
ITI Techmedia

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Initial Focus, Defining Programmes

Specknet Workshop
3rd September 2004

Agenda

- Overview
- Process
- Initial Focus
- Defining Programmes



Overview

ITI

- Scottish Intermediary Technology Institutes (ITIs) established for
 -  Techmedia Communications & Digital Media (Glasgow)
 -  Life Sciences Life Sciences (Dundee)
 -  Energy Energy (Aberdeen)
- Launched by Scottish Executive in September '03
- Minimum 10 year project with £450 million of funding



Mission

Help to:

- Increase and sustain the birth/growth rate of high value market relevant technology companies
- Increase the level of exchange between Scottish research and corporate sectors
 - assisting transfer of skills
 - increase level of corporate R&D
- Further establish and connect Scotland into key overseas markets
- Promote Scotland as an important centre for specific technologies
- Significantly increase the retention of graduate and professional skills in Scotland



Approach

- Carry out pre-competitive R&D
 - Identify, select and implement programmes
- Market-driven
 - Anticipating future market opportunities, driven by emerging markets (3 – 10 year timeframe)
 - Building on Scotland's existing company and research strengths
- Each ITI is a 'Hub' employing about 15 people
 - Identifying, commissioning, managing and diffusing R&D
 - Provide membership value, and ensure members actively input to and participate in its R&D programmes
 - Generate and manage intellectual assets to maximise commercial and economic value
- Interaction of ITI Techmedia, Life Sciences and Energy
 - identify new “white space” market opportunities



Membership

- General membership open to all at £400/annum
 - Companies, Universities/Institutes, Financial Sector/Venture Capitalists, Advisors, Consultants, Lawyers, Accountants, Trade Organisations
- Organisations with primary interest in one ITI have access to intelligence/activity from all three
- Project participants “active” players in a programme
 - Active and measurable contribution to the project
 - ITI funds the programme, controls resulting IP and gives participants right of first refusal to license IA



