



# MORPHEUS

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## D6.12: Exploitation Plan

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ABSTRACT	This document is the abstract of the D6.12. It is available on the MORPHEUS public website
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## Context

This deliverable is part of the MORPHEUS project which is a european initiative financed under the 6th FP and addresses innovative solutions for embedded computing based on dynamically reconfigurable platform and tools.

MORPHEUS project aims at satisfying embedded systems new demanding requirements in terms of computing performance, cost-efficient development, functional flexibility and sustainability by developing a global solution based on a modular heterogeneous SOC platform providing dynamically reconfigurable computing completed by a software oriented design flow and a consistent toolset.

MORPHEUS is a 3-year project started in 2006 and gathering all the required expertises from several countries : academics, industrials, SMEs.

## Aim of the deliverable

Exploitation is aimed at the extension of the knowledge base of reconfigurable computing on the technology and research side. The deliverable gives information about newly established cooperations and long term business plans of the MORPHEUS SME and industrial partners, which may finally result in derivative products. Since the MORPHEUS platform is one of the most complex reconfigurable computing devices ever implemented, it can be seen as an important step for European companies and universities to become the major players when considering reconfigurable technology. This deliverable reflects that idea and shows the efforts done by the consortium regarding exploitation from a technological, marketing and academic point of view.

## Content of the deliverable

This deliverable describes the exploitation done in the context of the MORPHEUS project. Also past exploitation action is shown. It is the 4<sup>th</sup> version after exploitation plans D6.0, D6.5 and D6.7. In line with former deliverables, this document includes market figures. It also describes the objects of the exploitation in terms of knowledge and potential products by explaining the means, the time frame and potential customers.

The Deliverable summarizes the technical achievements which includes the definition, design and implementation of the architecture. The project finally reached the design and demonstration of a complete prototype chip. Also the corresponding toolset activities are described. It is further explained how these achievements turn into market demands of the different SMEs and industrial partners. Major developments have been formulated by business unit's.

The deliverable shows how MORPHEUS is used and supported by academia. Following, Intellectual Property Rights (IPR) are clarified. It shows the availability, especially the accessibility for all partners of MORPHEUS technology after project end.

Finally, a model for further discussion is exemplarily given, that shows a potential business model of a virtual MORPHEUS start-up company. New partnerships and projects are also introduced that are resulting from collaborative work in the MORPHEUS project.