

Results of competition: Cross-platform production in digital media - feasibility study

Total available funding for this competition was £1m from the Technology Strategy Board.

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
AMBX UK Limited	Authoring tools for immersive lighting experiences	£110,058	£82,544
Project description (provided by applicants)			
A feasibility study to develop and test concepts for object-oriented authoring tools able to create lighting tracks and experiences around a variety of media content; and to develop testing methodologies for evaluating effectiveness of both the tools and the generated experiences.			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Emotion Systems	A feasibility project for providing a scalable multi-tasking automated audio processing engine for file-based workflows	£106,792	£80,094
Project description (provided by applicants)			
<p>Emotion Systems produce a range of applications for improving the efficiency of file-based workflows in a professional broadcast environment. These include areas such as loudness compliance, audio mapping, audio rework and Dolby® encoding. Currently these applications can be operated manually or within an automation system using an API.</p> <p>However, real efficiencies could be gained if it were possible to combine all these applications to work under control of one API. Doing this would mean that it would be possible to very efficiently implement them within an automation system and also within a cloud environment. Within such environments it would also be desirable for the applications to include an element of scalability so that their capacity could scale to meet immediate requirements. Charging for scalability within cloud-based environments is now more often done on a pay-per-use basis rather than on a capital-cost basis. This would therefore require the development of a secure metering system.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Gameware Europe Limited	Gameware video game bricks	£109,078	£81,808
Project description (provided by applicants)			
<p>Gameware's 'VideoBricks' project aims to establish the basic technical feasibility, usability and user acceptance of a creative video/computer animated media platform akin to Lego or Meccano in concept. A cloud-based service delivering both simple tools and a (small) library of 'video bricks' from which users can assemble their own videos within an established genre (Gamewares 'James Pond - animated game).</p> <p>The study will address the first steps in providing a comprehensive platform which will take the existing concept of video mashups towards its logical conclusion.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Headstrong Games Limited	Cross-Platform Art Media Simulation	£119,741	£89,805
Project description (provided by applicants)			
<p>Seven years ago, Headstrong Games conceived and developed Nintendo's first Art Academy video game. Since then the product, which combines high-quality paint simulation with accessible art tuition, has spawned a hit-selling franchise selling in excess of 3 million units world-wide and receiving critical acclaim from consumers, and professionals alike.</p> <p>Building on this experience, Headstrong seeks to develop an entirely new Art Media Simulator. The new simulator will be cross-platform compatible – optimised to work on PC, video games console, mobile, tablet and Smart TV. Further, the development will pave the way for real-time collaboration – opening up new ways in which enthusiasts (from amateur to professional) can create and appreciate art.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Hibbert Ralph Animation Limited	Online screenplay media tagging and distribution system	£113,704	£85,278
Project description (provided by applicants)			
<p>Scripts or screenplays remain a vital part of the entertainment industry. Of themselves scripts and screenplays are purely textual, but within the entertainment industry their purpose is almost exclusively to drive a visual representation of the story in question. In fact all screenplays form the foundation of a multi-media production where textual elements are re-imagined into different media formats.</p> <p>The purpose of this feasibility study is to consider a cloud-based system to allow for the inclusion of associated multi-media data which can be tagged or “pinned” to the screenplay whilst maintaining the screenplay's well understood format and structure. In addition the study will develop a mobile and tablet based ‘App’ to allow for remote management, review, amendment and addition to the aggregated textual and multi-media cloud dataset. Version management and the evolutionary aspects of screenplay development will also be considered and the final dataset will also be available for export to other online systems and of offline review and presentation.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Nea Onta Limited	Feasibility study for an unattended, API-enabled CG character skeletonisation and rigging tool	£119,791	£89,843
Project description (provided by applicants)			
<p>Our product is a fully unattended 3D CG character skeletonisation and rigging tool. While delivering substantial cost savings to established production for 3D character imaging in film, commercials and games, it will provide a 'missing link' between other semantic analysis technologies within emerging platforms, creating many possibilities for interaction innovation.</p> <p>The feasibility study will develop technology in collaboration with a pre-eminent research team and use it to assess commercial potential through intensive industry outreach.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Numerion Software Limited	Feasibility of real-time, high quality, simulation of real fabrics, in the Cloud.	£105,213	£78,909