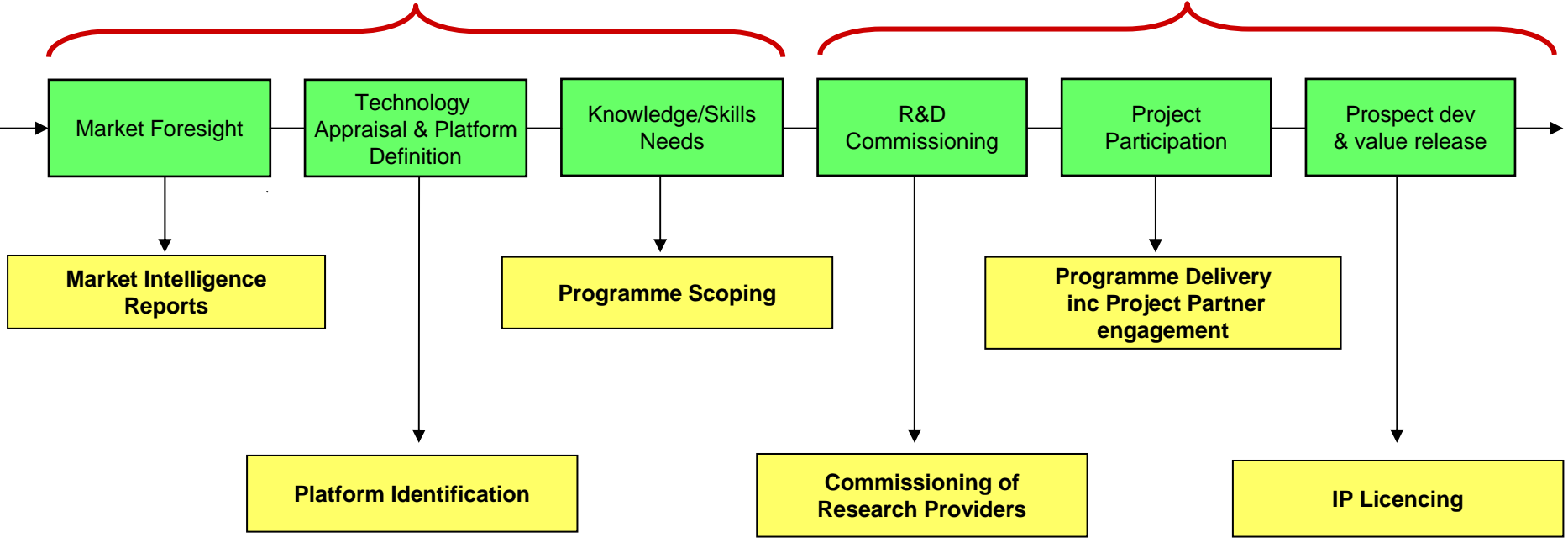
Process



Market driven process

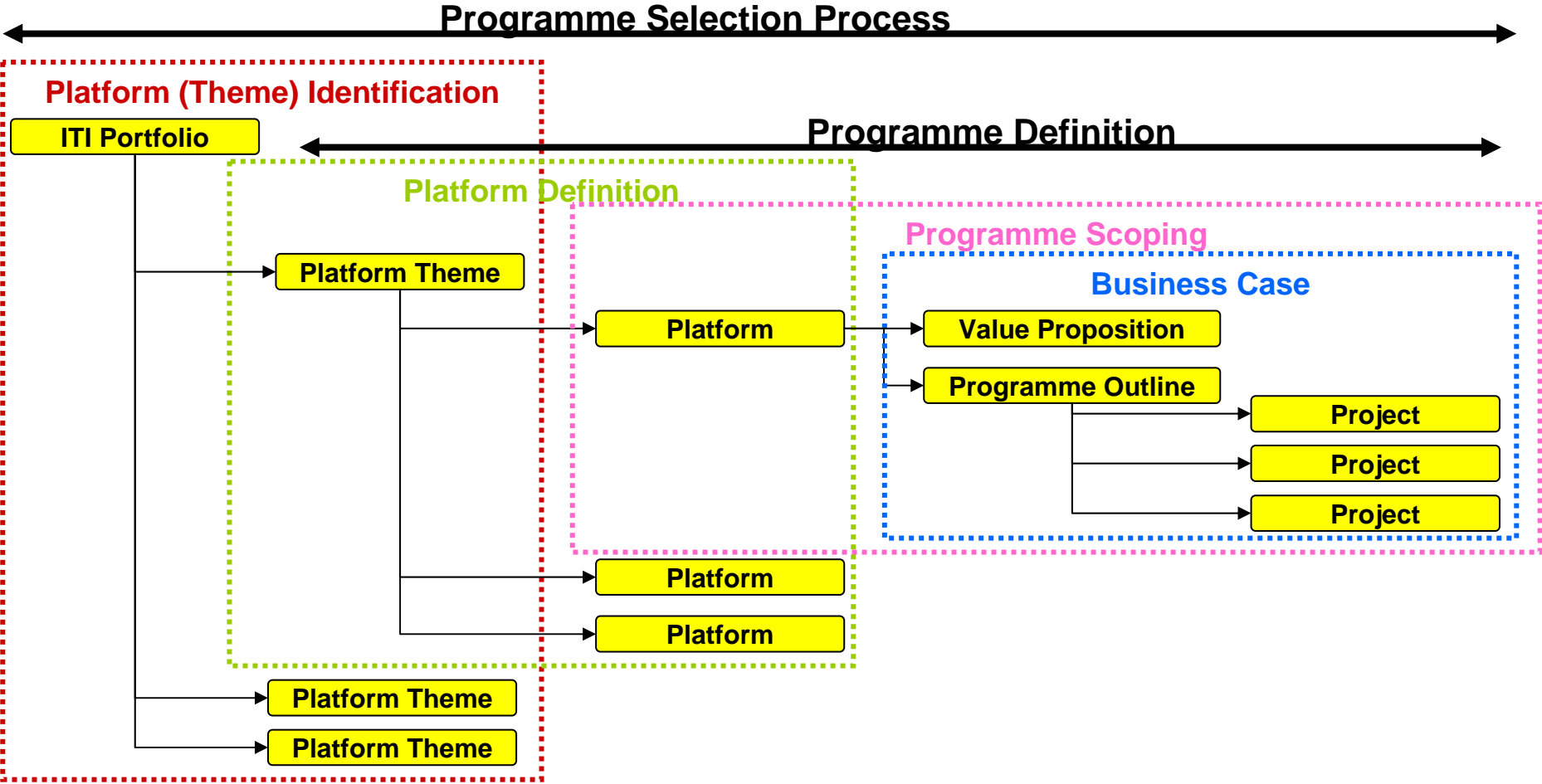
Programme Definition

