

## **Innovative Product Design Orange project "SMS on the spot" wins 2009 "Creation d'un Produit Innovant" prize**

*Cergy, 27th May 2009*

For the 4th year running, students from **ESSEC Business School, Centrale Paris and Strate Collège Designers** presented their work on innovation at the "CPI Trade Show" which took place on the ESSEC campus, in the presence of corporate partners.

Amongst the fourteen projects displayed, **the Orange project, « SMS on the spot » was selected by a jury**, composed of faculty, professionals and partners (Capgemini Consulting, i-Nova, les Echos and Apple).

Based on a concept created at Stanford University, the CPI (*Creation d'un Produit Innovant* or literally, 'Creation of an Innovative Product') program is the **first interdisciplinary innovation program in France**, enabling students from different disciplines to collaborate on management, engineering and industrial design concepts.

**100 hours of classes on innovation**, creativity, marketing, design, and strategic analysis, **9 months of professional work experience**, and an **expert support-network** including a tutor (business professional), a scientific consultant (researcher from Centrale Paris), a design consultant (a professor from Strate Collège) and a business consultant (from Capgemini Consulting) facilitate the creation of products and services that provide solutions to real operational problems.

This year, Gemalto, Orange, Orange TV, La Pose, SFR, Cofiroute, Le Ministère des Affaires Etrangères et Européennes (the French Foreign Office), Thalès, Guist'hau and Vallourec renewed their support and confidence in the students on the CPI program and expressed their commitment to innovation that is economically profitable and socially responsible.

### **CPI Winner 2009**

**The winner of the 2009 prize, the Orange project, "SMS on the spot"**, is a location-based instant messaging service (SMS) that offers parents the possibility to keep in touch with their children.

The principle is straightforward: The sender chooses a location and/or a time when he/she would like the SMS to be sent. The recipient will only receive the message once he/she is in the predefined geographical zone during the predefined time slot – hence, "SMS on the Spot". Practical and fun to use, the service can be applied to many other situations – personal 'reminders', surprises for friends, tourist information, clues for treasure hunts etc.

## **The winning team will go to Shanghai for the World Fair 2010.**

**The “Coup de Coeur” Prize – Les Echos 2009** was awarded to the Gemalto project “Adeo”.

The concept is based on a communication tool linked with the local network, which is free, secure, open to everyone and instantly accessible, in order to facilitate communication with people in the community and foster closer human relationships.

**The Student Prize – Apple 2009** went to the Qualcomm/Carrefour project: A mobile shopping assistant enabling consumers to obtain information regarding responsible purchasing and how certain products meet their personal nutritional preferences, for example, in the case of allergies.

**For further information:**

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

### **About Centrale Paris**

*Founded in 1829, Centrale Paris is an accredited Grande Ecole specializing in Engineering. Its mission is to train leaders, entrepreneurs and innovators equipped to face the major challenges of the 21st century. Ecole Centrale Paris' objective is to prepare engineers who are scientifically and technically trained to the highest standard. It comprises experts who initiate and oversee innovative projects preparing students to be operational in diverse international contexts. Ecole Centrale Paris continues to develop strong ties with the business world, and has top partnerships all around the world.*

*For further information visit: [www.ecp.fr](http://www.ecp.fr)*

### **About ESSEC Business School**

*The ESSEC Group, the 'Ecole Supérieure des Sciences Economiques et Commerciales', founded in 1907, is a major player in management teaching on the world scene. With 3900 students, a wide range of management programs, partnerships with top international universities, a network of 32,000 alumni, and a faculty composed of 125 permanent professors renowned for influential research, ESSEC upholds a tradition of academic excellence and promotes social and economic innovation.*

*For more information, visit: [www.essec.edu](http://www.essec.edu)*

### **About Strate Collège Designers**

*Strate Collège Designers is a higher education institution that offers a five-year Masters in Design. Graduates receive the title of 'Industrial Designer', recognized by the French state. The curriculum includes a three year Bachelor in modeling training and a post-graduate Master in Industrial Design & Innovation Management, in partnership with the Ecoles des Mines de Paris. The course enrolls over 400 students. The school's philosophy puts individuals at the heart of curriculum. With an aesthetical approach as the main basis, the designer sheds light on uses, function, scenarios and meaning. Sustainable development is at the core of the course's focus, paying special attention to eco-friendly design, ethics, and practical application of the product.*

*Another main aspect of the training is the commitment to expose students to the industrial context:*

- *Over 120 professors and industry professionals supervise the theory-based teaching and the practical projects;*
- *Major industry players in the field of automobiles, sport, luxury, communication and homecare are Strate's partners and offer internships, employment and research projects to students.*

*On the international level, the school is a member of the Socrates-Erasmus network, and has exchanges with twenty-eight top international universities. Strate is also a member and co-founder of France Design Education, a centre of excellence in French design. For more information visit: [www.stratecollege.fr](http://www.stratecollege.fr)*

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