Benedetto Vigna

What is the value of your invention?
On one side there is the economical value for our company, for the ecosystem for which our company is living. In the other side there is let me say the mount, the work place, the occupation, the jobs that we created in Europe.

Which impact does your invention have on us and our daily lives?
We are dealing with a laptop, mobile phone, with remote control, with digital camera, gaming controller, thanks to this invention, we as a company have been able to produce in high volume and low cost, high performance, and low power consumption, devices that are fitting in a lot of objects that we deal every day, almost unconsciously.

Was there a specific moment when you realized you had made a breakthrough?
I remember it was year 2001, 2002, when we had a problem of the performances of our product and then looking at the nature and the way the trees grow and are able to withstand big earthquake then we said, ok why don't we apply the same concept to our MEMS and so it was, I mean it was...innovation are always not linear, they are incremental so you feel it internally when you achieve something that can be, is important.

What was your motivation to continue when you had to face difficulties?
The motivation of this invention was, I would say, mainly related to the many failures we had the first five, six years we were working. We spent a lot of time together, I spent a lot of time with meeting, to make sure that we were able to produce these things in big volume but we always were struggling to make it happen. so the motivation was a need to create a product that could be sold in a volume. So the motivation was innovation, not invention.

How important is the protection of IP rights?
For our company, as well I would say for all industries, IP protection is very important because the future of the company is strongly based, dependent on IP. Indeed this patents we are talking about are really important to protect, the IP of the product that are giving, that are generating business, and are giving social occupation to several hundred people.

If you were an artist, how would you visualise your invention?
I would visualize this invention like an olive tree. Like a tree because it has a single pillar, like a tree has a single trunk. And olive because the olive is strong enough, is hard enough to withstand the stress that it can be subjected along several centuries. So this is why I visualize this invention like an olive tree. And also olive because there are a lot of olive trees in Italy.