MEET THE EXPERTS

Creative and Digital Collaboration

Thank you to London Fusion, Lancaster University and the Work Foundation

Kingston University London

Digital Media Kingston

Kingston University London

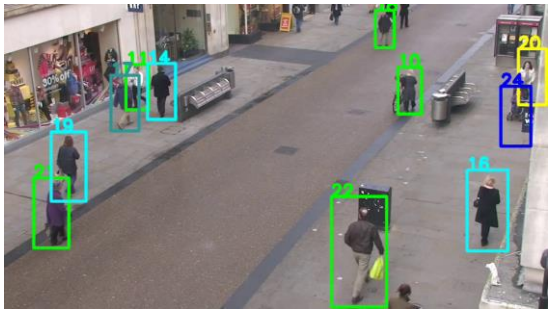
Creative Digital at Kingston University is a collaboration :

We run courses and projects across the faculties of :

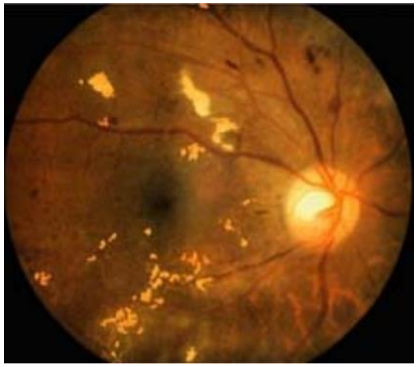
- Art, Design & Architecture
- Science, Engineering & Computing
- Arts & Social Sciences

Digital Media Kingston

Digital Imaging Research Centre



- Main body of work is in **Image Processing** and **Computer Vision**
- …which aims to **extract information** from images and image sequences
- Principle problem domains are:
  - **visual surveillance** for security and sports,
  - **medical imaging**
- Also work with other sensors, e.g. infra-red, **3D depth maps** motion capture data



- Mainly work with un**produced media** but recent projects also address **produced media**

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Design Research Centre

Design practice at Kingston University includes innovative trans-disciplinary research with Engineering, Avionics, Biotechnology, Social Science, Computer Science and Health Care Faculties.

Design research works with industry through **Innoversity,** a HEFCE funded project that fosters cross and interdisciplinary Research and Enterprise activity, linking with local and international commerce, engaging with academics and researchers, alumni and post-graduate students to consider new methods and approaches to design via knowledge transfer, live projects and consultancy including: Seat, Givaudan, InCrops, Sense, M&S, Mspace; UBM

Partners include:

Arts Council England · Historic Royal Palaces · Condé Nast · The Random House Group · The Folio Society · The Stationers' Company · WNO · The New York Times · The Guardian · The Spectator · London Sinfonietta · Sadler's Wells London's Dance House

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Digital Media Kingston

"Digital Media Kingston" runs a post graduate micro-studio where we encourage innovation and teamwork on courses developed in consultation with our Industry Panel to offer a collaborative Masters programme run between CIS & The Design School that concentrates upon computer animation/vfx, iphone/ android/W8 and Playstation/Xbox & Next Gen development to offer MA and MSc Pathways through :

- MA & MSc Games Development
- MSc User Experience Design
- MA Computer Animation

NOW RECRUITING FOR JANUARY 2014

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Digital Media Kingston

DMK Industry Panel

seren
Research. Design. Measure.

SUPERMASSIVE GAMES

SONY
COMPUTER ENTERTAINMENT ®

SAMSUNG

DREAMWORKS
ANIMATION SKG

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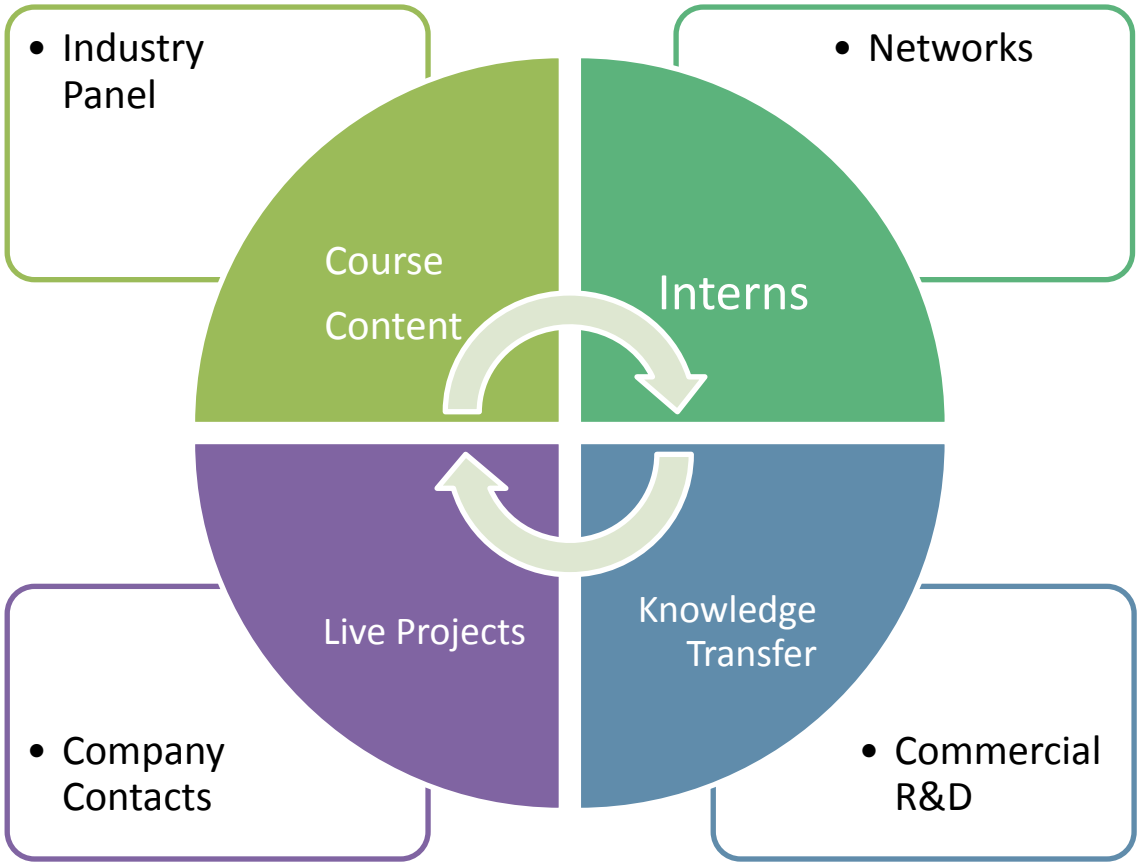
Digital Media Kingston



