



"Innovation means invention implemented and taken to market. Open Innovation extends the innovation process outside the firm, by accessing external ideas and technologies on the one hand, and taking unused internal ideas out to market through external participants on the other. HP has an incredible history of innovation. Yet its new initiative reflects its understanding that most of the world's really smart people aren't members of any single organization, but are distributed all over the world. HP has wisely embraced an enhanced open innovation model that will combine HP's expertise with that of many other research communities for better business results."

- Henry Chesbrough, Executive Director, Center for Open Innovation, Haas School of Business, UC Berkeley (Chesbrough is also author of Open Innovation - The New Imperative for Creating & Profiting from Technology)

"BRAIN has proven itself to be a very valuable tool. When there is ample data, traditional business intelligence tools are very useful. However, when one is in uncharted territory, BRAIN can be used to transform individual opinions and expertise into a consensus that can be used for reliable forecasting."

- Markus Huber, Head of Central Controlling, Swisscom

"I am very excited about the new strategic direction for HP Laboratories. Collaborations with academics and business units will create an atmosphere of open innovation that is certain to result in many breakthrough technologies."

- Professor William Dally, Chairman of the CS department at Stanford.