



2<sup>nd</sup> to 4<sup>th</sup> June 2010  
www.salonavante.com



With solutions at the service of dependency and disability

## Avante exhibits European technology for improving quality of life

**New technologies applied to welfare will be centre stage at the second Avante, which will be held from the 2<sup>nd</sup> to the 4<sup>th</sup> of June in Fira de Barcelona's Gran Via exhibition centre. In addition to the latest exhibits, the show will present the most innovative solutions which are being developed in Europe to cover the needs of a society that has more elderly and disabled persons. According to estimates Spain will be the European Union country with the highest ageing population in 2050.**

With proposals from around a hundred companies, Avante, dedicated to personal autonomy and quality of life, will show professionals and the general public the latest products and services in specialist care, equipment for the home, urban accessibility and mobility, new technologies and bodies which promote equal opportunities for the most vulnerable groups.

This year, Avante's R&D&I Area will house an exhibition of national and European prototypes and projects for technological solutions that benefit autonomy and healthy life of elderly and disabled persons. The exhibition will feature new telehealth and telesafety systems, such as biosensors to monitor vital signs, and even devices that, connected to a mobile, allow users to read barcodes on medication and receive the instructions.

Another main attraction is the Hogar Avante exhibition, which recreates a home adapted for needs of mobility, health, leisure and well-being of people with physical, sensorial and cognitive disability. It incorporates all kinds of products, from computers integrated into wheelchairs, environmental control devices, toys and adjustable furniture.

### **Around a thousand specialists from 20 countries**

Avante is also an important forum for debate about the challenges of ageing, the latest market innovations and the new business opportunities for companies in the sector. In this sense, the show will host numerous side events with the participation of health professionals, experts in new technologies, companies, associations and public administration representatives. Around 1,000 delegates from over 20 countries are expected to attend.

The side events programme includes the first European Workshop "Taking innovation to the real needs of services for the elderly", with the participation of representatives of the European Commission, and the 2<sup>nd</sup> Forum on Health, Technology and Quality of Life, which will tackle the

*The R&D&I Area will showcase the most innovative technological prototypes and projects*

*Hogar Avante recreates a home adapted for needs of disabled children and adults*

*According to the INE, Spain will be one of the world's most aged countries*

implementation of Information and Communication Technologies (ICT) in health care in order to improve safety, quality and sustainability, as well as to reduce public costs.

The programme will be completed by the sessions on welfare resources, conferences on the autonomy of intellectually disabled persons, meetings between Spanish and French companies and workshops on driving adapted cars, and using Braille and walking sticks.

Within the framework of Spain's presidency of the EU, the show will also provide the setting for the General Assembly of the Ambient Assisted Living (AAL) Association, which manages programmes for the development of new technologies at the service of the elderly.

Avante has the collaboration of the ONCE Foundation, Vodafone, the *Departament d'Acció Social i Ciutadania de la Generalitat* and the Diputació de Barcelona. It also has the support of important international bodies and associations.

### **A market with a future**

Avante responds to a market with growth expectations, attentive to the new needs of an every increasing "elderly" and "dependent" society. According to estimates from the National Statistics Institute (INE), in 2050, Spain will be the one of the world's most aged countries and the most aged in the EU: 30% of the population will be over 65.

This situation is a consequence of the low birth rate and the increase in life expectancy. The average longevity of Spaniards is 84 for women and 78 for men, while the European average is 79 for women and 71 for men.

According to the 2008 Survey on Disability, Personal Autonomy and Dependency, in Spain there are over 3.8 million disabled (8.5% of the population), 67% of whom receive some type of aid or care, such as wheelchairs, walking sticks, hearing aids, etc., or personnel. In this case, carers are key factors: the majority are women aged between 45 and 64, who work eight or more hours a day.

