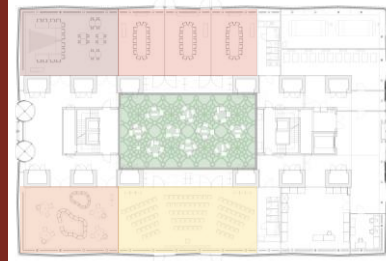


# A new type of Knowledge Transfer: The Knowledge Marketplace

Dr. Gernot Gmelin, Novartis Knowledge Center , Basel Switzerland  
gernot.gmelin@novartis.com



# Agenda

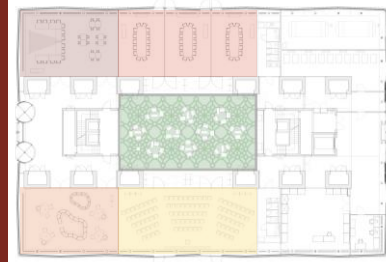


- NOVARTIS Campus
- Knowledge Marketplace
- New Types of Information Retrieval and Infrastructure Services
- Outlook / Discussion



# Novartis Campus

## A former Industrial Area ....





# Novartis Campus

## A former Industrial Area ....





# Novartis Campus

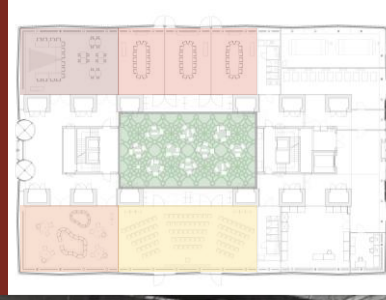
## A former Industrial Area ....





# Novartis Campus

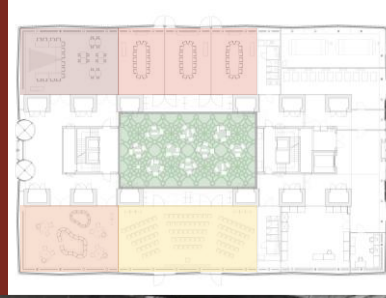
## A former Industrial Area ....





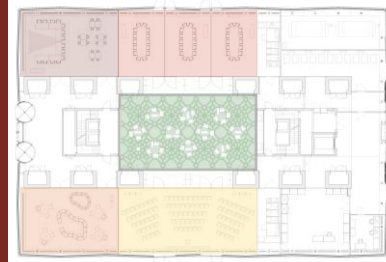
# Novartis Campus

## A former Industrial Area ....





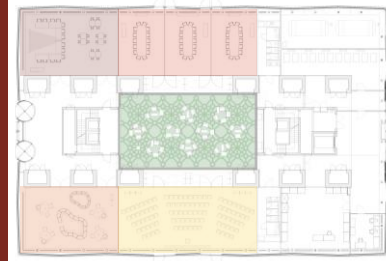
# NOVARTIS Campus Transformed into a Campus of Knowledge