Programme Delivery



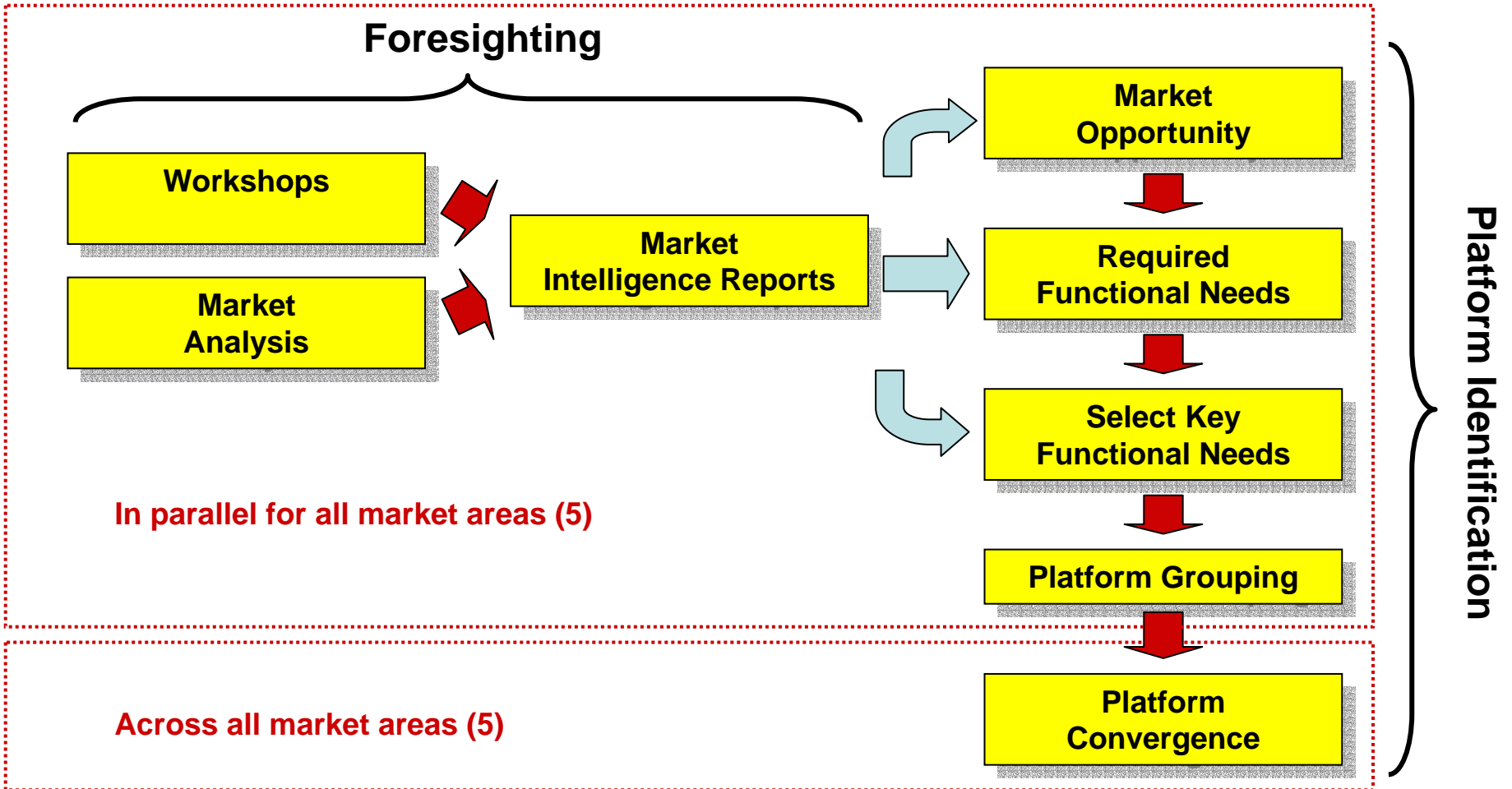
Member & Advisory Group input

Platforms and Programmes



