

How Standards Can Make Ideas Marketable

Innovation Conference of DIN and KIT on October 5 and 6, 2016, in Karlsruhe –
Poster Exhibition of Startups

Apart from patents, standards are increasingly used as instruments in technology transfer. Insights into the varied use of standards in science and industry will be given at the innovation conference “Innovationen erfolgreich etablieren” (Successfully Establishing Innovations). It will be organized by DIN and Karlsruhe Institute of Technology (KIT) on October 5 and 6, 2016, on KIT Campus South. Experts of research, industry, and politics will discuss how standards can make ideas marketable. Representatives of the media are cordially invited.

When should companies make their innovations available to other market participants via standards rather than protect them by patents? How can startups profit from standards? Which funding options exist? These and other questions will be covered by the Innovation Conference of DIN and KIT.

[...]

For registration and further program details, click:
www.din.de/go/innovationskonferenz

The conference will be held in the German language. In an accompanying poster exhibition, scientists and startups will present their ideas and innovations. This exhibition will be associated with a competition for the clear presentation of complex contents.

About DIN

DIN Deutsches Institut für Normung e.V (DIN, German Institute for Standardization) is a private organization for standardization services. About 32,000 experts from industry, research, consumer protection, and the public sector work together at DIN to develop market-oriented standards and specifications. This process is controlled by DIN as a project manager. The resulting standards promote global trade and innovations, assure efficiency and quality, and help protect the environment and society as a whole. DIN supports mar-

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reproducibility of innovative solutions by standardization in areas, such as Industry 4.0 or Smart Cities, or in research projects.

www.din.de/en

Karlsruhe Institute of Technology (KIT) pools its three core tasks of research, higher education, and innovation in a mission. With about 9,300 employees and 25,000 students, KIT is one of the big institutions of research and higher education in natural sciences and engineering in Europe.

KIT – The Research University in the Helmholtz Association

Since 2010, the KIT has been certified as a family-friendly university.

This press release is available on the internet at www.kit.edu.