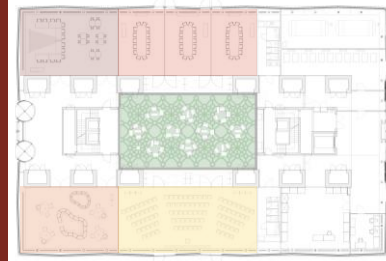




# NOVARTIS Campus Transformed into a Campus of Knowledge

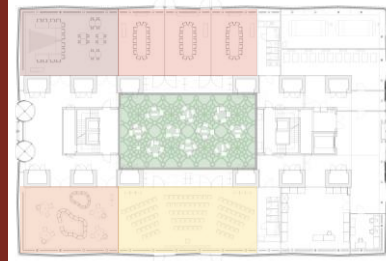


# NOVARTIS Campus Transformed into a Campus of Knowledge



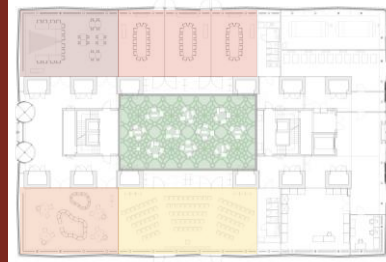


# NOVARTIS Campus Transformed into a Campus of Knowledge





# Knowledge Marketplace Concept

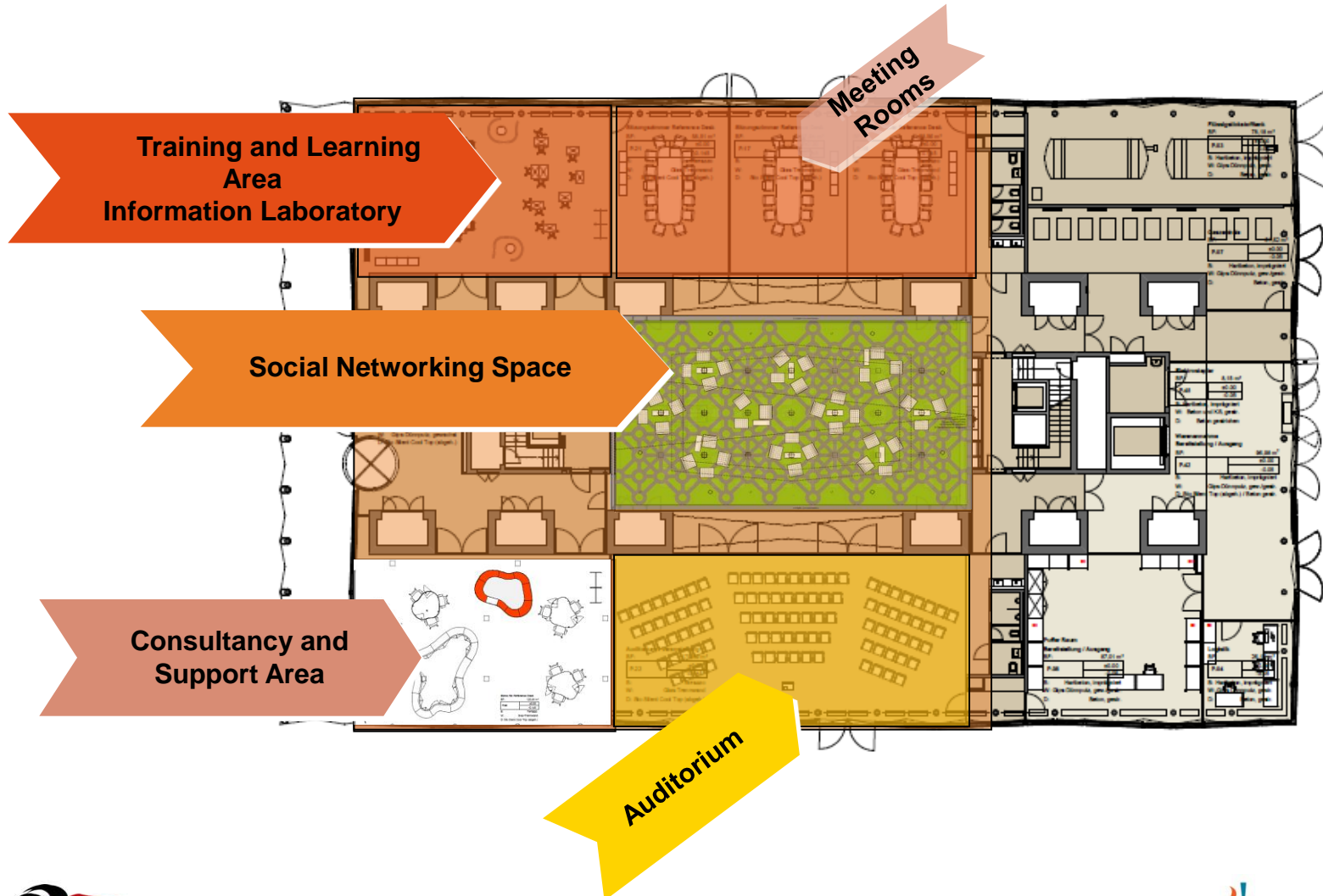
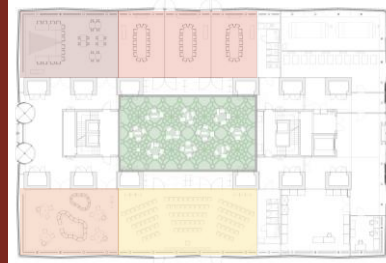