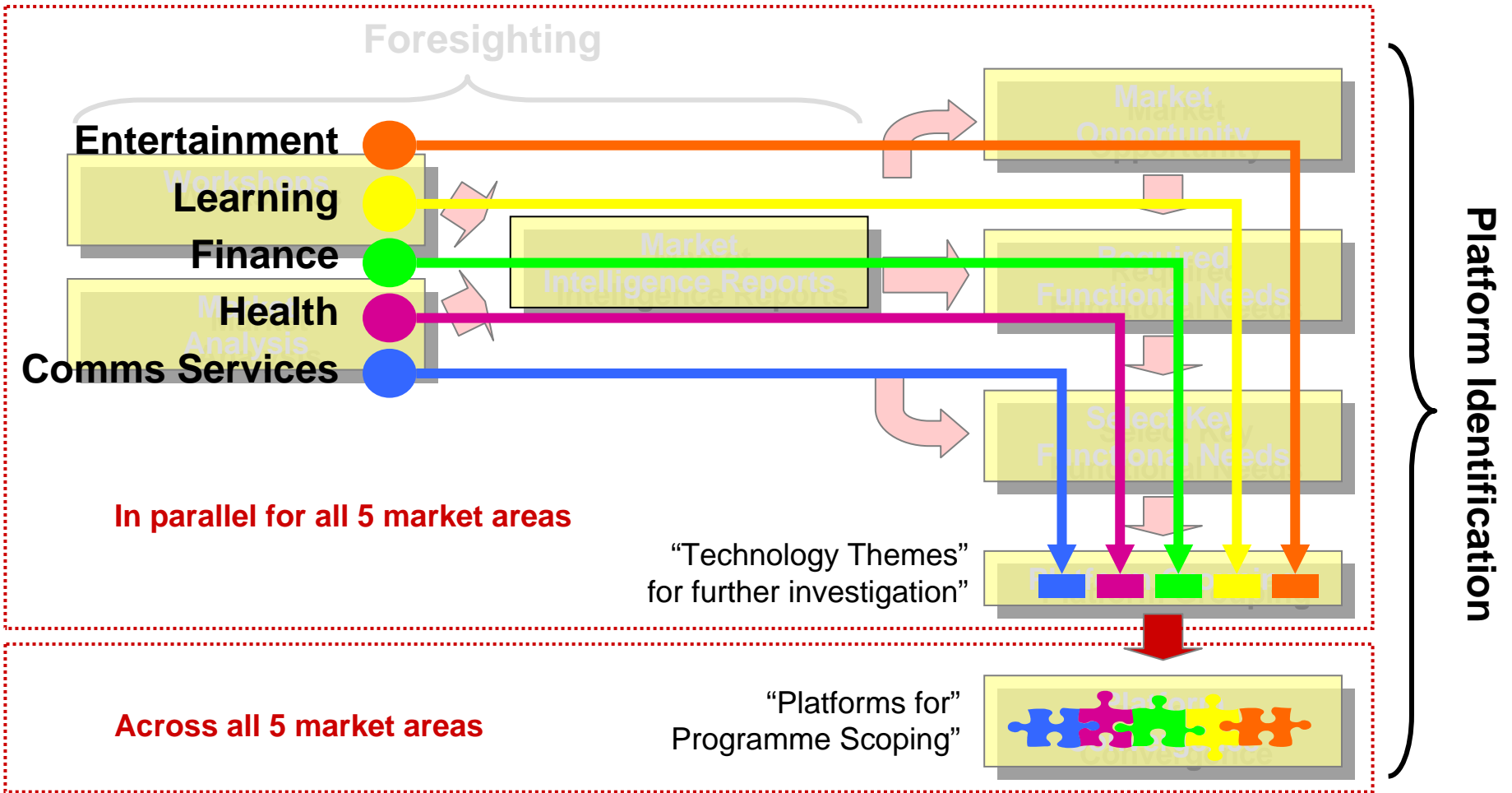


Platform Theme Identification





Platform Theme Identification





Initial focus



Initial Foresight Market Areas

- Commerce & Finance
- Health
- Learning & Education
- Communications Services
- Entertainment & Leisure





