

# FAIR

Finnish AI Region | EDIH



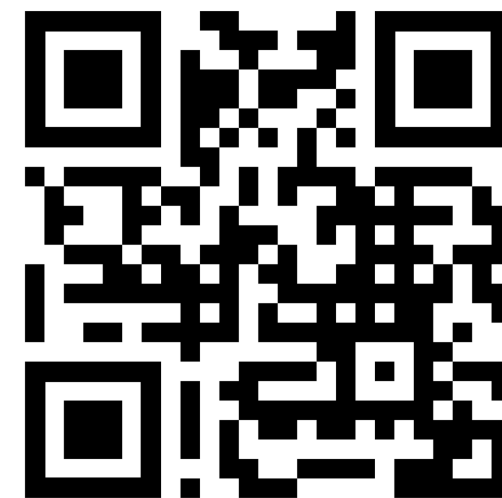
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fairedih.fi



# Finnish AI Region

- Low-threshold expertise in artificial intelligence, augmented reality, high performance computing and cybersecurity.
- Our goal is to accelerate and scale up the adoption of AI in small and medium enterprises.
- Focus on smart cities, health and well-being, digital service industries and solutions.
- Most of our services are free of charge.
- Funded by the EU Commission's Digital Europe programme, Business Finland, the City of Helsinki Innovation Fund and corporate partners.





## Service partners



Aalto University



CSC



Digital

ENTER  
ESPOO



ESPOO  
ESBO



Haaga-Helia

HELSINGIN YLIOPISTO  
HELSINGFORS UNIVERSITET  
UNIVERSITY OF HELSINKI



Helsinki  
Helsingfors



KIRAHub



Metropolia  
University of Applied Sciences



Vantaa

HXRRC  
HELSINKI XR CENTER

## Associated partners



Microsoft



Helsinki-Uusimaa  
Regional Council

varian

A Siemens Healthineers Company



## In collaboration with



HUS  
Helsinki  
University  
Hospital

FCAI  
Finnish  
Center for  
Artificial  
Intelligence



Technology Industries  
of Finland

# European Digital Innovation Hub "EDIH"

- **151** european digital innovation hubs to drive the twin transition of SME's
- **For of them in Finland;** FAIR, Robocoast, LIH ja Healthub Finland
- Evaluation focuses on **the development of the digital maturity** of the companies.
- Part of the European Comission's Digital Europe Programme with a budget of **7,5M€**. [Read more](#).
- In Finland financed by **Business Finland** and EDIH-specific partners.



