



November 2017/ February 2018

Consumers exploring the role of designers

What do you think about “**Design your play**” as the slogan of the iBUS business model? This is the catchphrase that best defines the service the iBUS platform provides to users. Interacting with the platform, consumers can co-design customized toys in such a way that they turn into designers. But the platform is also targeted at home based and professional designers, organisations and contributors that could benefit in different ways from the different services the iBUS platform provides.

Mothers with their children and **makers**, among other **consumers**, can satisfy their specific needs by means of easy-to-use tools that allow them to create any product they desire. The interaction with the platform is extremely easy (please, see the [Purchase Journey Video](#)). Instant feedback on pricing changes while they create the product, recommendations of design options and an easy and quickly to perform order process are being deployed.

Home-based designers (or **anyone** who could be interested) can use the iBUS platform to offer their creations to all, buying them for themselves or selling them on their store. Moreover, they can aid non-skilled users to create their preferred toy products. It is for all publics, with different levels of difficulty that adapt to the user’s skills. In the process, the platform guides the user through the co-creation process for them to have an enjoyable experience.

Experienced designers may nurture their ideas from networks of potential customers when developing a new product, set up a store (Figure 1), check manufacturability and safety of his/her creation in advance and receive data on how the product performs in the market.

Companies/ retailers can check the possibilities of customisation, manufacturing and logistics of an existing product or range of them through the networks of potential customers. **New starts-ups** are guided through the design process and tap into for feedback from experienced designers.

Contributors, through advising and assisting in the product development process, contribute to the co-design of products that fits their exact needs while gaining recognition within the design scope. They could receive royalties or reward points that lead to discounts on iBUS products.

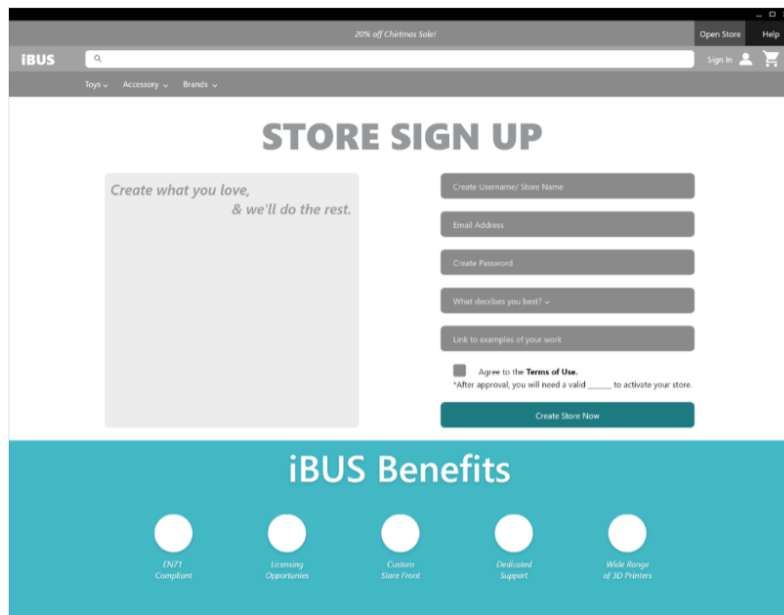


Figure 1 Customer Store setup from easy-to-use templates

Project News and Activities

The iBUS project analyses the value the system may provide to consumers or final users. As a consequence, a series of animated videos is being conducted and displayed through the [iBUS website](#) and the iBUS social media (@DesignIbus). In this short videos, the vital experience of the user throughout the processes of co-design, acquisition, monitoring, reception and enjoyment of the customised toys is displayed. The first video is based on an actual case.

Publications/ iBUS in the press

In this section, you will have access to a series of links to press articles, works on publications and dissemination actions carried out by the iBUS project during this period:

- TCT Magazine: [Possibilities of 3D printing for toy customisation](#) (EN)
- iBUS Website: [iBUS relevant role in AM-Motion](#) (EN, ES)

AM-Motion

The workshop *“Strategic approach to increasing Europe’s value proposition for Additive Manufacturing technologies and capabilities”*, organised by the AM-Motion project, was held in Oeiras, Portugal on November 15, 2017.

The iBUS project displayed a related presentation with the objective of illustrating the way the project contributes to promoting the benefits of European Strategic Actions for AM manufacturing, stimulate synergies within all AM stakeholders to maximise mutual benefits, map the collaboration among all and determine the impact the iBUS exploitable outputs could provide to the current AM European Roadmap.

After the presentation, the event provided useful tools to determine the bottlenecks being addressed by the projects under development for this technologies to be fully deployed within the actual industry. Additionally, a final B2B networking event pooled the exploitable results that could be of interest to other projects for joint exploitation.

The iBUS project received four expressions of interest on the Supply Chain and the iBUS business model.

Dissemination events attended by iBUS

Partner/s	Event	Type of Activity	Audience Level
UL/ AIJU	European Strategic Approach on Additive Manufacturing	Presentation – B2B activity	Pan-European
UL	Irish Manufacturing and Supply Chain Conference 2018	Presentation	National
UPB	Formnext 2017	Exhibition	International
UPB	Karlsruher Dialog: Technik und Recht	Presentation	National
UPB	WFC Coesfeld: Workshop push.3D	Presentation	National
UPB	DMRC project fair	Exhibition	Regional
AIJU	Spielwarenmesse – Toy Business Forum	Leaflet	International

Upcoming Events

Maker Faire Berlin 25-27 May 2018 Berlin (GE)		ADDIT3D 28 May – 1 June 2018 Bilbao (ES)
Rapid.Tech + Fabcon 3.D 5-7 June 2018 Erfurt (GE)		Maker Faire Barcelona 17-16 June 2018 Barcelona (ES)
Additive Manufacturing Europe 2018 26- 28 June 2018 Amsterdam (NL)		Maker Faire Hannover 14-16 September 2018 Hannover (GE)

Coordinators message

The Coordinator welcomes two new consortium partners to the iBUS project. MOR Digital and WAZP are respectively digital engagement and 3D Supply Chain partners, their involvement will allow the innovative IBUS Business model cover the full product demand, development, sales, production and supply process and ensures the project can be a resounding success.

The next IBUS project meeting will take place in Drogheda, Ireland. The meeting will include visits to Partners MOR Digital and MCOR head offices and facilities. Discussions on enhancing the interoperability of the 3D and Other supply chain manufactures into the IBUS Business model and platform will be central to the meeting.