



Gary Wornell

It was year 1995 when artist Gary Wornell got his first Apple computer and got really excited about the possibilities between photography and technology. Having worked as a ceramic artist, Wornell wasn't happy just taking photos. He wanted to mould them and see what could be accomplished.

"I started printing them on customized materials such as steel," he tells now. "First I rusted the steel, then coated it with ink jet coating

Small Planet Oy

- services with free social networking features we have seen up to 60 percent increase of game sales,” says Korhonen.

During the past year, the demand for Small Planet’s services has increased a lot.

“Due to the success of Facebook and My Space many mobile operators and media companies have started to yearn after mobile social networking services that we started building already four years ago.”

Currently Small Planet is developing a new kind of mobile social networking service which uses advanced mobile network technology to provide intelligent location-based search results in finding new friends. The service combines text messaging with geographic location data to provide users with a geo-sensitive mobile social networking experience.

“By using our technology we have built a service called M-Encontra for the Brazilian mobile operator Brasil Telecom. In this dating oriented service the users can search interesting people based on their current geographic location. The mobile operator in question has approximately 4,5 million customers and so far 600 000 of them have become members of the M-encontra. Every day the service generates over 300, 000 text messages and 50, 000 paid premium messages,” Korhonen explains.

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Valtra

- unique in the tractor business: the customer of Valtra can choose himself all the different components for his tractor.

“Every customer has more than one-hundred entities where he can choose the parts. So, in reality there is nearly one million alternatives of how a tractor can be!” Explains Tomi Pitenius from Valtra’s public relations team.

“It all started during the recession in the early 1990’s, when we had thousands of tractors rusting away. They had been manufactured in the traditional way, and once customers came to buy a tractor, none of them were what he was looking for. So it happened, we needed to build a new one for them. That is how we started to offer tailor-made tractors.”

Sounds good, but how long do customers need to wait for their new tractors?

“The minimum wait is one month, but right now it takes about four months. But because of tailoring, a customer doesn’t pay for anything he doesn’t need and tractors are always fresh. They are never stored in warehouses of importers or retailers,” says Pitenius.

Around 10 percent of all the tractors built by Valtra are sold in Finland. In Western Europe one can order Valtra tractors and choose the components one wants via an electronic system. This system makes the production process a lot faster.

“Once an order is in the database, a message is sent to subcontractors and to factories. It is a great system, but unfortunately, in most parts of the world, orders must still be done manually,” Pitenius says.

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Numcore Oy

- Numcore’s business idea is to produce three-dimensionally imaging measurement devices for process industry. These measurement devices can merge modeling and measurements in a whole new way.

“To put it more simply, we have developed a new kind of measurement device to image the structures of tanks and plumbing,” explains Anssi Lehtikainen, CEO of Numcore Oy. “The technology in itself isn’t anything new. Professor Jari Kaipio from the University of Kuopio and professor Erkki Somersalo from Helsinki University of Technology have been studying the subject for 14 years. The innovation is in numerical technology, which enables tomographic image to be used in cellulose, paper and mine industries. With this technology, it is for example possible to locate and remove the air that slows down the flow in the mine pipes. The product is being developed further as a pilot project together with Finnish and global process industry players.”

In addition to the first prize in the Venture Cup, Numcore received 5 000 Euros award from the Foundation for Finnish Inventions and a special Cleantech-award from the Lahti Science and Business Park Ltd.

And on top of all that, Numcore is also encouraged to work in the premises of the Kuopio Technopolis business park for half a year.

“To have offices in Technopolis is great, but the most useful prize is the one from the Foundation for Finnish Inventions. It allows our product to have IPR which is a sort of a copyright. And of course all the contacts and help received from the Venture Cup have been a great help,” says Lehtikainen.

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- and then put it through a printer in a template I had made myself.” The printer Wornell was using was Epson.

“I had spent 5 000 Euros on a new printer, but I had to do it. I took calculated risks on what it might be able to do. Most people go by the book, but I wanted to play more,” he says.

A little less than two years ago Wornell sent some of his work to Epson’s European headquarters in Amsterdam. Soon he was contacted by the staff of the company.

“They were impressed and couldn’t figure out how I had done it,” he says.

Last January Wornell and Epson closed a deal: Wornell could continue with his experiments and use Epson’s big printers in order to produce bigger works. Now he is using a printer in Epson’s Finnish office that can print 1,60 meter wide and as long as he requires. Wornell mainly prints on aluminium and has sold works for different companies such as Restell at Hartwall Arena and private homes.

In exchange for the use of the printers, Wornell does promotional work for Epson and produces artwork for them for trade fairs.

But even all this accomplished, Wornell’s ambition isn’t yet satisfied. In the future he dreams of developing a whole new product on which to print photographs on. +

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