



XPhoton Open Innovation Challenge launches on the International Year of Light 2015

Where companies meet the best minds in Photonics to bridge the gap between science and market

The United Nations (UN) General Assembly 68th Session has proclaimed 2015 as the International Year of Light and Light-based Technologies (IYL 2015 light2015.org), in order to gain awareness of how light-based technologies promote sustainable development and provide solutions to global challenges. For this reason the **XPhoton Open Innovation Challenge 2015** has been created with the global goal to bridge the gap between science and market.

An XPhoton Open Innovation Challenge is a highly leveraged, incentivized prize contest that based on specific needs companies well established in their market has but had never been address to world class of scientist researchers using light based technologies.

“We believe on the importance of raising global awareness about how light-based technologies can address the world's and industry challenges by creating and managing significant, high-profile, incentivized contest with a specific target that stimulate innovation and investment in research and development on photonics technologies worth far more than the prize itself. “

Ernesto Barrera CEO and Director at PhotonTransfer, challenge’s organizer

Participating companies gain a competitive advantage and greater responsiveness to changing market needs as they are been able to reach out and tap into the knowledge of communities of engineers, researchers, students, scientific institutions and universities for proposals that solve specific needs, or even just to let them spontaneously propose new ideas.

The identification and articulation of a major industry and company obstacle that when resolved, will have positively impact. It doesn’t have to be a huge concept filled with noble promise, for example provide free electricity in remote areas in Africa. It can be a practical challenge such as creating a more precise sensor in a production line or a challenge that is critical to solving an even bigger challenge—for example, a noninvasive small brain monitor for babies in incubators.

Companies are free to choose the monetary award. The monetary award and recognition to the wide photonics researcher’s data base which will be addressed by PhotonTransfer marketing expertise will ensure high rate participations on companies’ submitted challenges. This gives the opportunity to technologists and scientists to be part of real change and progress, and receive a

monetary prize for their efforts as recognition for their advancement, and a home for a solution or technology that they've worked hard to develop. In addition, the XPhoton Challenge generates valuable interactions with business advisors, funders, peer technologists, and scientists, or sponsoring organizations that an XPhoton Challenge may spark.

The exposure of the International Year of Light and Light-based Technologies 2015 declared by the United Nations is worldwide and extensive, which brings to all participants of the XPhoton Challenge a unique opportunity.

For more information about the competition: [XPhoton Open Innovation Challenge 2015](#)

About PhotonTransfer: Challenge organizer

[PhotonTransfer.com](#) is a **trusted community marketplace** for companies, research institutions, universities, business schools, venture capitals, scientists, students and professionals to exchange and or acquire **photonics technologies worldwide**. It was created to bridge the gap between science and market, photontransfer.com serves as an innovative intellectual property (IP) marketplace and on-line technology transfer facilitator for a wide gamut of photonics technologies through market Listings.

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