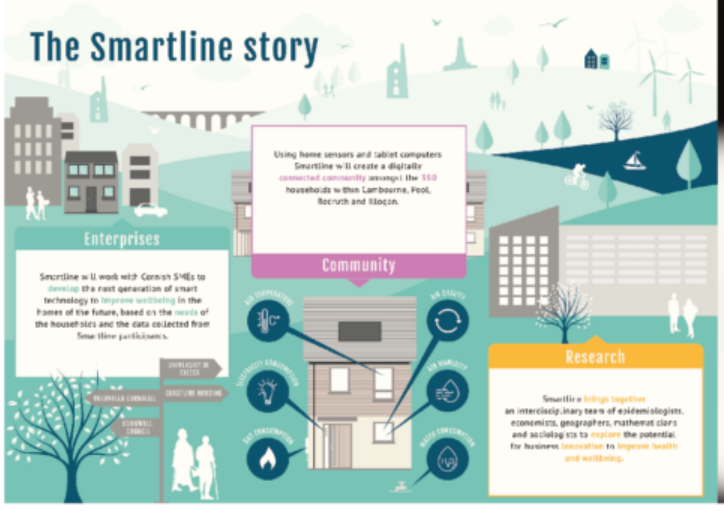
SUPPORTING YOUR INNOVATION

SMARTLINE IS A RESEARCH AND INNOVATION PROJECT AIMED AT HELPING SMES' BASED IN CORNWALL AND THE ISLES OF SCILLY DEVELOP INNOVATIVE PRODUCTS, PROCESSES AND SERVICES BY INCREASING UNDERSTANDING OF HOW TECHNOLOGY CAN BE USED TO IMPROVE PEOPLE'S HEALTH AND WELLBEING



SUPPORTING SMES' RD&I

- Grants from £1,000 to £20,000;
- Access to research expertise to support RD&I;
- Access to comprehensive new data sets for businesses to explore and exploit; and
- Opportunities to co-create with end users.

PROJECT FUNDING

Smartline is a 3 year project funded by the European Regional Development Fund with additional funding from the South West Academic Health Science Network (SW AHSN). Smartline is being led by the University of Exeter in partnership with Cosstline Housing, Volunteer Cornwall and Cornwall Council.

South West Academic Health Science Network

Our objective is connecting communities to help individuals take back control of their health and wellbeing. Cornwall has been the perfect starting point for this project as the infrastructure, talent, necessary resources and general sense of community already exists, says Dr Tim Taylor, Senior Lecturer in the University of Exeter Medical School and Smartline Principal Investigator.

"Helping to ensure that we are in the best place possible to organically grow the development of the eHealth and eWellbeing market business sector in the region, by linking innovation to cutting edge research and working closely with Cornish SMEs' to support research and development in this field."

To kick off its business engagement activities, Smartline brought together a unique audience of businesses, clinicians and academics to explore the uses of virtual reality from health and social care to training and gaming at a free, interactive event held at the University of Exeter's Truro Campus. "Virtual Reality (VR): Learn, Experience, Imagine' demonstrated the cutting-edge applications of this emerging technology and explored its potential uses in industry and academia in the future.

Businesses from a variety of sectors also participated to talk about and exhibit their applications of virtual reality and emerging technologies. Katie Goode, creative director of the award winning Cornish games studio, Triangular Pixels, demonstrated its first VR game, Unseen Diplomacy (a VR obstacle course).

She says: "Most events we have been to are games or VR related, but this one really opened our eyes to what was possible. While showing our game at this event, it made us realise that we could license it out to be used as a tool for health.

"Within the game, the player is a spy - having to save the world by crawling though vents and rolling under lasers. Players have to physically do this, actually having to run, or get on their hands and knees. The attendees were really impressed about the physicality to the game, and its potential for use in health. We can now see there's a space for us to license Unseen Diplomacy and future titles as health applications, and will be keeping these kind of requirements in mind for future games we develop."

Contact Smartline to find out more about how it can support your innovation, www.Smartline.org.uk or Smartline@Exeter.ac.uk

GROWTH PROGRAMME

European Union
European Structural and Investment Funds