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## European digital sovereignty: VivaTech launch of the "Euro Mobisation" consortium, an initiative of ETX Studio

(Paris, June 16, 2021) "Euro Mobisation" is the name of the European consortium, which will be unveiled for the first time at VivaTech 2021.

Introduced by the newstech ETX (Editorial Transformative Xperience) Studio, Euro Mobisation is a reflection of the European Commission's desire to promote digital sovereignty.

In the context of RevoluSOUND and voice interactivity, Euro Mobisation aims to make mobile content a key factor in creating value for the mobility industry and smart cities.

United by a determination to promote ethical serviceability, Euro Mobisation is an ambitious consortium of French origin with German and Belgian strategic partners, divided into 3 categories:

- 1 | User partners: car manufacturer | major European capital | media,
- 2 | Technological partners: automotive supplier | adtech | semantic AI | radio | startups,
- 3 | Scientific partners: world-renowned research laboratories specialized in sound | world-renowned laboratories specialized in ethical serviceability

Afterwards extended to other European partners, Euro Mobisation has set itself 3 major challenges:

- 1 | Create transformative user experiences in mobile situations,
- 2 | Imagine new monetization formats and standards,
- 3 | Develop highly personalized synthetic voices.

Prepared with the assistance of Zenon 7, a Brussels-based consulting firm specialized in digital technology, the submission to the European Union's "Horizon EUROPE (2021 - 2027)" call for projects is scheduled for January 2022, with an expected response in the spring of 2022. If successful, Euro Mobisation will be launched immediately for a duration of 3 years.

For Jérôme Doncieux, founder & CEO of ETX Studio, "Euro Mobisation is a game-changing project for both the mobility industry and smart cities. The Commission's desire to strengthen our digital sovereignty is a huge source of motivation for us and for all our European partners.

**Press contact :**  
**ETX Studio**  
Caroline Saslawsky  
Press officer  
[caroline@idenium.com](mailto:caroline@idenium.com)  
+33 (0)1.56.21.19.90

**About ETX Studio:** ETX Studio is a news agency founded in 2000 (formerly Relaxnews) that aims to become the leader in the "Editorial Transformative Xperience". The teams - made up of journalists, strategists, creative producers, and digital technologists - provide the media and brands with a full-service offering combining strategic advice, content production, editorial outsourcing, and innovative technologies. ETX Studio's clients include some of the biggest brands and media - Aéroport de Paris, Elle, Marie France, L'Express, Renault, Citroën, BNP PARIBAS, etc. - for which the agency promotes strategic, editorial and technological innovation. ETX Studio has been a partner of AFP since 2004 and is a member of the French Federation of Press Agencies, the IPTC and the ONA in the USA. The company is headed by Jérôme Doncieux. ETX Daily Up was launched in December 2020 in partnership with AFP and Microsoft. It is the first "all-in-one" solution designed to transform written texts into audio in all languages, or into an audio story (mp4).

<https://etxstudio.com>