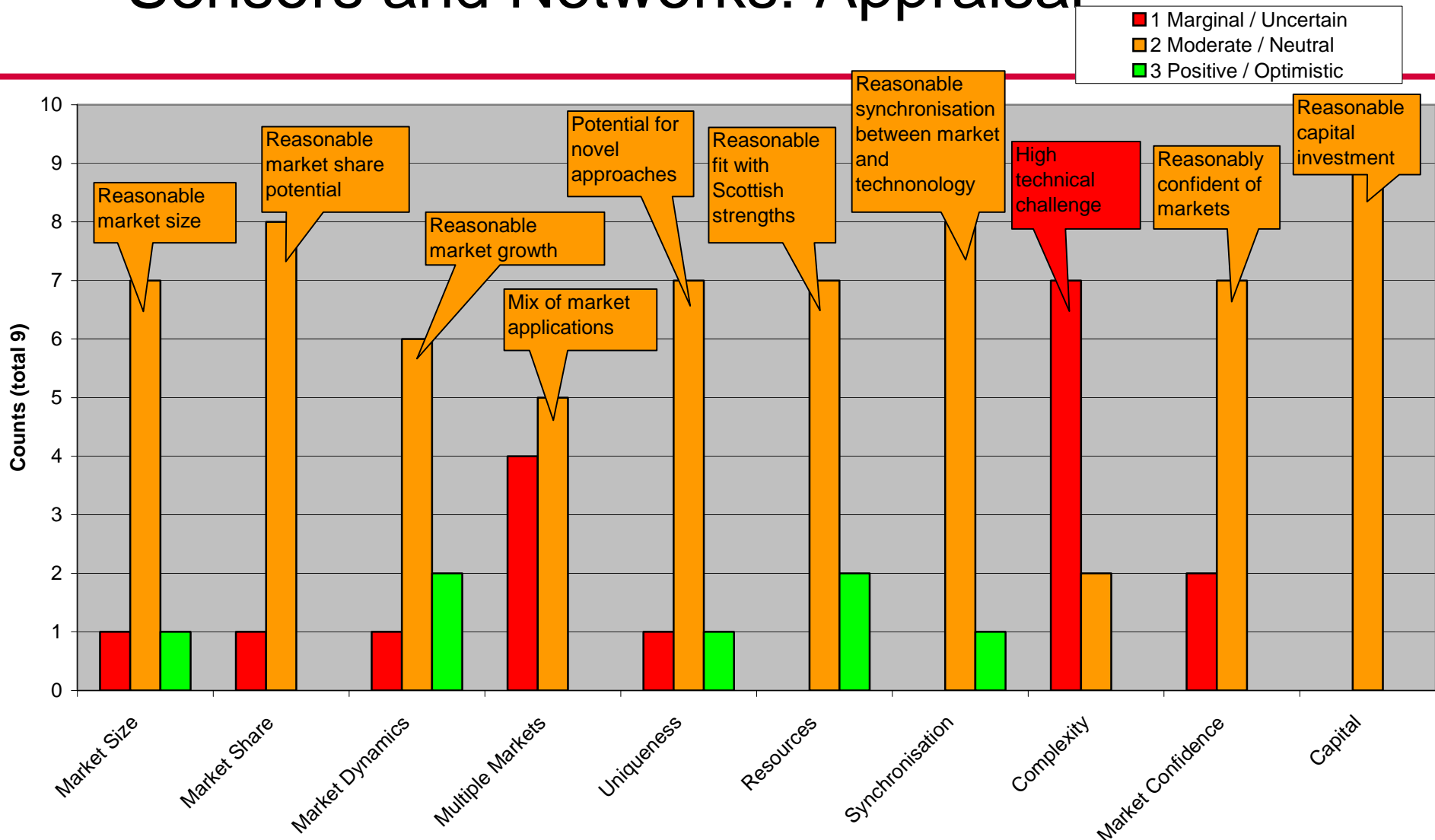
Platform Themes

- **Human<>System Interaction**
 - Enhanced, natural human-machine interaction technologies providing richer interface and immersive environments
- **Information and Imaging**
 - Capture, processing, display and extraction of intelligence contained in data and images for a range of application areas
- **Service Security and Trust**
 - Enablers for secure environments, systems, communications and services, including content protection and integrity, copyright and access control, behaviour analysis
- **Content Creation Tools**
 - Tools or engines that enhance content production (e.g. increase functionality, speed up, reduce cost, multi-channel, adaptive) tailored to the specific needs of a range of sectors
- **Sensors and Networks**
 - Multi-functional distributed sensor networks including smart sensors possessing intelligence for the conditioning, networking and management of the acquired data

Sensors and Networks

Comms Services	Distributed Smart Sensors Network	Smart sensors network platforms consisting of a number of sensors distributed across a geographical area, each sensor possessing sufficient intelligence for the conditioning and networking of the data.
Health	Sensor and Actuator Platform	Multi-functional, non-invasive sensor and actuator technologies comprising intelligent software support.
Health	Medical Network Elements	Network elements that enable the implementation of remote health practices ranging from input monitoring devices through to networking of these devices in clinical environments.
Finance	Distributed Point-of-Sale Networking	Network element technologies that enable the implementation a diverse range of sales channels.
Entertain	Personal Entertainment Network	Networked devices delivering a rich, immersive entertainment experience, accommodating multiple users with enhanced graphics and an extensive mix of music and video.