## The Knowledge Marketplace (part of the Knowledge Center)

- **Serves as platform for information exchange**
  - Consultancy in information retrieval regarding complex scientific, medical, technical, business information
  - Training in information retrieval technologies
- **Teames internal and external divisional interests, projects**
  - Information technology and infrastructure themes
  - New technologies and services, e.g. ebook readers



# Knowledge Marketplace Overview



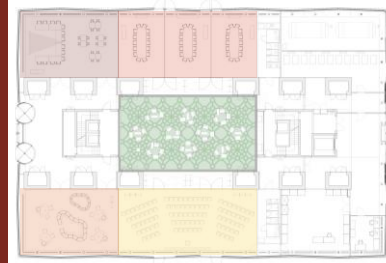


# Knowledge Marketplace Location: Fabrikstrasse 16





# Novartis Campus NKC Reading Hall





# New Service Requirements Ebook Reader Feature Evaluation

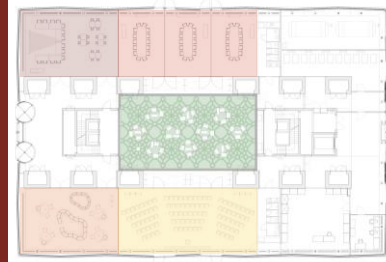


- User Requirements
- Infrastructure Requirements
- Emerging Service Offers





# Ebook Reader Feature Evaluation

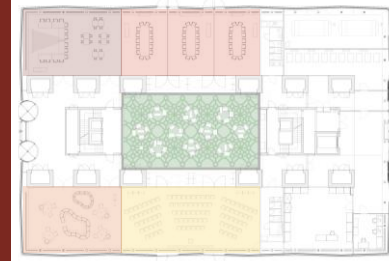


Given fact: Transformation from a physical to an electronic library

- User requirements (features)
  - ebook reading
  - Newspapers
  - scientific literature
  - grayscale
  - color
  - wireless (WLAN, 3G)
  - long battery lifetime
  - reading of pdf, ... formats without additional converters
  - access to internal, external databases
  - light weight
  - formfactor
  - single device for different tasks
  - ...
- Infrastructure requirements
  - easy support
  - no security leak
  - ...
- Emerging service offers
  - Amazon
  - ...