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Industry Memberships & Networks

TIGA™
Representing the Games Industry

PlayStation®First

bcs
The Chartered Institute for IT

bima
Representing and connecting the UK's digital & interactive industry.

uxpa uk

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Digital Media Kingston

Games Production InKUbator

Developed in response to the Hope Livingston Review
'InKUbator' is a games development hub that brings together programmers, writers, artists, commercialisers to help students produce finished, working games.

- **Hothouse games development programme**
- **Workshops with industry experts**
- **Showcase skills to potential employers**

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Industry Showcases

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Sony Worldwide 3D

since 2009 working with the team responsible for developing design and technical standards and protocols across all Sony 3D platforms with a view to KU becoming an official R&D partner

DMK setting student projects to SCEWW 3D research questions under NDAs since 2010

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The Academic Development Programme is a Sony Computer Entertainment (SCE) academic licensing programme for universities and academic groups interested in PlayStation development tools in further education.

Our development kit programme is unique in providing access to the full PlayStation software (SDK) and development hardware for teaching purposes in computer engineering, programming and software development and platform specific licences for academic development to cover: Move.me™ and PlayStation®Mobile(PSM), PlayStation®Portable (PSP™), PlayStation®3 (PS3™) and PlayStation®Vita.

Alumni Destinations Highlights 2010-11

- Jack Simpson MA 3D CGI Framestore
- Eewei Chen MA UXD Solution Design Director at BSkyB
- Anika Maessen MA UXD Insight Analyst at WilsonFletcher
- Tommaso Marini MA UXD UX Designer at Brio Software
- Patrick Vince MA GD Character Artist at Extra Mile Studios
- Nikesh Jamnadas MA UXD User Experience Consultant at One to One Insight
- Inese Vira MA 3D QA, Beta Tester at Colossal Games
- Sathes AK, UX/UI Designer + Developer, StorePOINT International
- Hemant Budhivant UX Researcher and Architect at Symantec

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Alumni Destinations Highlights 2011-12

- Bahargul Atabaeva, UXD Intern at BlikBook Ltd
- Wlodzimierz Chimiak, User Experience, Web Designer at Bite Studio Ltd
- Rob Enslin, Experience Designer & Consultant at ThoughtWorks
- Joshua Hancock, Graduate Games Programmer, Criterion Games
- Sarat Koneti, User Experience Designer, The Team
- Maxim Kostenko, UX Designer at Keebo.com
- Michal Lichwa, iOS Developer, Cracow University of Technology
- Nell A. Perez, Concept Artist, Dreampainters SRL
- Annop Prapasapong, Programmer at Feral Interactive

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Current Research Projects

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CREATIVE WORKS LONDON

BagEngine - Online Co-Design Tool

15k to develop a scalable vertical slice prototype for an online co design tool for high end designer handbags

explores the potential for interaction between the producer and the consumer in the design process as part of a prototype handbag customisation platform.

how co-design methods might be integrated into mass customisation tools

fashion accessory parametrics; generative design principles for fashion design; participatory design frameworks for individual designers and their collections

research the handbag design process by working closely with specific handbag designers to develop generative design parameters for each designers collection which will underpin a vertical slice demo of the tool

bagservant
Discover Love Shop

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The Image Portal

10k to research and develop a design proposal

A discoverability platform to support users to locate images of collections and access rights information for reproduction

Hooper Report

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European Regional Development Fund 2007-13

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Methodologies for using Biofeedback data in User Experience (UE) and Usability studies

seren
Research. Design. Measure.

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European Regional Development Fund 2007-13

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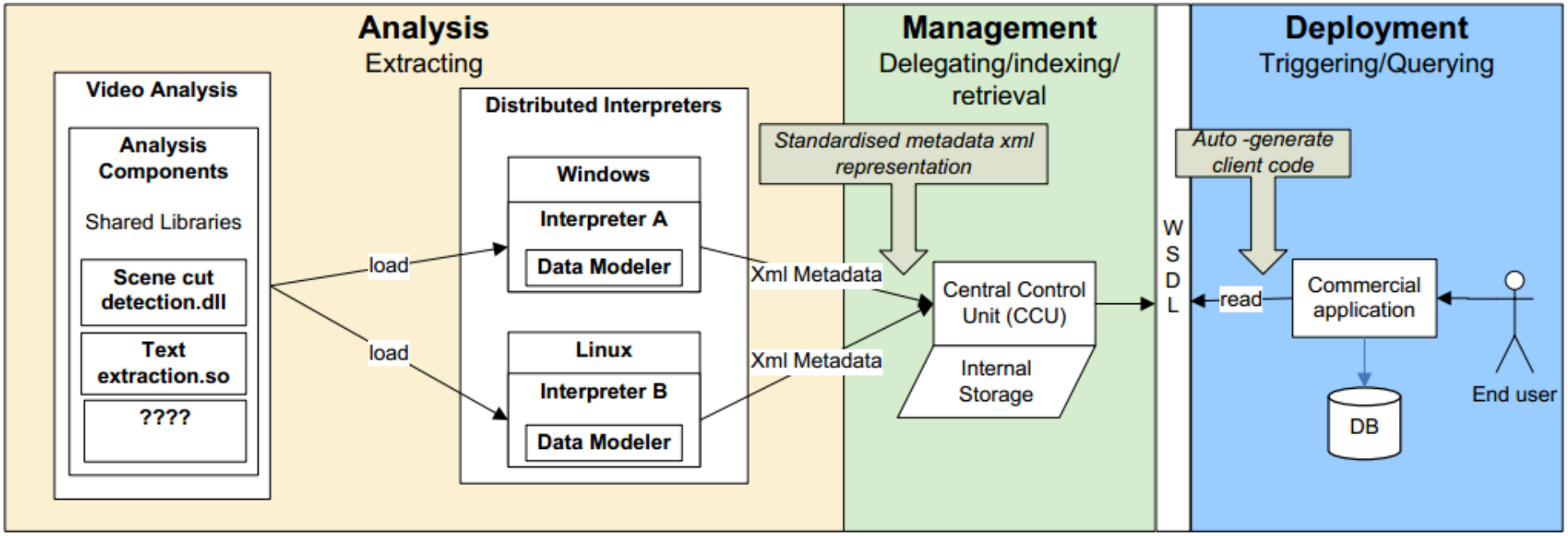
OpenFARM – Open Framework for the **Analysis** of **Rich Media**