# This is how we serve SME's

## GENERAL SUPPORT

Communications,  
PR

Networking and  
training events

## INTENSIFIED SUPPORT

Digital maturity  
assessments,

Roadmapping  
services

Consultation

Financial advisory

## SPECIAL SUPPORT

**Company specific  
services**

Development support

Testing services

Financial services

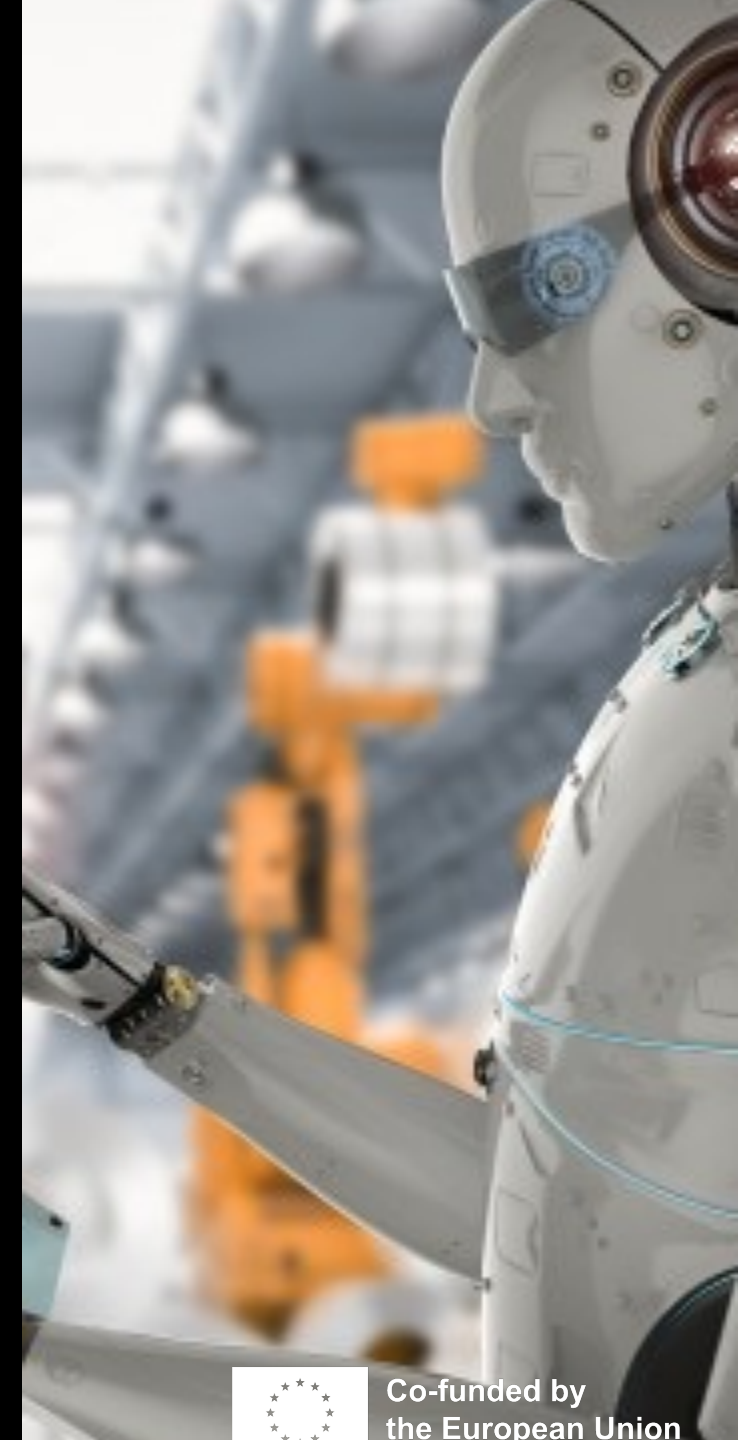
Student thesis work  
and reserach support