Sensors and Networks: Appraisal

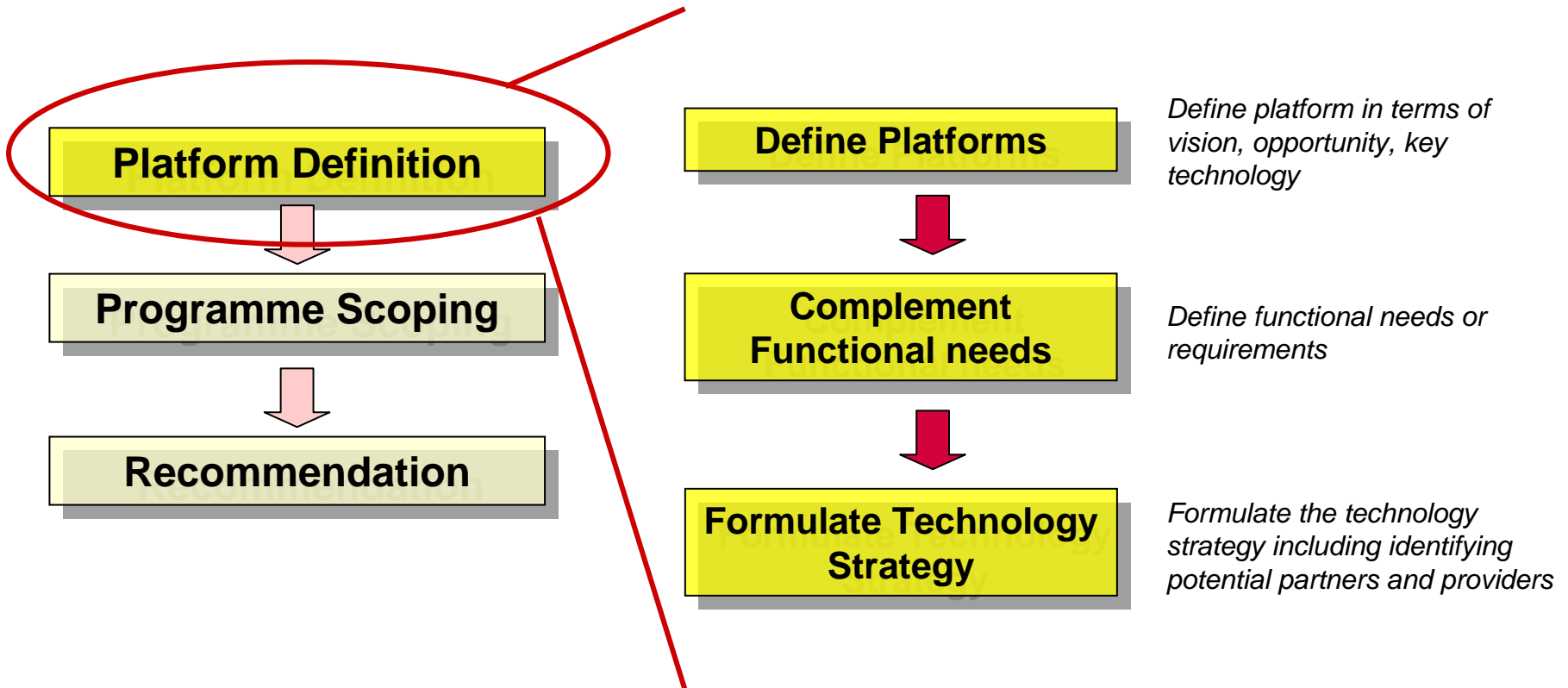




Defining Programmes

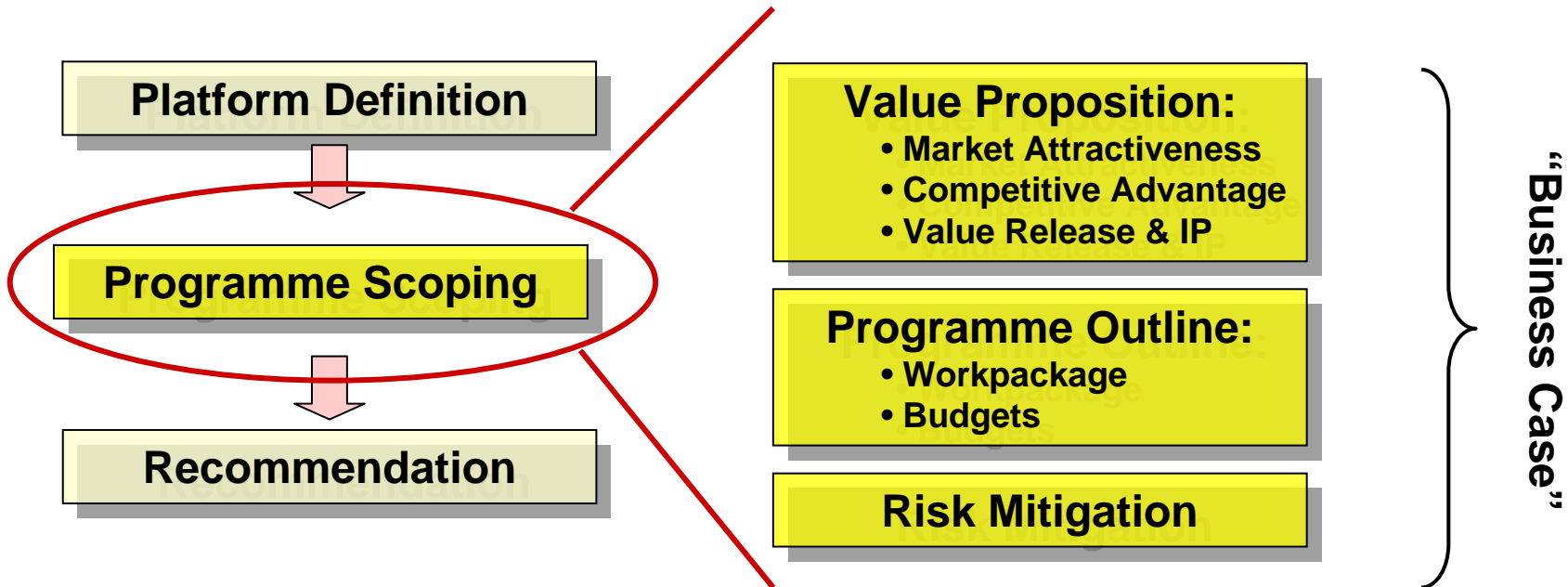


Platform Definition





Programme Scoping



Programme Scoping: “Business Case”