KTP (Knowledge Transfer Partnership)
with Pharos (now Evertz)



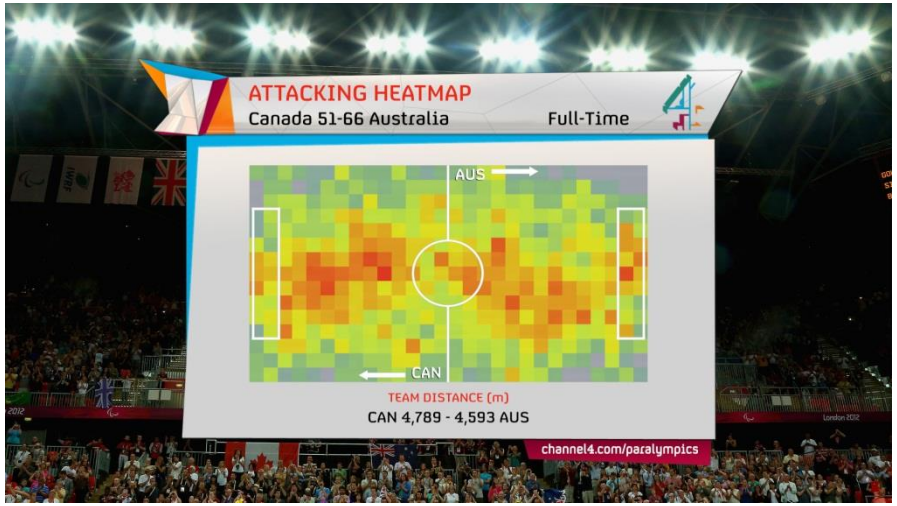
Wheelchair Rugby

Digital Media Kingston

‘Impact-o-meter’

- Commissioned for **Paralympic broadcasts**
- Main requirement was to give a **live estimate** of the **speed of impact**
  - To disrupt a possibly commonheld perception that the wheelchair-bound are necessarily fragile
- Use overhead camera to track participants
- Other analytics data can be derived:
  - Top sprints
  - Heat-map showing coverage
  - http://www.youtube.com/watch?v=Tqc6-TCM7RY
  - http://www.youtube.com/watch?v=JpiLvSWTND4

BRITISH ACADEMY OF FILM AND TELEVISION ARTS



Trends

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Technology Strategy Board

Driving Innovation

The Design Option

Desirability | Usability | Feasibility

Kingston University London

Digital Media Kingston

Design Matters

The Design Special Interest Group supports UK business innovation by building a community of **designers** and **technology innovators**, and encouraging the use of design earlier in the R&D process. Learn more...

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Trends – a Digital Imaging Perspective

- 'Productization' of analytics components – APIs for high tech video analytics such as **face recognition**
- Cloud computing – changing the nature of the artifacts of collaboration. **Deliver the service** rather than the algorithm
- App computing – significant interest in getting **innovative computation onto phones** (and raspis)
- Ubiquitous imaging – ever increasing volumes of data recorded by **people** (and their **vehicles**)
- Big Data – large volumes for processing
- The symbiosis of **user-interaction** and **video-analytics**
- Student exploitation (but in a good way) – associating a student project with **company objective**

Facilities

Kingston University London

Games Development Suite

The Games Development Suite contains a number of Sony PlayStation Portable developer kits (PSP). Students will be able to develop for this platform under an academic development agreement with Sony. In addition students have access to Xboxes and Microsoft XNA Game Studio developer software. A number of other consoles are also available including Wii's and Sony Playstation 3. The lab is equipped with 3D graphics software such as Maya.

Motion Capture Kit

The IGS-190-M mobile capture suit is one of the most mature gyroscopic inertial motion systems and features nineteen matchbox-sized gyros attached to individual straps on a flexible lycra suit. The gyros are the fastest in the market (at 1,200 deg/sec). Eight suits can be used simultaneously with a wireless range of over 100 metres radius and sensor resolution is 0.1 degree. Setup time is approximately 15 minutes; the suite requires a small amount of calibration and time for the gyros to settle. The suit was purchased from Animazoo, a specialist in the area of motion capture with an IGS-190-M being used to animate the cartoon character 'The Crazy Frog' amongst many other cartoons and computer games

Media Tech Labs

A multimedia and graphics studio that houses 39 Pentium 4 PCs all with DVD writers and our full graphics software which includes Maya complete, Adobe Production Studio; Premiere Pro, Photoshop CS4, Illustrator, After Effects, Encore, Audition, Flash, Dreamweaver, Fireworks, Nuke & Combustion.