**Barcelona, June 2010**

Images available at: <http://premsa.firabcn.es>

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Del 2 al 4 de junio de 2010  
[www.salonavante.com](http://www.salonavante.com)

Adapted toys, systems that control the surroundings by eyesight and teleassistance

## **Hogar Avante, prototype of a safe and functional housing unit for disabled adults and children**

**Turning on and off the lights using the eye's Iris, playing with a video console with head movements and even making a shopping list through a mobile... all of this is possible in Hogar Avante, an exhibition which recreates a home adapted for the needs of mobility, health and well-being of disabled or dependent persons. It can be seen at Avante, from the 2<sup>nd</sup> to the 4<sup>th</sup> of June in Fira de Barcelona's Gran Via exhibition centre.**

Designed using accessibility criteria, a 128 m2 apartment has been equipped with products and new technologies that improve the autonomy, self-esteem and life quality of children and adults in a state of dependency and with physical, sensorial and cognitive disability, as well as of their relatives and carers. This type of housing favours the social and work integration of these people, is a support tool in rehabilitation processes and helps administrations to reduce costs because personal care can be given at home.

Hogar Avante reproduces four rooms. The living room incorporates systems which allow users to open and close doors and to turn lights on and off by looking at a screen, as well as solutions that enable severely disabled children to play videogames from a wheelchair with head movements. The bedroom contains adapted toys, such as a Scalextric and a tricycle, computer accessories, a sensorial stimulation area and a bed that automatically makes posture changes during the night.

Among other features, the bathroom has a wash basin, with a remote-controlled height regulator. The kitchen has teleassistance services that detect gas leaks and notify family members or carers if a patient has fallen or not carried any normal activities all day, such as opening the fridge. It includes devices that allow users to make a shopping list using a mobile and height-adjustable furniture. It is also equipped with a system for localising users within the home and, for reasons of safety, monitoring how much time they spend in each room. All the products can be seen at [www.salonavante.com](http://www.salonavante.com).

This project, organised by Fira de Barcelona and coordinated by BJ Adaptaciones, has the collaboration of GAES, RehaGirona, Toshiba, the Vodafone and ONCE Foundations and the Diputació de Barcelona.

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The R&D&I Area showcases prototypes of products at the research and development stage

## **Mobiles that read instructions of medications and biosensors to monitor health, at Avante**

**In the future, dependent or disabled persons will be able to have a more autonomous and healthier life thanks to new technologies: there will be sensors incorporated into clothing to monitor vital signs and mobiles that read the instructions on medications. Some of these solutions, currently being tested, will be exhibited in Avante's R&D&I Area, from the 2<sup>nd</sup> to the 4<sup>th</sup> of June.**

A total of 19 projects focused on the development of new technological resources at the service of the most vulnerable groups will be presented. The list includes prototypes of devices that improve the balance and mobility of users and allow remote monitoring of their daily tasks, such as following a recommended diet and taking medication; home help systems that work via the television and that are also adapted to the deaf by means of sign language; and even mobiles that allow you to get money from a cash dispenser with total security.

### **Innovation at the service of the elderly**

Many of these projects are supported by European programmes that promote the research and implementation of new technological solutions to improve the quality of life of the elderly. This is the case of the Ambient Assisted Living (AAL) programme, which has been allotted 600 million euros for the 2008-2013 period and is co-financed by the European Commission and its 23 member countries, Spain being the second largest contributor with 4.4 million euros.

Within the framework of the workshop "Taking innovation to the real needs of services for the elderly", which will be held on the 3<sup>rd</sup> of June in Avante, participants will analyse the main conclusions of these projects and discuss the European strategy on facing the challenges of ageing, focused on R&D&I, and the application of new technologies in field of the welfare. Participants will be European Commission experts, such as Paul Timmers, Head of Unit for ICT for Inclusion (DG INFSO) and Rafael de Andrés, leading Spanish representative of the AAL programme.

Within the framework of Spain's presidency of the EU, the show will also provide the setting for the General Assembly of the AAL Association, which manages and assesses the projects selected in the AAL programme. The session will also serve to establish the topics for the 2011 programme, allotted 55 million euros of public financing.

