

Media Lab Europe Forges Strategic Alliance with Henley-Incubator

Dublin, September 25, 2003 - **Media Lab Europe**, European research partner of the world-renowned MIT Media Lab, today announced a strategic alliance with the **Henley-Incubator** (H-I) at Henley Management College (UK), one of the world's premier and longest established business schools.

The alliance will further enable both sets of European partners to gain competitive advantage and value from the Lab's innovation activity.

Today at Open_House 009, H-I was unveiled as a preferred organisation to deliver add-on innovation implementation services aimed at assisting partners to address some of the key challenges in creating innovative and entrepreneurial organisations.

Under the alliance, H-I's proprietary methodologies for value creation and implementation are to be combined with Media Lab Europe's world-class innovative research to create a full service offer for accelerating new technology development.

Ronan Smith, Media Lab Europe's partner relations director, commented: "This alliance takes our combined partnership programmes to the next level. In a world where ongoing innovation is key to business survival and continuity, the potent combination of the world's leading innovation Lab with Europe's premier management school provides our growing partner communities in Europe with very real competitive advantage."

Established just three years ago, Media Lab Europe is a not-for-profit international research and innovation Lab. Corporate Partners include **AIB, AOL Time Warner, BBC, BT, Business Lab, eircom, Ericsson, essilor, Fondazione Ugo Bordoni, Highlands & Islands Enterprise (Scotland), Intel** and the **Portuguese Science Foundation**.

Andy Gaule, chief executive of H-I, said: "Organisations worldwide are coming under unprecedented pressure to demonstrate value creation in all aspects of their business and the relationship with Media Lab Europe will enable both our current and future European partners to fast track the realisation of commercial and organisational value from their innovation initiatives."

Ronan Smith added: "This partnership will greatly assist both organisations to take our innovation activities into those business areas within our partner organisations directly accountable for creating value for customers. This realises the full potential of Media Lab Europe's uniquely interdisciplinary approach to innovation while leveraging H-I's best in class entrepreneurial management practice and experience.

"We believe this will result in more innovative European organisations, new approaches in innovation best practise, new products, advantage and more customers for our partners."

Two of the five finalists in the forthcoming UK National Business Awards, Corporate Venturing Category, have both been supported by H-I. They are BT Contact Central and Insense, a spinout from Unilever.

Open_House 009 focussed on "Innovation in a changing world". Keynote speakers included Ken Haase, acting director Media Lab Europe; Prof. Nicholas Negroponte, MIT Media Lab; Robin Mannings, University Research Programme Manager BT Exact; Hiroshi Ishii, Tangible Media Group, MIT Media Lab.

For more information contact:

David Martin
Fleishman-Hillard Saunders
Tel: +353 1 6188410
Email: martind@fhs.ie

About Media Lab Europe

Media Lab Europe is an international research and innovation Lab. It is also the European research partner of the world renowned MIT Media Lab. Its interdisciplinary and collaborative approach to innovation provides a unique environment for exploring advanced research that facilitates the development of technologies that expand human potential right across society. Media Lab Europe is a not-for-profit organisation that supports its work through corporate, community, academic and public research partnerships. <http://www.medialabeurope.org/>

About Henley Management College

Henley was founded in 1945 as a place for the development of senior managers in British industry, and as such was the first business school in the UK. Its service to industry and commerce has grown and developed over the years both in the UK and overseas, and it now works extensively with many international companies worldwide. In the 2002 Financial Times rankings of Executive Education providers, Henley was listed in the top 30 business schools worldwide and the top three in the UK. It was ranked second in the world for the amount of repeat business from satisfied customers. <http://www.henleymc.ac.uk/>

About Henley-Incubator (at Henley Management College)

Henley-Incubator was established by Henley Management College to address the key challenges in creating innovative and entrepreneurial organisations. Its team of experienced business leaders is armed with the best practice processes and tools necessary to deliver sustainable growth through innovation. It also has access to a network of support for new ventures, including finance, technology and legal services. <http://www.henley-incubator.com/>

About Open_House

Open_House at Media Lab Europe is a series of bi-monthly research driven forums for business and research professionals. Featuring some of the best minds from MIT and the Media Lab family, keynote speakers are also drawn from the worlds of business and academia. Invitees get the opportunity to immerse themselves in the future with global thought leaders, technology experts and Media Lab Europe researchers. Open_House also provides an opportunity for to exchange views with other senior professional, envisage futures and gain insight to help drive research and business directions.