

CATAPULT
Digital



**IMMERSIVE
LABS**



Discover the potential of immersive technologies

An introduction to the Immersive Labs



Regional locations



Fully equipped facilities that help startups grow and corporations seize the potential of immersive

Digital Catapult’s Immersive Labs provide a network of cutting-edge innovation facilities – the ideal spaces for learning, testing and showcasing solutions.

For virtual reality (VR) and augmented reality (AR) startups and scaleups, the labs provide a venue to demonstrate solutions and content to prospective investors and customers.

Larger corporates can use the labs to learn more about the potential for immersive technology and connect with talented innovators to help find the right solutions to business challenges.



Building on the UK's strength as the best place in the world to develop immersive content and applications

Immersive technologies are revolutionising interactions between people and their environment. A sector worth over £660 million and growing, UK immersive companies represent almost 10% of the global market*.

Recent advances in technology and significant global investment have increased the appetite for immersive.

The challenge now is to build on the UK's wealth of knowledge and skill, to bring together this growing ecosystem. Digital Catapult's Immersive Labs and immersive programmes bring together startups, scaleups, corporations, investors and academics, and supports the development of a strong immersive ecosystem in the UK.

* Innovate UK's recent Knowledge Transfer Network report on The Immersive Economy



How to engage with the Immersive Labs

Learn about immersive



Visit the Immersive Labs and see examples of immersive content and applications.

Join workshops and training sessions to bring you and your team up to speed with the latest developments in this emerging industry.

Target workshops around your company's objectives including:

- Immersive for workforce training
- Immersive as a design tool
- Immersive for data visualisation
- Immersive for operational efficiencies

Product development and testing



Book the Lab to develop and test your ideas in collaboration with others.

Take advantage of a wide range of specialist and exclusive kit. This includes*:

- Mixed reality green screen (LIV)
- Haptic gloves (Manus)
- Motion capture suit (Perception Neuron)
- Pupil tracking
- Holographic display hardware (The Looking Glass/Hololens)

* Kit is continuously being updated and varies by location. Please contact us for full current details.

Showcase your product or content



Book an Immersive Lab for a full or half day to demonstrate your content or application to potential partners, investors or clients.

Equipped with leading immersive hardware and onsite technical support in a professional environment.

The Immersive Labs also provide a showcase opportunity for new hardware. Our Labs host over 3,000 visitors per year who could get hands on with your solution. If you have an innovative immersive product you would like us to feature please contact us: immersive-lab@digicatapult.org.uk

Yellow Design secures €80k of immersive projects

Engaging with Digital Catapult's Immersive Labs gave creative agency Yellow Design the opportunity to get hands-on with the latest immersive tech to develop prototypes. Demonstrating these prototypes has resulted in new business and a new service the agency can offer.

“Digital Catapult’s Immersive Lab Northern Ireland displayed a real passion for immersive technologies. We have gained fresh business for at least two immersive projects off the back of our engagement with Digital Catapult.”

Michael McGlade
CEO, Yellow Design





Digital Catapult creates world-leading programmes and facilities to help companies develop new products and services and get them to market faster

Digital Catapult identifies common challenges to help define new business models and create facilities that address these challenges.

Digital Catapult's immersive programmes include:

Augmentor – Providing technical and business mentorship, access to state-of-the-art facilities and support to confidently pitch ideas directly at an exclusive investor showcase. The programme stimulates UK private investment into companies developing innovative and commercially-focused applications of AR and VR.

CreativeXR – Focused on the creative industries, particularly the arts and culture sector; the programme gives the best creative teams the opportunity to develop immersive content, concepts and prototypes. The programme has been developed by Digital Catapult and Arts Council England, with support from Innovate UK.

Dimension – A world-leading volumetric and 3D capture studio that provides a step change in the realism of immersive content. A joint venture between Digital Catapult, Microsoft and Hammerhead, Dimension provides a world-class facility for use by startups, scaleups and corporates that form part of the UK's rapidly growing immersive technology and content sector.

Imaginarium Studios – Offering a complete range of performance capture solutions, the studio services pre-production, production and post-production needs.

Future networks technologies – Digital Catapult is uniquely placed to unlock the full potential of immersive technologies through its future networks activity including 5G testbeds.

These facilities and programmes help to remove barriers to market for smaller companies, and become hubs of collaboration that bring academics, corporates, investors and small businesses together.

Supporting UK businesses to become world leaders in immersive

The Immersive Labs provide an ideal space:

- To learn about immersive technologies
- For workshops to explore sector potential
- To showcase immersive content and applications to investors and potential clients
- For dedicated development sessions, and to make use of specialist hardware to aid content development
- To host related meetups across our labs

For more information please visit bit.ly/Immersivelabs
or email immersive-lab@digicatapult.org.uk



About Digital Catapult

Digital Catapult is the UK's leading advanced digital technology innovation centre, driving early adoption of technologies to make UK businesses more competitive and productive and grow the country's economy.

We connect large established companies, startup and scaleup businesses and researchers to discover new ways to solve big challenges in the manufacturing and creative industries. Through this collaboration, businesses are supported to develop the right technologies to solve problems, increase productivity and open up new markets faster.

Digital Catapult provides physical and digital facilities for experimentation and testing that would otherwise not be accessible for smaller companies.

As well as breaking down barriers to technology adoption for startups and scaleups, our work de-risks innovation for large enterprises and uncovers new commercial applications in immersive, future networks, and artificial intelligence technologies.

For more information please visit
www.digicatapult.org.uk

Accelerating early adoption of
advanced digital technologies

London

Digital Catapult Centre
101 Euston Road
London NW1 2RA

Brighton

The FuseBox
Level 4 North
New England House
New England Street
Brighton BN1 4GH

MediaCityUK

The Landing
Blue Tower
MediaCityUK M50 2ST

Northern Ireland

Ormeau Baths
18 Ormeau Avenue
Belfast BT2 8HS

North East & Tees Valley

Northern Design Centre
Abbotts Hill
Baltic Business Quarter
Gateshead NE8 3DF