Project description (provided by applicants)			
This project will evaluate the feasibility of real-time, high-quality computer simulation of real fabric behaviour in the Cloud. The applications for this technology include video games, the fashion industry, internet shopping, advertising and the movie industry.			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Portal Entertainment	Immersion Go Storytelling platform: A content producer tool for non-linear storytelling and user profiling for anxiety-driven, cross-platform entertainment using facial expression and visual cognition	£118,224	£88,668
Project description (provided by applicants)			
<p>This proposal will investigate and develop an addition to Immersion Go: a novel content producer tool that will allow content creators to originate cross-platform formats based on the audience's level of anxiety in the face and visual cognition. From an ongoing research partnership with Teeside University, we propose that by understanding the audience through their facial physiological responses and visual cognition, we have the opportunity to create world-leading cross-media formats in the game show, children's and thriller markets.</p> <p>The outcome are new business models based on the behavioural type of each audience member at the individual level, and potentially for specific genre types, building greater audience retention over time.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Storythings Ltd (lead) Pulse Films Limited	Mobile product for live music video distribution	£93,471	£70,103
Project description (provided by applicants)			
This project will test a prototype for a music app to distribute video content from live music tours. The app will integrate with Twitter and other social networks to let users unlock and share new content, and buy unique back-stage content using inapp purchasing.			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Syncscreen Ltd	Universal cross-territory 2-screen TV authoring tools	£110,276	£82,707
Project description (provided by applicants)			
<p>SyncScreen is a pioneer in creating 2-screen TV experiences that audiences will want to use and return to, because they are designed to deepen the TV experience, not distract from it. The company wants to take their underlying technology to the next level of easy-to-use tools for use in the TV production process and enable a healthy international sales market.</p> <p>This will see the company develop prototypes for innovative production tools that will greatly improve the efficiencies of both the creative and the technical processes involved in the creation of synchronous 2-screen TV formats using audio watermarking as the tech enabler.</p> <p>This is a high added-value initiative for the TV production industry, already successful in exporting both finished TV programmes and new TV formats, allowing formats to be developed and sold as fully integrated 2-screen formats, with all the associated commercial opportunities around compelling 'second screen' consumer participation.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Systemia Limited (lead) Theoko Limited	'Every object tells a story': Non-linear journeys through dynamic content production	£150,643	£112,982
Project description (provided by applicants)			
<p>Systemia regularly undertakes research in projects carried out for its core aerospace market. It is an integral part of the company's philosophy to substantially improve technology by investing time and money. Consequently, it has close working relationships with local universities where it sponsors postgraduate students. As part of its strategic development programme the company has taken existing capabilities in Knowledge Management and visualisation, and combined it with expertise in Museums, Cultural Communication, and Digital Entertainment to undertake this project.</p> <p>'Every object tells a story' aims to explore how technology can be used to enhance people's experiences of their immediate space, its content and context. Delivering contextual information related to a physical environment and adapted to personal interest enables data to be used in targeted ways, making otherwise invisible connections visible. This allows users to make more sense of the world around them, and information providers to offer content exactly where and when it is needed.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
Tag Games Limited	Cross platform user interface tool for touch devices	£118,819	£89,114
Project description (provided by applicants)			
<p>The project encompasses the research, design and development of a cross platform tool, which enables the creation of improved User Interfaces for game and apps. The tool aims to provide a single production step for this element of content creation, reducing the demand for detailed technical input and empowering the creative process.</p> <p>The project will initially focus on mobile touchscreen devices, primarily smartphones and tablets, but via a modular approach will allow future support for all popular operating systems.</p>			

Results of competition: Cross-platform production in digital media - feasibility study

Note: These proposals have succeeded in the assessment stage of this competition. All are subject to grant offer and conditions being met.

Participant organisation names	Project title	Proposed project costs	Proposed project grant
The Future Customer Limited	Mixim: a remote audio production tool	£94,725	£59,203
Project description (provided by applicants)			
<p>The project seeks to research a way for musicians and audio engineers to more easily work together on the same projects by using the internet to keep the work up-to-date.</p> <p>The resulting product will integrate with audio recording software to transfer the assets of the project between users via a cloud-based storage service.</p>			