Value Proposition:

- **Market Attractiveness**
 - Segmentation
 - Size, share, dynamics, drivers
 - Value chain analysis
 - Potential Customers
- **Competitive Advantage**
 - Technology, Know-How
 - Competitive technologies
 - Skills & Competences
 - Adoption, Timing
- **Value Release & IP**
 - IP assessment
 - Release models
 - Scenario building

Programme Outline:

- **Work package**
 - Deliverables, Specifications & Requirements
 - Timelines, Milestones & Gates
- **Budgets**
 - Resources
 - Financials

Risks Identification & Mitigation:

- **Technical**
- **IP**
- **Market**
- **Programme**

First Programme



Games Based Learning (GBL)

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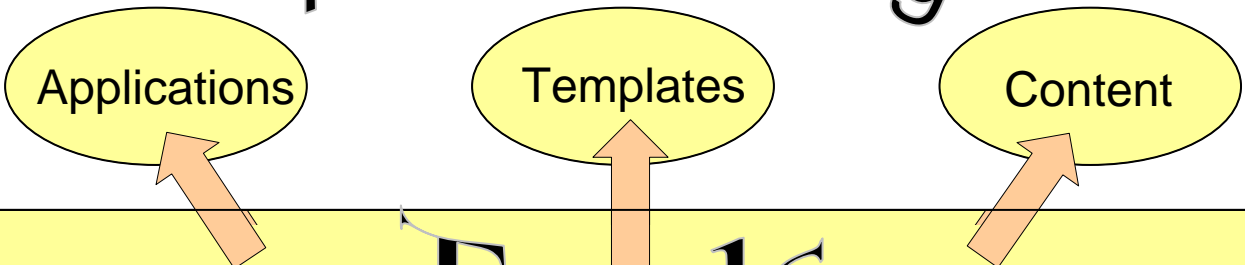
'An effective learning and training experience which is enhanced by the integration of computer game design theory and technology, and the psychology of learning. These elements combine to reflect real-life interactions, often through online collaboration and complex simulations.'

GBL Platform objectives:

- create applications providing a more engaging, more successful, learning environment
- enable creation of learning objects by subject matter experts, without the need for programming skills
- integrate game technologies with embedded learning psychology elements to enhance the learning experience
- offer the possibility of GBL becoming a mainstream platform for the delivery of education and training

GBL Platform

Authoring



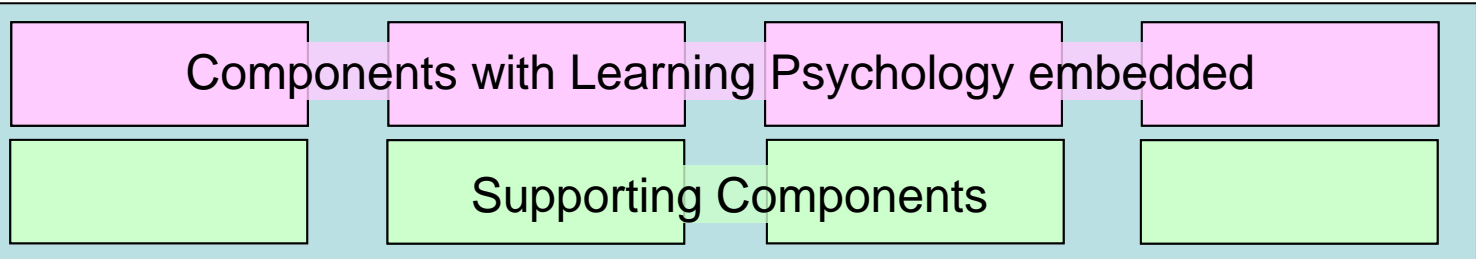
GBL Market

Tools



GBL Interfaces and Add-ons

Resource Manager



GBL Core Engine

GBL Platform Framework



Preliminary White Space Opportunities