Co-development  
projects

Existing and customizable solutions, new innovation development

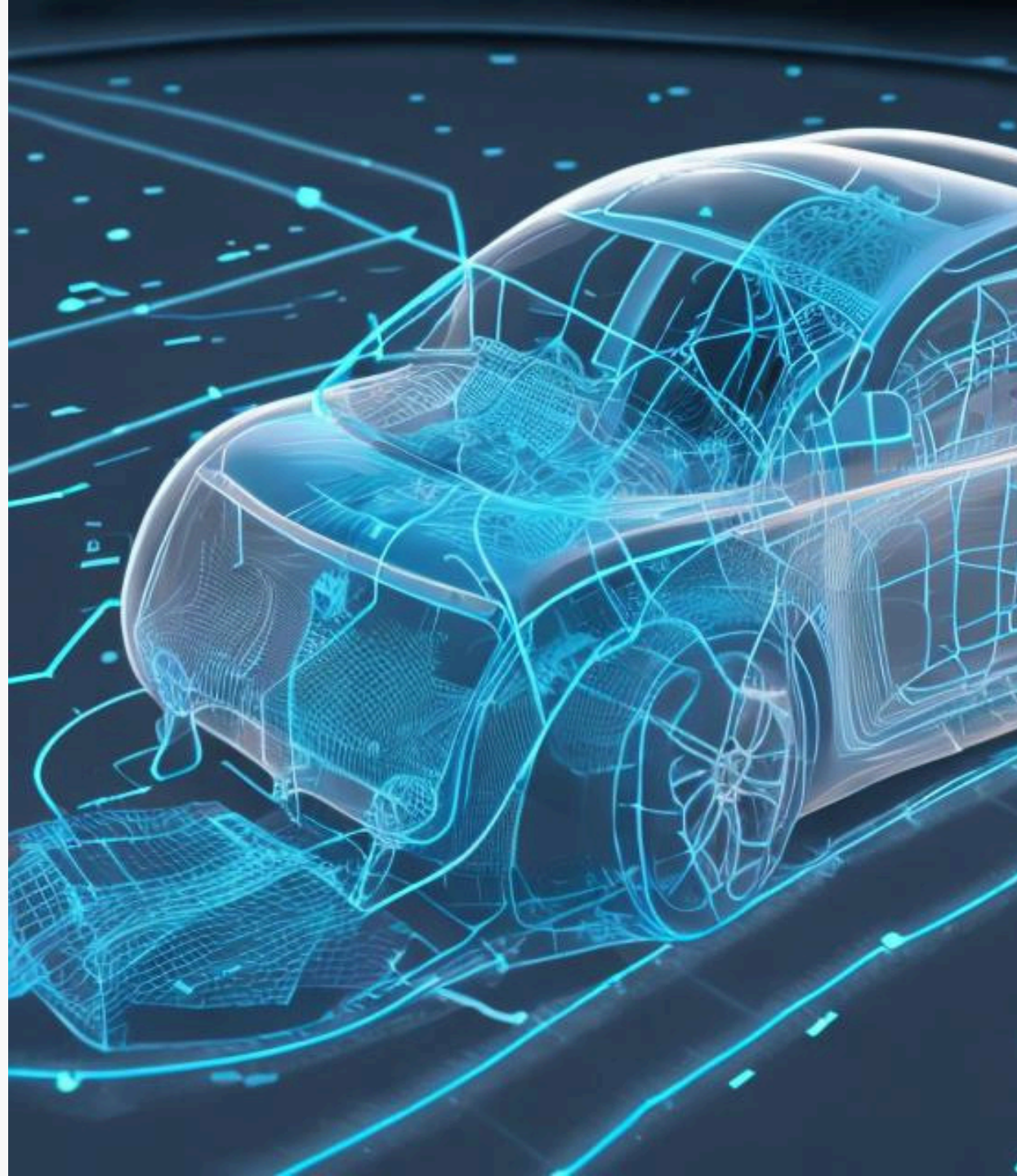


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**Is it even possible  
to advance the  
development of  
mobility without  
AI?**



# Benefits of AI in general

- Improving the value experienced by the customers and efficiency of operative tasks with solutions based on innovative technologies.
- Freeing time for tasks that need human approach
- Increased competitiveness
- AI assisting in several tasks;
  - Land usage and location planning
  - Simulations
  - Optimization of design work and decision making
  - Alternative design solutions
  - Location based knowledge increase and navigation
  - Interaction support
  - Trade optimization
  - Resource planning
  - Material control







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**FAIR** + **Biila**  
Finnish AI Region | EDIH

Biila is a car relocation service connecting thousands of educated drivers with a variety of clients within the automotive industry.

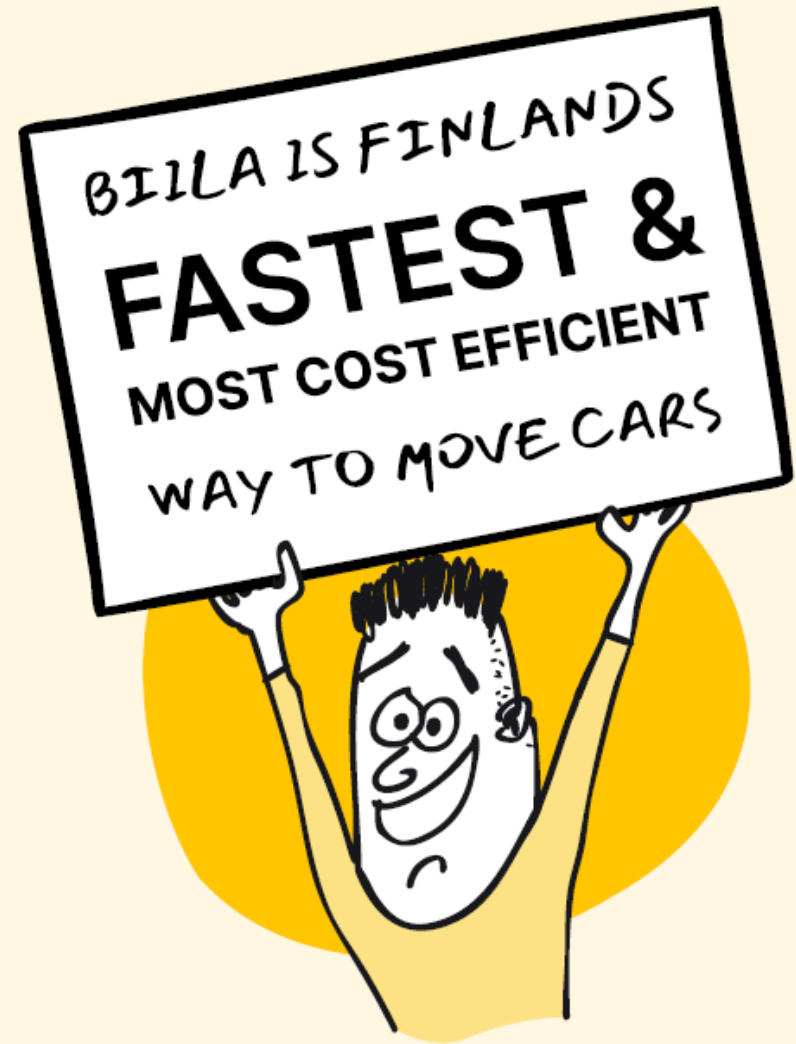
Biila is investing heavily in innovative AI solutions in order to automate and optimize their logistic service.

