



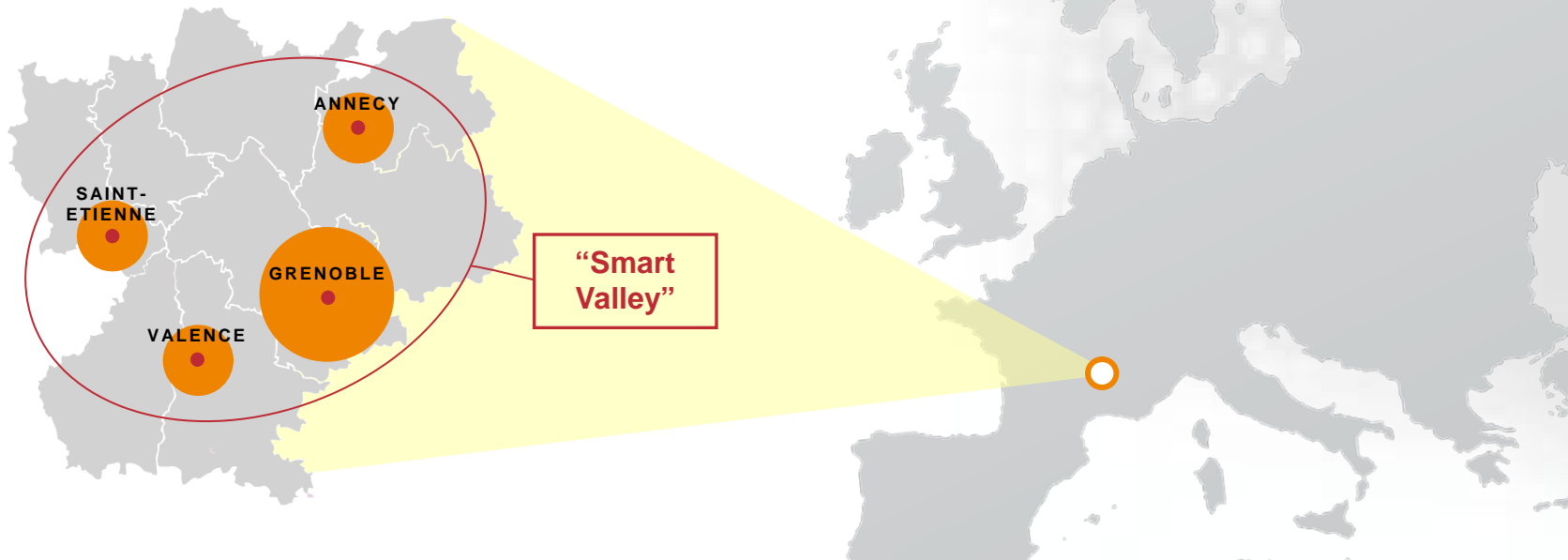
l'infiniment petit, infiniment utile

**Minalogic's interactive educational website**

<http://discover.minalogic.org>

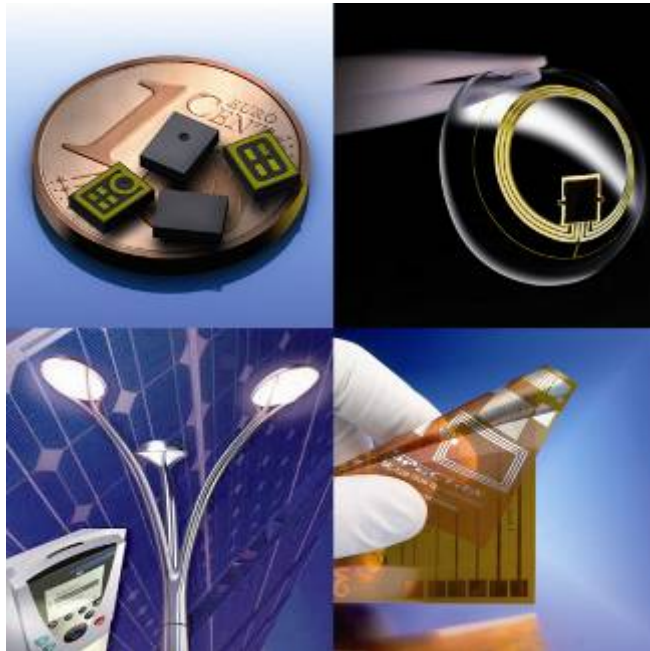
# Minalogic, global competitive cluster

- ▶ It specializes in **micro and nanotechnologies** and **embedded systems-on-chip**
- ▶ The cluster includes businesses, research centers, and educational institutions working together on **R&D projects with clearly- identified market applications**, with a strong involvement of the French government and local authorities
- ▶ Based in **Grenoble, France**, the cluster covers the entire **Rhône-Alpes region**



Minalogic's unique two-level strategy addresses both  
▶▶ new technologies *and* their market applications