All the projects can be seen at [www.salonavante.com](http://www.salonavante.com)

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## Avante, activities programme

### Wednesday, 2<sup>nd</sup> June 2010

#### 2<sup>nd</sup> Forum on Health, Technology and Quality of Life

9:00 to 19:00 | Room 4.1 - Pavilion 1

The advantages of using ICT in order to improve safety, quality and sustainability in healthcare and to reduce costs will be discussed, as well as new business opportunities for companies in the sector that have to attend to the growing demand for services. Today, 419 Catalan health centres share data on 17 million digital medical histories and the electronic prescription system is implemented in primary care with over 32 million electronic prescriptions issued. The programme of keynote addresses can be downloaded from [www.salonavante.com](http://www.salonavante.com)

Organised by the TicSalut Foundation and the *Asociación de Empresas de Electrónica, Tecnologías de la Información y Telecomunicaciones de España* (AETIC).

#### General Assembly of the AAL Association

Restricted access | Pavilion 1

Meeting of representatives of the AAL (Ambient Assisted Living) Association's 23 member countries, in which the topics of the 2011 European programme will be established.

Organised by the AAL Association with the support of the Carlos III Institute of the Ministry of Science and Innovation and the D.G. for the Development of Society and Information of the Ministry of Industry, Tourism and Commerce, and the Health Department of the Catalan Generalitat.

#### Presentation of technological projects

10:00 to 18:30 | Knowledge Agora - Pavilion 1

Companies, technological centres, administrations and organisations will present technologically innovative projects at the service of the dependent and disabled. Successful experiences will also be analysed. The programme can be seen at [www.salonavante.com](http://www.salonavante.com)

Participants: *Aplicaciones de Informática Avanzada* (AIA), Vodafone Foundation, *Collegi Oficial d'Infermeria de Barcelona* (COIB), Keepu Media, Parc de Salut Mar, *Diputació de Barcelona*, Benestic, Serenocare, Fundosa Technosite, Hospital Comarcal Antoni Abat Foundation, Unit4, Other Side Mirror and Flowlab.

Organised by Fira de Barcelona and the TicSalut Foundation

#### "Innovation in management and welfare resources in attending to dependency"

10:00 to 12:30 | Room 4.2 - Pavilion 1

The creation of new services to attend to the elderly or the disabled generates other formulas to manage existing resources. By means of successful experiences, the personalised and more effective care model to improve quality of life will be analysed.

Organised by the *Unió Catalana d'Hospitals*

## **Thursday, 3<sup>rd</sup> June 2010**

### **“The dependency sector in the light of the crisis”**

10:30 to 14:00 | Room 4.1 - Pavilion 1

The application of the Dependency Law will be analysed and participants will also debate the concession of 14,000 new places in residences, the situation of day centres and of homecare services and the status of negotiations with the administrations.

Organised by the *Associació Catalana de Recursos Assistencials (ACRA)*

### **Workshop “Taking innovation to the real needs of services for the elderly”**

10:00 to 17:15 | Knowledge Agora - Pavilion 1

European programmes that promote research and development of new technological solutions to improve the quality of life of the elderly will be presented. Participants will discuss the strategy of EU countries of facing the challenges of population ageing. The programme can be downloaded from [www.salonavante.com](http://www.salonavante.com)

Organised by Fira de Barcelona and the TicSalut Foundation

### **Elderly housing reform programme**

11:00 restricted access) | Pavilion 1

Montserrat Ballarín, delegate president of the Social Welfare Area of the Diputació de Barcelona and Xavier García-Milà, architect at Arquitectura i Accessibilitat de Barcelona will explain the project to reform housing for the elderly in order to improve their autonomy at home.

Organised by the Diputació de Barcelona

### **Workshop: driving adapted cars**

10:30 to 19:00 | Pavilion 1

Theory and practical class on driving vehicles adapted for the disabled. Manoeuvres and tricks to improve technique will be taught.