Film Production Studio

This area comprises a studio of 100 square metres and has all you need to record broadcast quality programming. The space has a 14 metre infinity cove painted white, heavy black curtains and an 8 metre professional film blue screen. The studio space has been built with flexibility in mind and any combination of setups can be accommodated within the area with regard to filming. The studio is equipped with three Panasonic HVX200 high definition cameras in a studio specification with matte boxes, dolly tripods and P2 16GB cards. The lighting array consists of a Kino Flow system combining Image, Zip and Para Beam light fixtures with Dedo modelling spots. The whole array is controlled by a 64 channel DMX desk. Our filming environment and animation suite house the latest technology, including 100m sq filming space with 14m infinity cove and 8m professional film blue screen; — three Panasonic HVX200 Hi Definition cameras; — Kino Flow lighting system controlled by a 64-channel DMX desk; — Stanton Jimi Jib with a remote head and 4m reach; — post-production suite containing 10 Macintosh computers with 20 terrabytes of storage hosting the latest editing software; — animation suite containing four rostrum cameras running professional stop motion capture systems as used by Aardman Animation (the Oscar-winning makers of Wallace and Gromit), Diva light setup by Kino Flow, light boxes and additional animator-friendly equipment; — sound recording suite, perfect for interviews, voice over and recording music.

Post Production Studio

The PPS comprises 10 top of the range Macintosh computers, the majority of which are running the Intel CPU. They are all based on the Black Magic uncompressed broadcast system and are controlled by a central video server running the Apple XSan network. There is a massive 20 Terrabytes of storage and we can stream up to 10 full HD streams across the network in real-time. AtSD we can stream approximately 40 streams of video at once.

Audio Studio

This area comprises a control room and an audio booth with talkback and video monitoring facilities. There is an extensive sound FX library and high quality transducers suitable for high quality voice and / or sound track recording. The studio is able to cater for both post and pre-production sound to image work and runs with Final Cut Pro / Soundtrack Pro as its central engine.

BCI Equipment

Based on the latest developments in neuro-technology, Emotiv has developed a revolutionary new personal interface for human computer interaction. The Emotiv EPOC is a high resolution, neuro-signal acquisition and processing wireless neuroheadset. It uses a set of sensors to tune into electric signals produced by the brain to detect player thoughts, feelings and expressions and connects wirelessly to most PCs. This allows users to move images using their thoughts

User Studies Lab

The User Studies Lab is a cluster of six workstations for small group teaching and student use. Its primary purpose is the study of human interaction with technology under controlled conditions. The medium-sized, flexible space accommodates many kinds of design concern, from individuals interacting with traditional desk-top PCs, to small groups working collaboratively using personal devices. The main equipment includes the Morae usability testing software, and the Tobii eye-tracker, both convenient to set up and widely used by commercial Ux agencies.

Enquiries

enterprise@kingston.ac.uk

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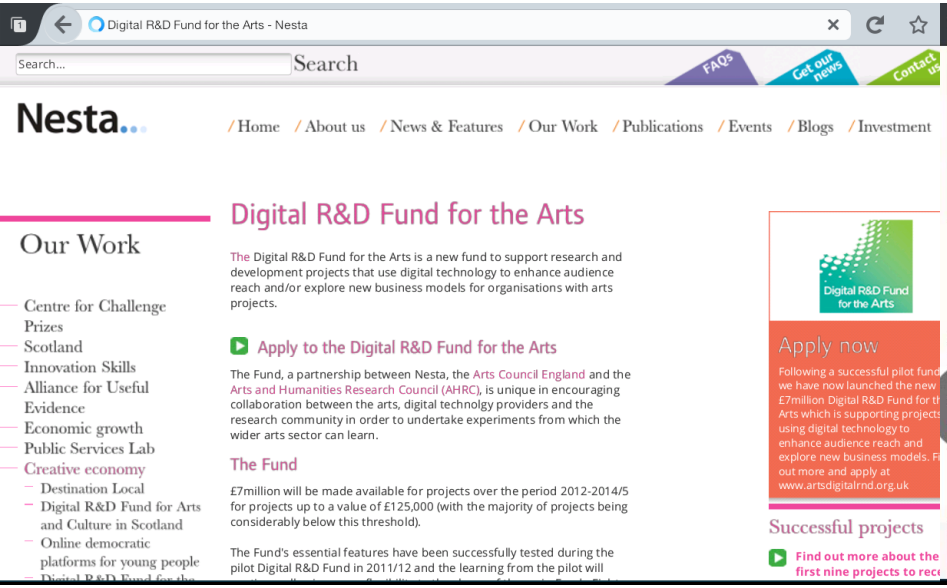
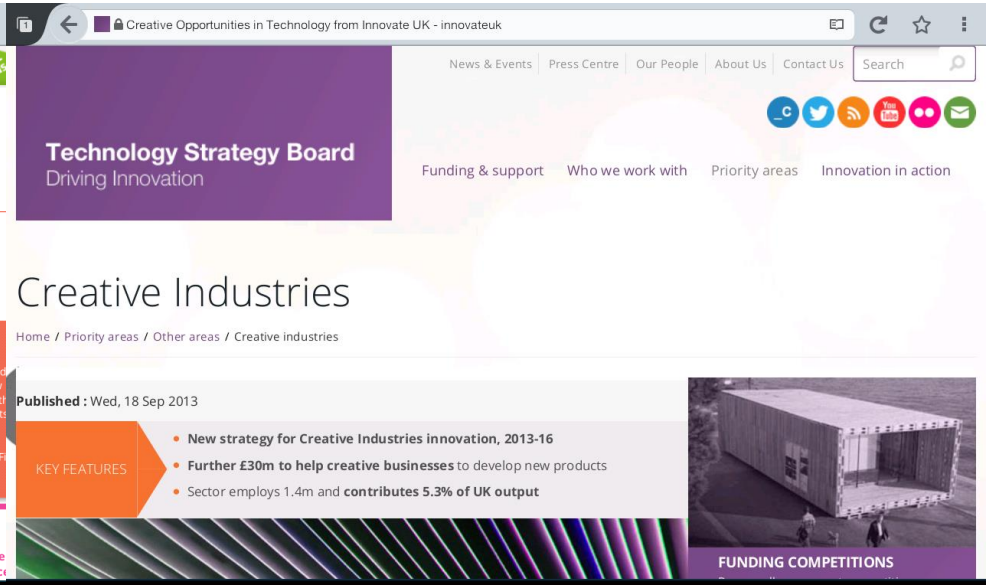
Collaborative funding





- TSB Innovation vouchers
- TSB Small Business Research Initiative
- TSB Collaborative R&D
- TSB Feasibility study
- TSB Knowledge Transfer Partnerships