# Ebook Reader Feature Evaluation

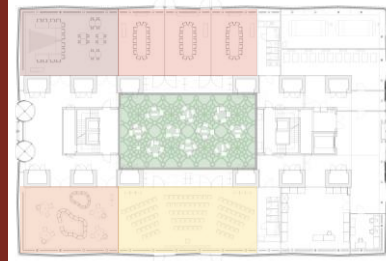


## ■ eBook reader systems examples (approx. 20%) of device candidates for selection

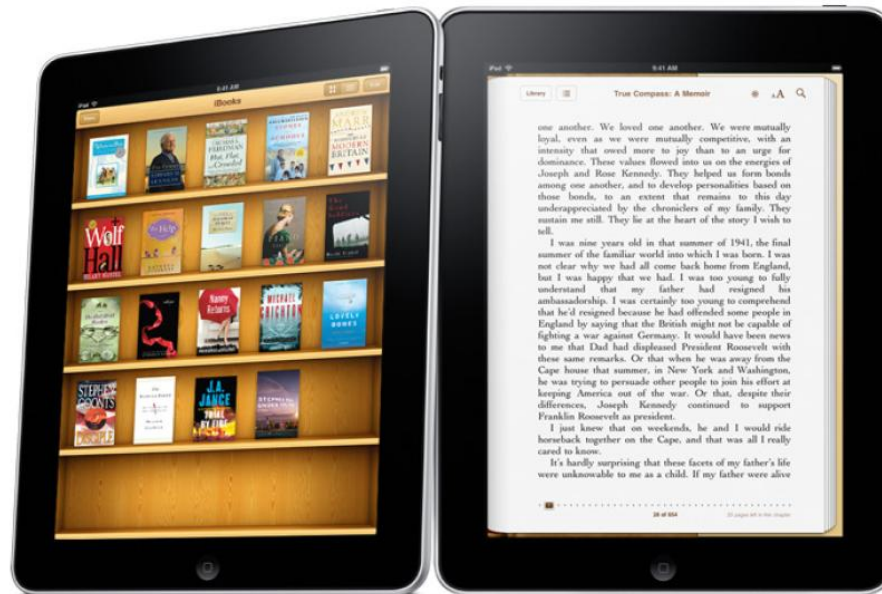
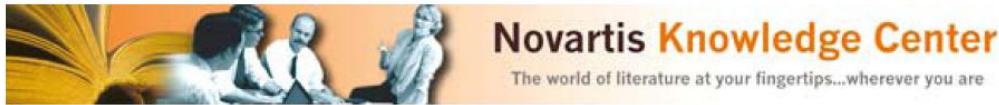
Model	Dalis Edition PRC-900	A9 (unreleased)	DR800SG	iLiad	Digital Reader 1000	Kindle DX	Monitor Electro. (unreleased)	PocketBook 901 (unreleased)	OLE nano Reader (pre-order)	Skiff Reader	onToucan aDCo. (unreleased)	FLEPiA
Manufacturer	Sony	Jinke Electronics	iRex Technologies			Hex Hai Precision Industries	Netronix		Plastic Logic	?	?	Fujitsu
Picture												
Dimensions	200 x 172 x 15 mm (8.1" x 5" x 0.6")	267 x 170 x 12 mm (10.3" x 6.7" x 0.47")	193 x 149 x 10.7 mm (7.6" x 5.9" x 0.4")	216 x 155 x 16 mm (8.5" x 6.1" x 0.6")	268 x 217 x 12 mm (10.6" x 8.5" x 0.5")	264 x 183 x 10 mm (10.4" x 7.2" x 0.38")	255 x 195 x 14 mm (10.0" x 7.7" x 0.55")	240 x 181 x 11 mm (9.5" x 7.1" x 0.43")	270 x 217 x 7 mm (11" x 8.5" x 0.3")	270 x 220 x 7 mm (11" x 9" x 0.27")	210 x 273 x 25 mm (8.25" x 10.75" x 1.0")	240 x 158 x 12.5 mm (9.4" x 6.2" x 0.5")
Weight	360g (12.7oz)	500g (17.7oz)	360g (12.6oz)	435g (15.3oz)	570g (20.1oz)	535g (18.9oz)	535g (18.9oz)	350g (12.3oz)	488g (17.2oz)	498g (17.6oz)	1,250g (44oz)	385g (13.5oz)
Screen Technology	E Ink Vizplex	SiPix	E Ink Vizplex	E Ink Vizplex	E Ink Vizplex	E Ink Vizplex	E Ink Vizplex FlexiScreen		E Ink Vizplex on flexible plastic	E Ink Vizplex on flexible stainless steel	E Ink Vizplex	color cholesteric liquid crystal
Display Size	(90 x 154mm) 7.1" 600 x 1024 nivole 167 ppi	(137 x 183mm) 9" 768 x 1024 nivole 142 ppi	(122 x 163mm) 8.1" 768 x 1024 nivole 160 ppi	(122 x 163mm) 8.1" 768 x 1024 nivole 158 ppi	(163 x 203mm) 10.2" 1024 x 1280 nivole 160 ppi	(140 x 203mm) 9.7" 825 x 1200 pixels, 150 ppi		(160 x 214mm) 10.5" 944 x 1264 nivole 150 ppi	(175 x 234mm) 11.5" 1200 x 1600 nivole 174 ppi	(140 x 203mm) 9.7" 825 x 1200 nivole 150 ppi	(124 x 165mm) 8" 768 x 1024 pixels, 7ppi	
Grey Levels	16	16	16	16	16	16	16	16	8	?	16	260 000 colors (3 Scans) 4 006 (2 Scans) 64 colors (1 Scan)
Controller	Epson Broadsheet	?	iRex Delta	iRex Delta	iRex Delta	Epson Broadsheet	Epson Broadsheet	Epson Broadsheet	Marshall ARMADA 166E (integrated)	Marshall ARMADA 166E (integrated)	Marshall ARMADA 166E (integrated)	FPGA
Touch Screen	yes (finger or stylus)	yes (finger)	yes (Wacom Pen)	yes (Wacom Pen)	yes (Wacom Pen DR1000S & DR1000SW)	no	yes (finger or stylus)	no	yes (finger)	yes (finger or stylus)	yes (Wacom Pen)	yes (Wacom Digitizer)