Organised by Im-Guidosimplex

## **Friday, 4<sup>th</sup> June 2010**

### **Meetings with French ICT companies**

9:00 to 18:00 | Room 4.2 - Pavilion 1

Information and Communication Technologies (ICT) applied to healthcare is an emerging sector with great growth expectations thanks to the increase in demand for e-health, telemedicine and teleassistance services. For this reason meetings have been organised between French and Spain technological companies in order to promote trade agreements and collaboration projects to develop new services. They will also share successful experiences in joint French-Spanish projects, such as the case of the border hospital in Puigcerdà.

Organised by the French Chamber of commerce in Barcelona and UBIFRANCE commercial services, of the French Embassy in Spain.

**Every day, from 2<sup>nd</sup> to 4<sup>th</sup> June 2010**

### **Hogar Avante**

*10:00 to 19:00 | Pavilion 1*

An exhibition that recreates a 128-m<sup>2</sup> apartment adapted for the needs of mobility, health, leisure and well-being of children and adults with physical, sensorial and cognitive disability. It is equipped with products and technologies that improve the autonomy, self-esteem and life quality of these persons and also favours their social and work integration. More information at [www.salonavante.com](http://www.salonavante.com)

Organised by Fira de Barcelona and coordinated by BJ Adaptaciones, with the collaboration of GAES, RehaGirona, Toshiba, the Vodafone and ONCE Foundations and Diputació de Barcelona.

### **R&D&I Area**

*10:00 to 19:00 | Pavilion 1*

European and national prototypes and projects that research and develop new technological solutions to improve autonomy and quality of life of the elderly. All exhibited projects can be found at [www.salonavante.com](http://www.salonavante.com)

Organised by Fira de Barcelona with the collaboration of Ecomit Consulting and the TicSalut Foundation

### **Workshop: “Promotion of Personal Autonomy for Intellectually Disabled Adults”**

*11:00 to 18:30 | Finestrelles Stand. Pavilion 1*

Different conferences to debate the progressive ageing of the intellectually disabled population and its consequences, the importance of nutrition in these patients and the good results obtained from dog-assisted therapy.

Organised by *Finestrelles, Fundació Privada Pro Disminuïts Psíquics* in collaboration with Nestlé España

### **Braille Workshops**

*10:00 to 19:00 | Associació Discapacitat Visual Catalunya Stand - Pavilion 1*

Visitors will be taught to use *Braille*, the tactile reading and writing method for the visually impaired.

Organised by *Associació Discapacitat Visual Catalunya*

### **Walking Stick Workshop**

*11:00 to 14:00 and 16:00 to 18:00 | Associació Discapacitat Visual Catalunya Stand - Pavilion 1*

Blind persons will teach techniques for using a walking stick, as used by the visually impaired.

Organised by *Associació Discapacitat Visual Catalunya*

(Updated on 27<sup>th</sup> of May 2010. Possible changes can be found at [www.salonavante.com](http://www.salonavante.com) )



## Fact File

### Avante, Personal Autonomy and Quality of Life Show

**Dates**

2<sup>nd</sup> to 4<sup>th</sup> of June 2010

**Edition**

2<sup>nd</sup>

**Frequency**

Biennial

**Sphere**

Mixed (Professional and public)

**Opening hours**

10 a.m. to 7 p.m.

**Venue**

Pavilion 1. Fira de Barcelona's Gran Via Exhibition Centre

**Ticket Prices**

10 euros (general)

6 euros (people over 65 and disabled)

**Sectors**

Technical solutions and innovations

Specialised care and services

Home and family

Urban accessibility and mobility

Life, society and company

**Participating Companies**

100 (direct and represented)

**Activities**

-R&D&I Area

-Intelligent Room Exhibition "Hogar Avante"

-Workshop on technologies at the service of the elderly

-2<sup>nd</sup> Health, Technology and Quality of Life

- Presentation of projects
- General Assembly of the AAL Association
- Sessions on welfare management and resources
- Business meetings
- Conferences on intellectual disability
- Workshops on Braille, walking sticks and driving adapted cars

**Organised by**

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