- NESTA R&D Fund for the Arts
- TSB IC Tomorrow
- Creative England / Film London
- Kingston Enterprise Vouchers
- Creative Industries KTN

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LONDONFUSION
creative & digital collaboration

BUSINESS SUPPORT FOR CREATIVE & DIGITAL COMPANIES

Andrew Sirs-Davies
Project Manager

EUROPEAN UNION
Investing in Your Future
European Regional
Development Fund 2007-13

WHAT IS LONDON FUSION

- London Fusion is a **£5m** European Regional Development Fund programme ending Dec 2014.
- Delivering interactive, tailored and in-depth business support designed to help London's creative and digital companies **collaborate, innovate and grow.**

- Help companies identify and **develop innovative business opportunities** to attract **new customers**.
- Help plan **how and what** you can do to realise those opportunities.
- **Broker collaborations** with others who share your ambitions to help **deliver best Return on Investment** and **minimise risk**.
- Find **resources** to help you realise your business goals
- **ALL £ FULLY FUNDED**

ELIGIBILITY CRITERIA

- Be London-based
- Have fewer than 250 employees & less than £45million turnover
- Be an Independent Enterprise (< 25% ownership by a large business)
- Have received less than €200,000 of public funding in last 3 years
- Be in the Creative or Digital sector
- Be ambitious and growth focused
- Be willing to complete paperwork and allow us to monitor your growth

WHY JOIN LONDON FUSION

Real, measurable deliverables …….

200 jobs created of which 30% will be Women or BAME led businesses
150 jobs safeguarded of which 30% will be Women or BAME led businesses
Increase in economic performance = € 2.6 m (£2.12 m)
50 SMEs with **improved performance**
40 SMEs integrating **new products or services**

WHAT DOES LONDON FUSION OFFER

Fully Funded :

- Talent
- Expertise
- Resources

Access to :

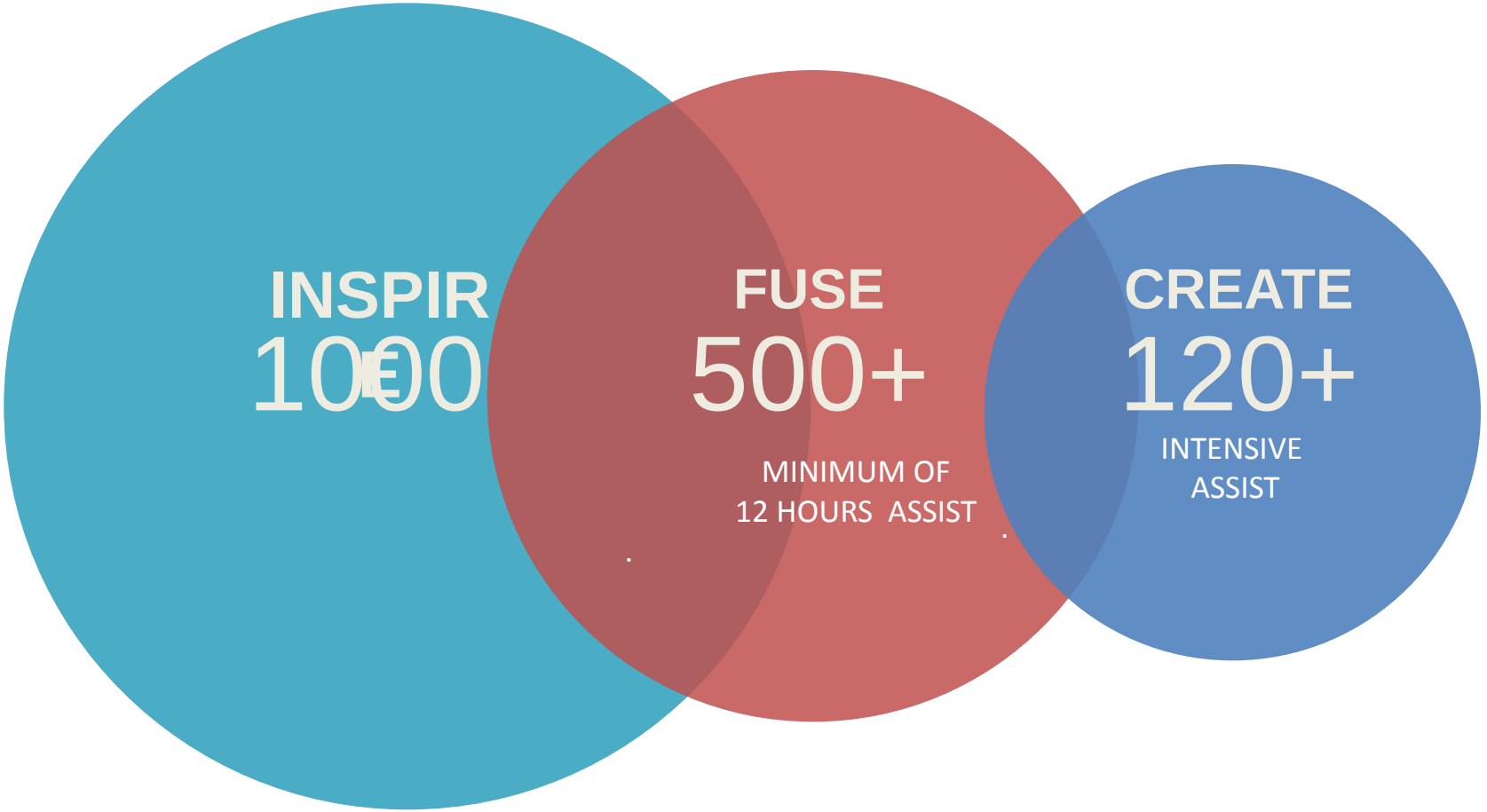
- Fusion Collaboration Awards
- Expert support for Business Case preparation and Business Modelling
- Action Learning Sets
- Imagination Lancaster - cross sector facilitated events involving SMEs & academics
- Design-led Innovation Masterclasses at RCA
- Lancaster Management School - Student Projects

.

