



Planet Mid – E-CLIC LivingLab Hannover

The last new developed LivingLab is the LivingLab of the University of Hannover, Germany, which is called "Planet MID".

"Planet MID" is the rebuilding of the former „Planet M“ which was built and used by the media company Bertelsmann during the EXPO 2000, the world exposition in Hannover. „Planet MID“ stands for an incubator in **M**edia, **I**nformation and **D**esign and as a platform bringing together science, public relations, media companies and freelancers. It will be base of a network in media business to establish new companies and cooperation with local/regional sponsorships in the area of start-ups and settlement of new companies.



Picture 1: E-CLIC LivingLab Hanover - Planet MID

To set up the powerful network for media companies and freelancers in the creative and design industry, there were in the beginning first efforts to form the "Creative Industries" in cooperation with the Ministry of Economics and Ministry of Science and Culture in Lower Saxony, some relevant organisations in Lower Saxony (e.g. Nordmedia, Niedersächsische Mediengesellschaft mbH) and local institutions as "Hannover Impuls".

The local cluster "Creative Industries" is a cooperation of associations, alliances and agencies in media business. Main objective was to establish a network for media companies and freelancers in Lower Saxony including the whole spectrum of creative business like designers, actors, and publisher and so on. The members will have access to special events and keynotes based in the E-CLIC LivingLab Planet MID - or in the future over a live streaming in the internet as well. The cluster gives the opportunity for bringing together media companies, freelancer, students and also SMEs being interested in media services. The cluster initiative was founded in August 2010.



First steps in the rebuilding of the “Planet MID” were the conception and implementation of all logistical and technical features. Prof. Martin Traub and Mr. Bernhard Többen, designated director of the “Planet MID”, had cooperation meetings with several media companies regarding the technical facilities of the LivingLab. The state of the art workspaces were planned and built in cooperation with engineers, architects and distributors to get an optimal connection to the technical infrastructure and broadband technology. The main objectives of the installation are the multifunctional utilization for video conference, tele-teaching and production and distribution of IPTV.

E-CLIC Hannover succeeds an acquisition for a key software solution in media business based on broadband and tapeless technology. This sponsorship takes credits of the E-CLIC team Hannover and is a result of the E-CLIC activities on the CeBit 2010. The server technology for NCPower was co-sponsored by the ministry of science and culture in Lower Saxony. The setup of an innovative editorial production system was planned in a workshop with NORCOM AG in February 2011.

NORCOM's software NCPower is an innovative tool for the production data transfer in editorial office and newsroom, postproduction, studio production and the asset management and distribution of large broadcast stations. It offers great opportunities for student projects of different disciplines, first of all in journalism and information management. The software also allows the connection of the members of the network “Creative industries” via IPTV.



Picture 2: Inside the E-CLIC LivingLab Hanover - Planet MID (opening day)

The implementation of technical equipment now is finalised. On 21st of June 2011 David McAllister, Minister President of Lower Saxony, opened the E-CLIC LivingLab Planet MID in a ceremony with special guests.



Picture 3: David McAllister, Minister President of Lower Saxony launching the LivingLab Hanover