

UK SME offers a novel interactive augmented reality technology and holographic booth for license agreements

- **SCHEDA**
- **APPROFONDIMENTI**

Identificativo proposta: TOUK20191030004

RICHIEDI MAGGIORI INFORMAZIONI

An ambitious UK augmented reality SME is seeking global license agreements, to launch an interactive technology unit for the enhancement of education and personal communication. The technology offers direct and real-time control capabilities to facilitate a friendly, non-confrontational environment for communication. Complimentary companion learning support apps are available.

A UK SME has developed an augmented reality, immersive technology in collaboration with a British University to enhance knowledge retention and engagement. Findings indicated the interactive, holographic technology increased overall knowledge retention. The technology has since been trialed in local primary schools, commended on national television, made available in the UK and is now being offered for licensing in the EU market and beyond. The SME are also committed to creating non-confrontational and engaging environments requiring sensitive interaction, counselling and discussions. The range of characters, appearance, voice, language, facial expression and body language on offer may be adapted to the application and have complimentary companion and learning support apps to allow interaction with the avatar from home, with a series of well-being role-play scenes. An individual may control the character, via a camera and microphone facility, to interact and respond in real time. To the audience the augmented reality character is brought to life in the holographic kiosk with expressive language, gestures, facial expression and body language, enabling an interactive and reportedly positive and exciting experience. Holographic units are available in several sizes from 50 x 50cm to 1500x1500cm but may be designed bespoke to order. The system is portable, with a plug and play easy assembly, connecting directly with cables to a power source, wifi or LAN. Initial installation, training and maintenance is available. The SME have a technology offer for licensing agreements to facilitate the introduction of the technology and enhancement of knowledge retention and communication into the EU market. Further development of the technology for potential collaboration into other sectors or markets may also be considered.

Riferimento Esterno: TOUK20191030004

Tipo: Technology Offer

Paese: United Kingdom

Presentazione: 05/03/2020

Ultimo aggiornamento: 21/03/2020

Scadenza: 22/03/2021