THE PROJECT DELIVERY PARTNERS

- Lancaster University
  - The Work Foundation
  - Imagination Lancaster
  - IEED
- Queen Mary University/Creativeworks London
  - plus 7 other HEI and IRO partners inc TATE
- Royal College of Art
  - Helen Hamlyn Centre for Design/InnovationRCA
- C4CC at University of London
- NCUB

GETTING INVOLVED



THREE PHASES - CREATE

Queen Mary University of London

INSPIRE
collaboration and innovation

FUSE
business knowledge, creativity and technology

CREATE
new products and services

GROWTH

Fusion Collaboration Awards

Between £5k and £10k to give your business access to Resources and Expertise
13 companies awarded so far
3rd Round of awards NOW !

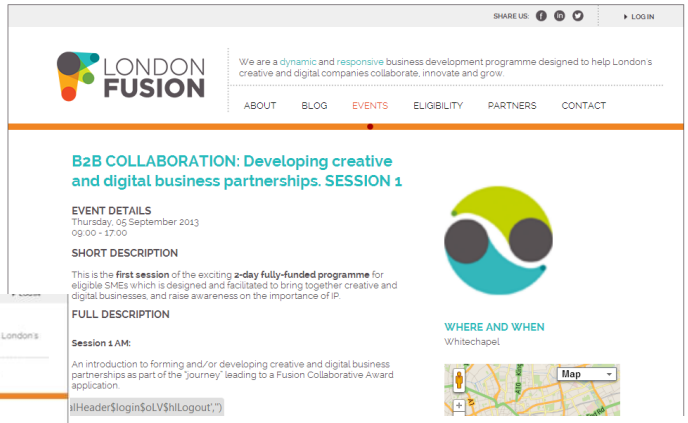
AWARDS PARTNERS

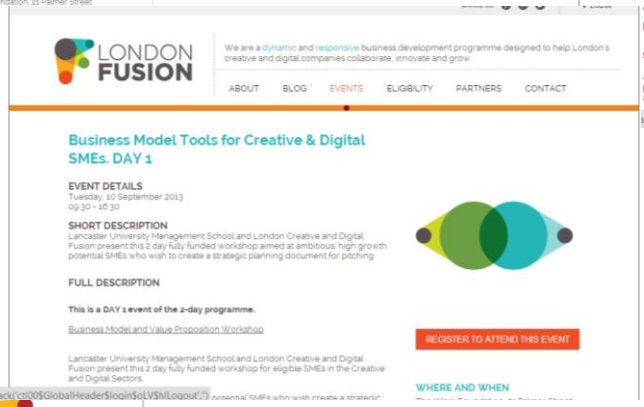
- Kingston
- Goldsmiths
- Central School Speech & Drama
- QMUL – qMedia - Centre for Digital Music
- TATE
- Kings College
- C4CC (UoL)

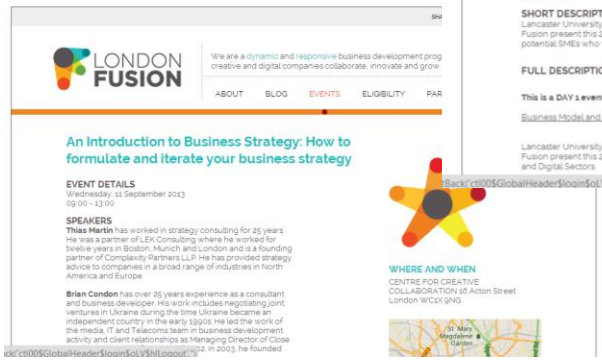
Next Steps

UPCOMING EVENTS

londonfusion.org.uk/events







THANK YOU

Andrew Sirs-Davies Project Manager

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twitter @LondonFusion
Facebook
LinkedIn

***Latest Newsletter just published**

EUROPEAN UNION
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European Regional
Development Fund 2007-13

