

A horizontal banner with a blurred background of a fountain pen nib and a DNA double helix. The text 'HiTec marketing marketing' is overlaid on the banner.

HiTec marketing marketing

HiTec
your partner
in innovation



... riding the waves of
innovation

About

HiTec is a non-university research institution promoting effective practice in the commercialisation of new and emerging technologies. As such we offer research and coaching services to industry as well as to local, national and supranational governmental and non-governmental organisations.

we accompany our innovative partners on their way to the successful implementation of their ideas — individually, flexibly, independently!

Approach

HiTec accompanies innovations from the initial idea on to establishing a business model and provides support to colleagues from research and development. Our activities are known as Accompanying Action Research.

HiTec actively participates in research projects of the European Commission, the European Space Agency, and in national innovation projects to stimulate and promote innovation. In addition, we act as network node and facilitator for our partners.

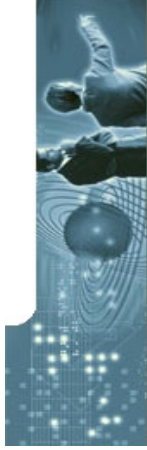
History

Founded 1998 as a spin-off from the Vienna University of Economics and Business Administration, HiTec is a non-profit organisation supported by the Federal Ministry of Transport, Innovation and Technology. HiTec positions itself at the interface between industry and research institutions.

Methodology

HiTec deploys state-of-the-art methods and theories. Depending on the focus of research we choose among the following methodological paths:

- Qualitative Data Collection and Analysis (Expert and User Interviews, Open Space Technology, Focus Groups, etc.)
- Quantitative Data Collection and Analysis (Questionnaire Design, Multivariate Data Analysis, Social Network Analysis, etc.)
- Methods of the Interaction Process (Lead User Concept, Use Cases, Co-invention, etc.)



Services

HiTec has a long-term record in successfully applying the following tools to promote innovation processes:

- Use Cases
- User Needs Analysis
- Market Analysis
- Cost / Benefit Analysis
- Value Chain Analysis
- Business Models
- Socio-economic Evaluation
- Awareness Building
- Dissemination and Exploitation
- Technology Transfer
- Strategy Finding in Innovation Policy
- Idea and Technology Assessment



HiTec Marketing
Lothringerstrasse 14/6
1030 Vienna

fon: +43 1 718 25 30

fax: +43 1 718 25 30-50

e-mail: ho@hitec.at

www.hitec.at

References

Amongst others HiTec has been partner in the following projects:

- **ISMAEL** — Intelligent Surveillance and Management Functions for Airfield Applications Based on Low Cost Magnetic Field Detectors (FP6, IST, Strategic Research Project)
- **SCORE** — Service of Coordinated Operational Search & Rescue using EGNOS (Galileo Joint Undertaking, FP6)
- **LIAISON** — Location Based Services for the Enhancement of Working Environment (EC, FP6, IST, Integrated Project)
- **CHARPAN** — Charged Particle Nanotech (EC, FP6, NMP, Integrated Project)
- **FLEET** — Fleet Logistics Service Enhancement With EGNOS & Galileo Satellite Technology (Austrian Ministry of Transport, ARTIST)





HiTec Marketing
Lothringerstrasse 14/6
1030 Vienna
Austria
fon: +43 1 718 25 30
fax: +43 1 718 25 30-50
e-mail: ho@hitec.at
www.hitec.at