# Ebook Reader Feature Evaluation



- Selected devices:

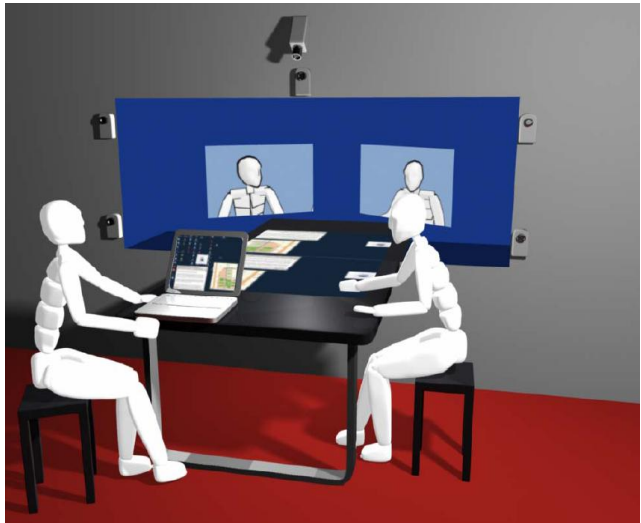
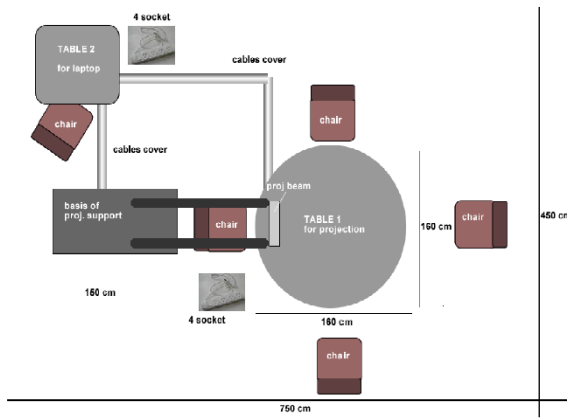
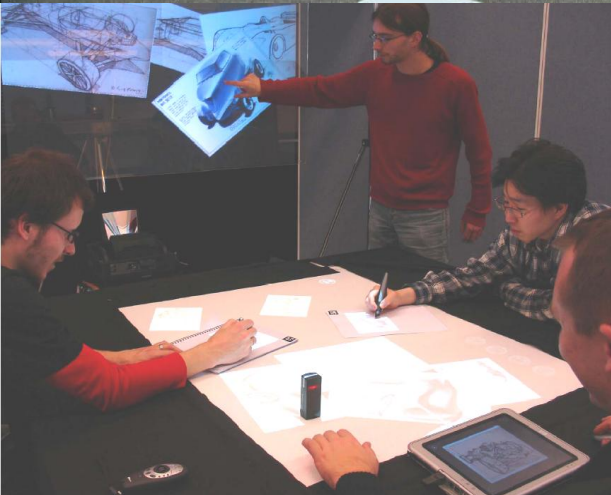


## iPad eBook Reader Trial

# Future Technologies: Interactive Tables

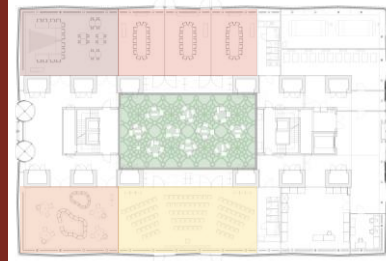


[Klemmer 2002]





# Questions ?



# Thank You!

