation action in industrial environment**
  - **Link academic research to industry**
  - **Development of innovation projects /demo lab for AI applications to industrial needs**
  - **Bottom-up approach to match expertise from research and needs from industry**
  - **Establish a strong collaboration with already existing centres of excellence in AI and robotics research**



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