Micro and nanotechnologies & embedded systems-on-chip



Energy efficiency

Connectivity and mobility

Biology and healthcare

Traditional industries

Imaging

# Key figures

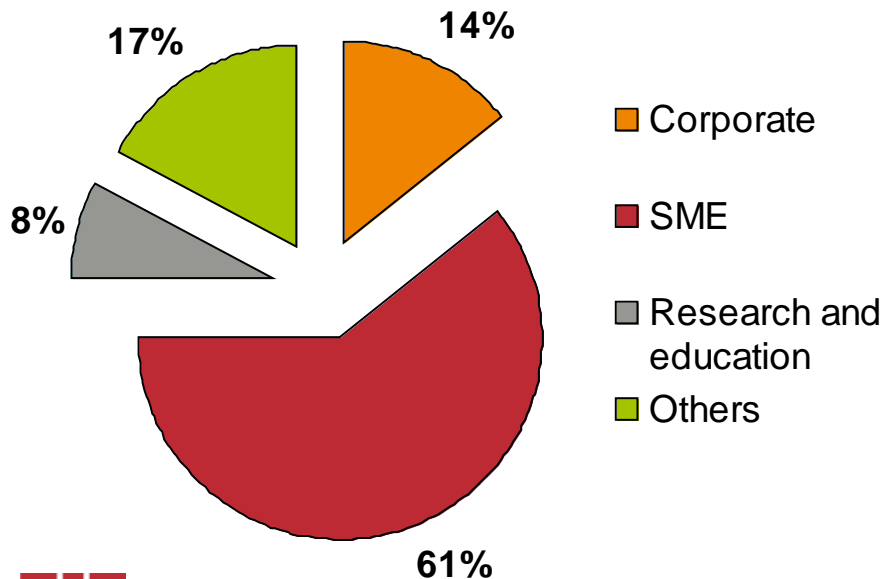
**197 members**

including **148 companies**

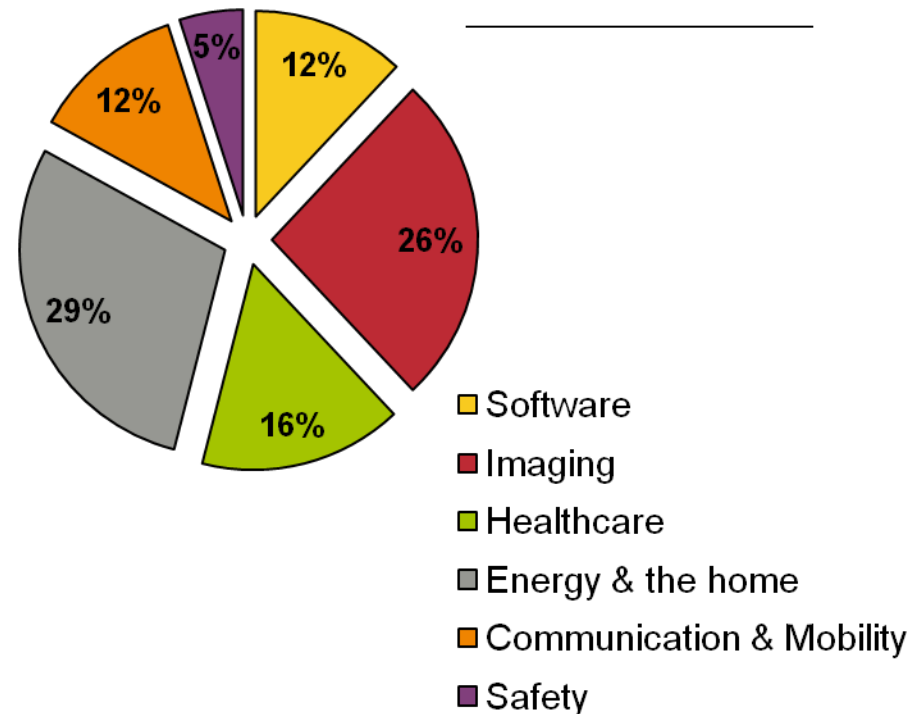
**185 projects financed**

Total funding of **€575.3 million**, with a **total R&D budget of around €1.7 billion**

Breakdown of members



Breakdown of applications



## Context :

- ▶ We identify a need to develop a positive perception of the large public about the cluster activities :
  - Lack of awareness about the role of Nanotechnologies and Software in daily's life among citizens and local authorities.
  - Description the Minalogic cluster missions for large public.
- ▶ a new communication tool is designed for a large public :

**[Discover.minalogic.org](http://Discover.minalogic.org) in brief**

# Discover.minalogic.org in brief

## ► Objectives

- designed for the general public and for visitors that are new to the cluster
- an easy-to-follow tour of the cluster's activities
- this website rounds out Minalogic's institutional website

## ► What is it ?

A fun and interactive website (strip cartoon) that presents the cluster's activities and a selection of technologies developed by cluster members through collaborative projects



# 4 sections to learn about Minalogic

## ► How it works

Follow Mrs Martin and discover the different stages in the lifecycle of a Minalogic collaborative project



## ► Applications

Examples of projects developed through the cluster's collaborative projects :

- energy efficiency
- mobility
- healthcare
- travel



## ► Who is involved

An animated smart card represents the actors involved in the cluster.



## ► How it works

Short description of the basics of nano electronics and embedded software



# And now, let's go online...







[contact@minalogic.com](mailto:contact@minalogic.com)

For further information

[www.minalogic.com](http://www.minalogic.com)