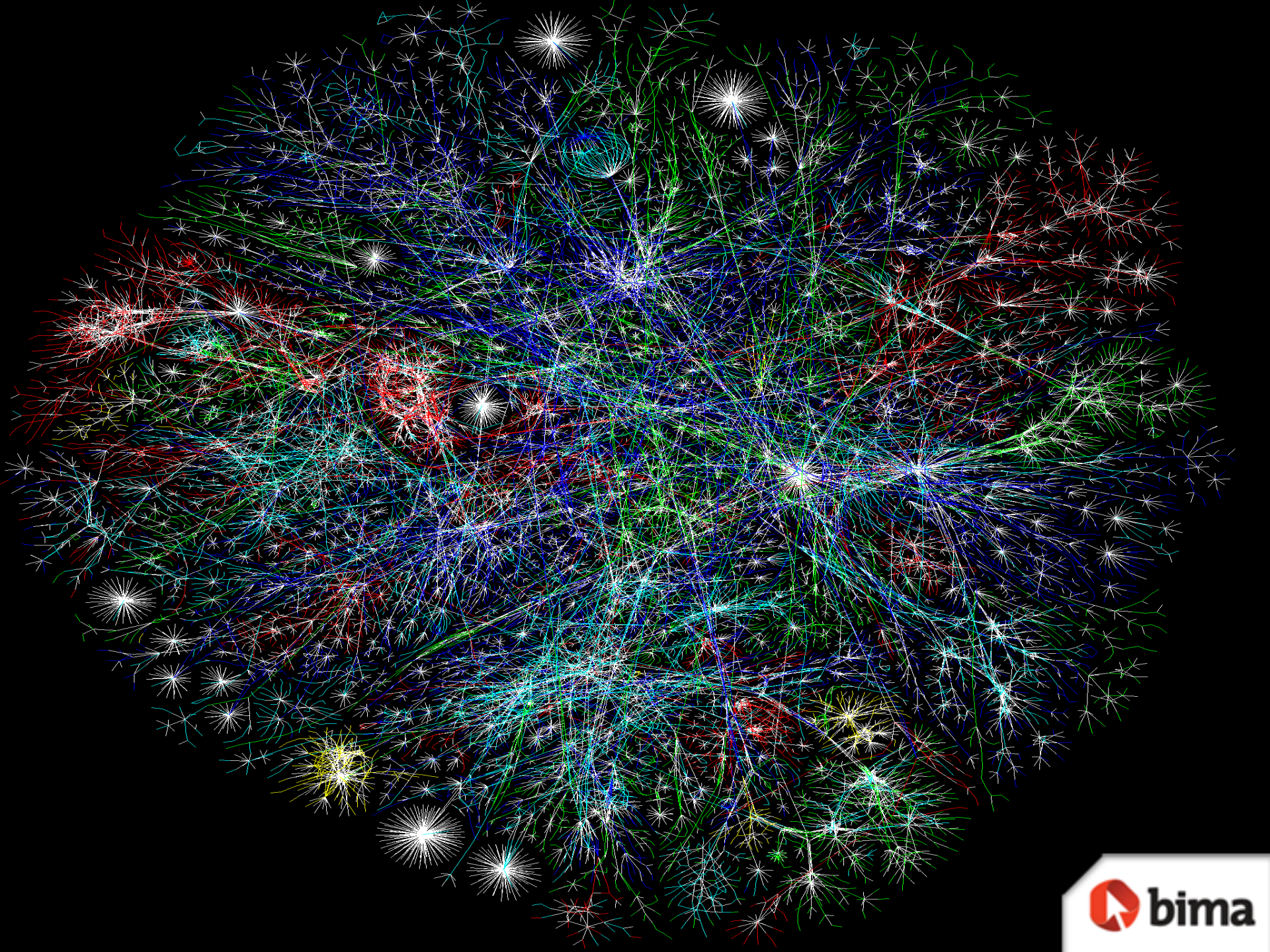
Our Experts

Wyndham Lewis - Executive Director, BIMA
Mike Brown - Senior Technical Architect, BBC Connected Studio
Elinor Olisa - Director, DegreeArt.com
Sven Krause - Head of Laboratory Experience & Innovation, Seren

Kingston University London

‘Digital’ Careers

#BIMA


bima

BIMA D-Day

[100+ agencies & schools in 2013]

Get in touch

@BIMA

bima

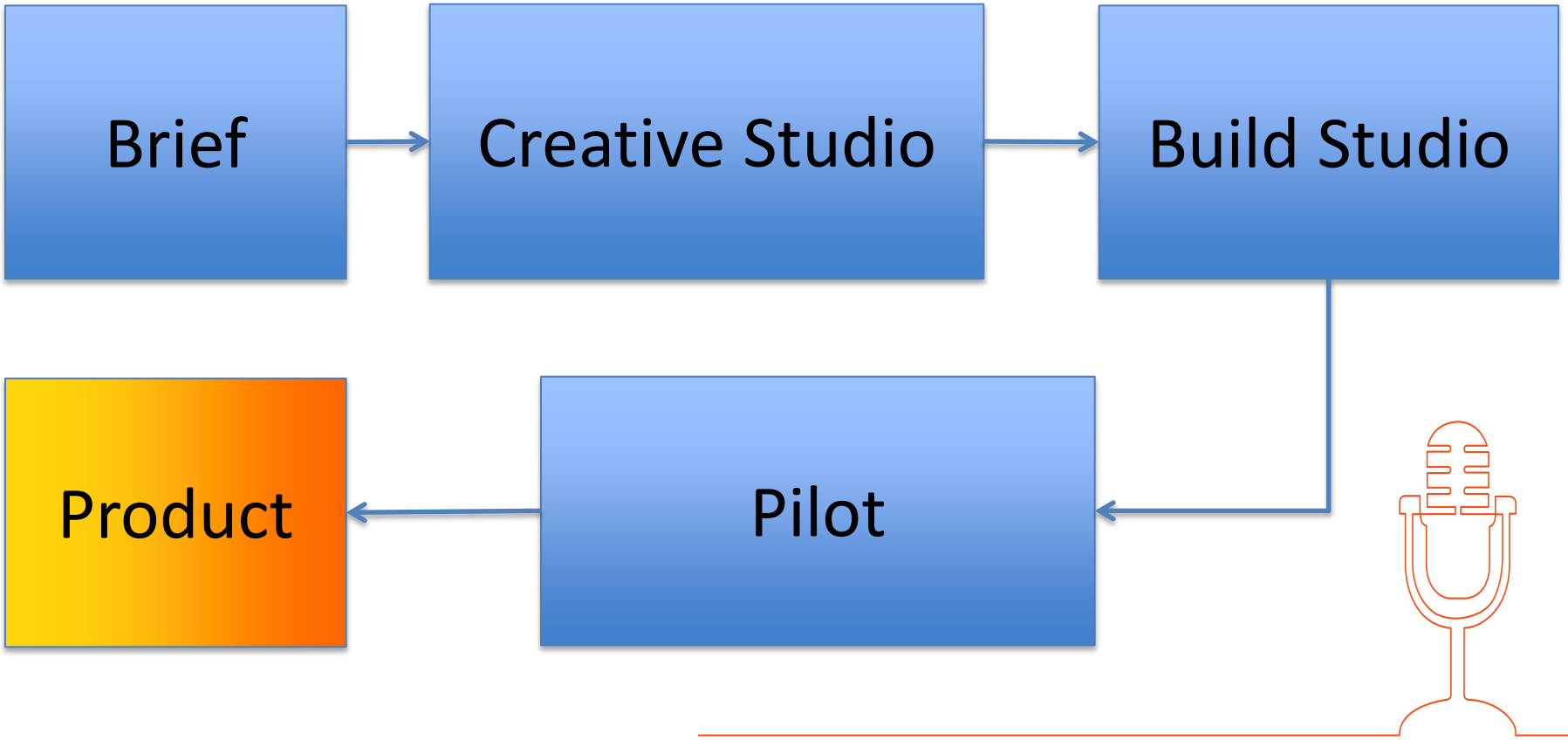
BBC Connected Studio:
Starter for 10….

What is the future of BBC online?

Mike Brown, Technical Architect, BBC Connected Studio

BBC Connected Studio

What is Connected Studio?