The Finnish AI Region FAIR is aimed to support Biila in their artificial intelligence development needs. The support includes, among other things, needs analysis, advisory and feedback on proposed solutions and access to financial services.



*“FAIR collaboration is excellent support for our technology experts.”*

**Aapeli Kallunki**  
CEO







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# Additionally: Low-carbon drone service solutions in Southern Finland - project

Calculating traffic with an artificial intelligence application from the air. The app can identify vehicles from video images and can count their number and identify the direction of movement



Forum Virium Helsinki, Elisa, Vertical Hobby ja Fyma  
2019-2021

FORUM  
VIRIUM  
HELSINKI

elisa

Fyma

VERTICAL HOBBY  
WWW.VERTICAL.FI



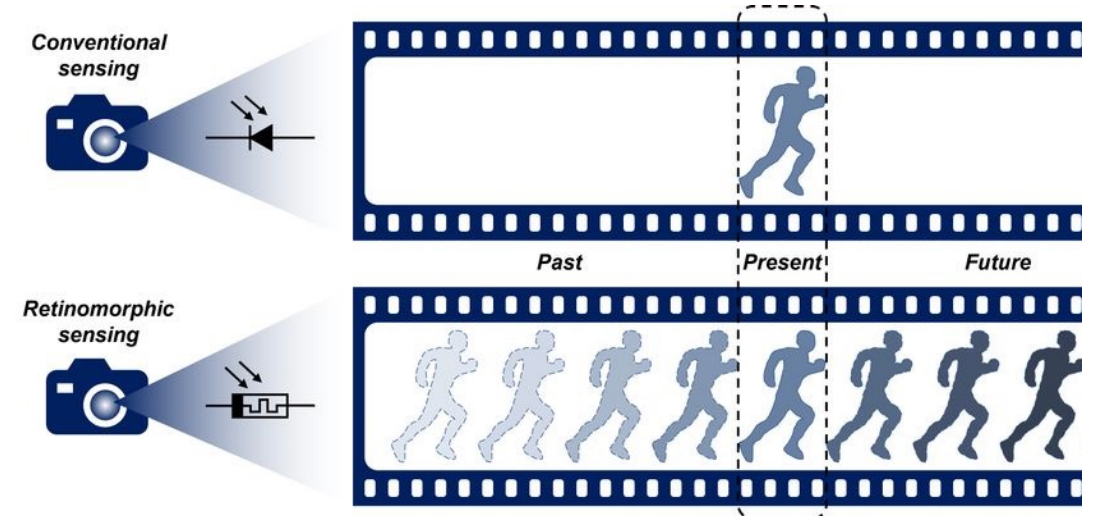
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# Additionally: Predicting the route of moving characters in real time

"Recognizing and predicting motion from a single still image with a compact sensor that incorporates both memory and computing opens up new possibilities for autonomous robots and human-machine interaction."

Aalto yliopisto

2023



Lähde: STT INFO 17.4.2023

# Links

Tekoäly ja älykäs liikenteen hallinta:  
älykkäiden järjestelmien käyttö  
liikennevirtojen optimointiin ja ruuhkien  
vähentämiseen.

9 use cases of AI in urban mobility that can  
power smart cities in the not-so-distant future



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# FAIR AI pop-up clinic

AI experts evaluating your AI related needs and possibilities together with you.

30min/team

Deliverable: AI needs analysis feedback form

Request for a pop-up clinic day for your network/hub!

# Register as FAIR-customer

[www.fairedih.fi](http://www.fairedih.fi)

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