Date Due: M24: 30 Sept 2015

Project acronym: CREATIF

Project full title: Digital creative tools for digital printing of smart fabrics

Grant agreement no.: 610414

SEVENTH FRAMEWORK PROGRAMME

FP7-ICT-2013-10: Objective ICT-2013.8.1 Technologies and scientific foundations in the field of creativity

Publishable short non-confidential summary

The public dissemination of the project so far has been detailed and this is available at the project web site: http://www.creatif.ecs.soton.ac.uk/. The exploitable results (ER) of the project have been identified. An ER Excel-based tool has been produced to enable the partners to analyse the ERs in terms of a SWOT analysis, ownership, market analysis and risk analysis. Routes to market have been discussed. The results of discussions with creative industry representatives have been summarised.
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**Project officer:** Mikolt Csap, European Commission.

**Project website:** [www.creatif.ecs.soton.ac.uk](http://www.creatif.ecs.soton.ac.uk)

**Project partners:**
- **UoS** – University of Southampton (ECS) – [http://www.ecs.soton.ac.uk](http://www.ecs.soton.ac.uk) - UK
- **ITA** - RHEINISCH-WESTFAELISCHE TECHNISCHE HOCHSCHULE AACHEN - [http://www.ita.rwth-aachen.de](http://www.ita.rwth-aachen.de) - Germany
- **GSoft** - Grafixoft - [http://www.grafixoft.com](http://www.grafixoft.com) - Bulgaria
- **Diffus** – Diffus Design - [http://www.diffus.dk](http://www.diffus.dk) - Denmark
- **Base** – Base Structures Ltd - [http://www.basestructures.com](http://www.basestructures.com) - UK
- **Zaha** – Zaha Hadid Architects - [http://www.zaha-hadid.com](http://www.zaha-hadid.com) - UK
- **Ardeje** – Ardeje - [http://www.ardeje.com](http://www.ardeje.com) - France