BBC Connected Studio

www.DegreeArt.com

Established since 2003

Creative and Digital Collaboration

Nesta R&D Fund Project

October 09th 2013

About Us

- One of the UK's first and most established online art galleries
- Specialising in the sale of artwork by student and graduate artists
- Physical gallery in Vyner Street
- Over 450 artists and 8,000 pieces of artwork online

DegreeArt & Universities

DegreeArt

+

Universities

→

Jobs, Implemented Research, Better Business

The Nesta R&D Fund

Nesta

Digital R&D Fund for the Arts

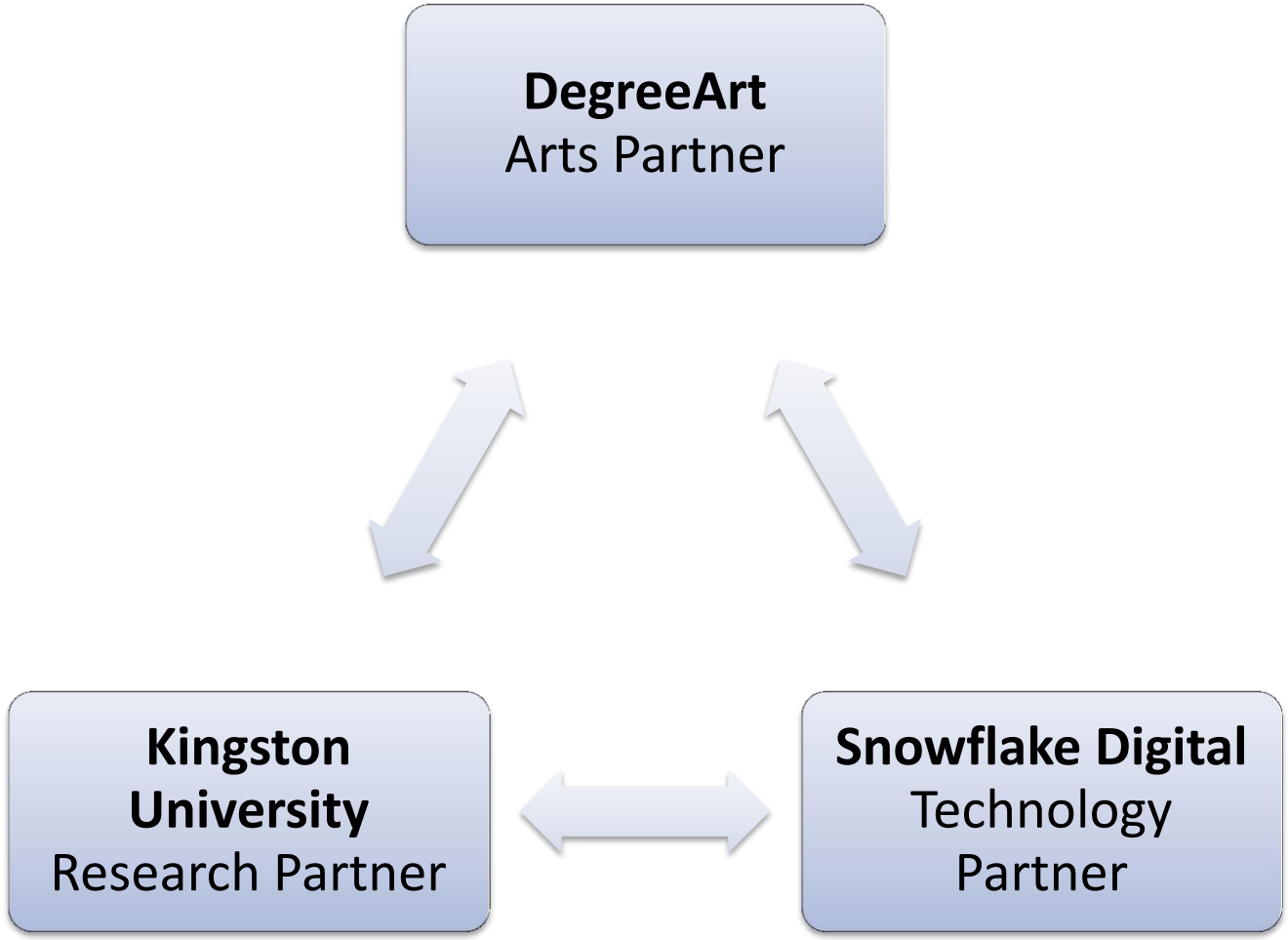
LOTTERY FUNDED

Supported by Nesta, Arts & Humanities Research Council and public funding by the National Lottery through Arts Council England

http://www.artsdigitalrnd.org.uk/

- £7m Fund Research and Development Fund
- Looking at experiments with new technologies to enhance audience engagement and test new business models.
- Rigorous research proposition is essential
- Making research integral to Arts technology pioneering
- Capture data and provide insights that will be of significant value to the wider arts sector

Artellite


DegreeArt
Arts Partner
Kingston University
Research Partner
Snowflake Digital
Technology Partner

DegreeArt & Kingston's R&D Project

- Future Proofing the Arts Industry Online
- Creating a 'Best Practice' document for Artists and Galleries co-existing Online
- A working, research influenced technology website package solution for artists, galleries and Arts Organisations

www.DegreeArt.com
12a Vyner Street, London, E2 9DQ

elinor@DegreeArt.com
@elinordegreeart

Let’s start collaborating

- Digital image processing
- Video analytics
- Broadcast and production technology
- Speech processing
- Mobile communications technology
- 3D visualisation of data
- Games technology
- Web user experience
- Digital curation
- Social media and informatics
- Marketing and Business
- Co-design
- Sustainability, social innovation
- Industrial Design
- Health and Wellbeing
- Design thinking
- Fashion innovation
- Haptic and augmented reality
- Illustration and animation
- Behavioural Design
- Visual and material culture
- History of design and architecture
- Architectural science and technology
- Urban design and landscape
- App development
- Filmmaking

THANK YOU

enterprise@kingston.ac.uk

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