

IMMERSIVE
CONTENT
AUGMENTED
REALITY X
PLANNING

CALL FOR COLLABORATORS

The opportunity

Summary

Future Cities Catapult is seeking partners to develop an application for Innovate UK's Production Innovation for Immersive Content funding competition- part of the Industrial Strategy Challenge Fund. We are seeking partners to work with us on an augmented reality project for the planning system.

Concept

Augmented reality is one of the most exciting technologies emerging today. It gives us the opportunity to add a digital layer to the physical world, changing the way we experience it. It is particularly interesting when applied to the world of urban planning, where one of the fundamental skills of any planner is the ability to superimpose proposed changes to the built environment with what is there already. This is also what makes it very difficult for the wider public to engage with the world of planning. Augmented reality will allow us to see and experience new proposed buildings in their real existing context like we have never had the opportunity before.

Future Cities Catapult wishes to find partners to submit a call to the Innovate UK Immersive Content funding competition, in which we hope to explore the technical and user challenges of augmented reality to visualise unbuilt buildings during planning application consultation. Not only do we wish to visualise buildings in their proposed context but explore the opportunity of allowing users to interact with key information about the building, leave comments and more.

We are seeking partners with expertise in building augmented reality applications, in particular those with experience of developing projects with architectural data and managing the challenges of augmented reality in external environments, with field of view disturbances. Ideally the augmented reality partner would also have skills and experience in User Interface design and some knowledge of chatbots.

About Innovate UK – [Production Innovation for Immersive Content](#)

Innovate UK, as part of UK Research and Innovation, will invest up to £8 million in innovation projects to enable immersive content to be created faster and more efficiently. This competition is part of the Industrial Strategy Challenge Fund's Audience of the Future (ISCF AotF) programme.

The competition aims to explore future commercial opportunities in creative industries by funding pre-commercial innovative projects which:

- enable immersive content to be created faster, more efficiently or in new ways, and
- improve significantly on the current 'state of the art' in the field

Immersive experiences are defined as multisensory narrative or interactive experiences through technologies including:

- virtual, mixed and augmented reality
- haptics
- advanced visualisation
- other sensory interfaces

Of the nine priority sectors eligible for this call, Future Cities Catapult seeks to develop a project that develops immersive content suitable for application in the Architecture industry.

Funding rules

All industry partners will be expected to bring match funding to the project. For feasibility studies and industrial research projects, you could get funding for your eligible project costs of:

- up to 70% if you are a micro or small business
- up to 60% if you are a medium-sized business
- up to 50% if you are a large business

If you are not familiar with Innovate UK competitions, it is recommended that you look at the [general guidance for applications](#), in particular the [finance guidance section](#).

Registering your interest

Future Cities Catapult is undertaking a formal process of selection for interested organisations. All organisations interested in joining the consortia are requested to register their interest by emailing Nathan Whittaker at nwhittaker@futurecities.catapult.org.uk with the following:

- Two examples of recent, previous work which demonstrate the organisation's capability in providing the services required within the consortia project. Including explanation of the work carried out and the outcome and achievements of the project (max half page per example)
- An explanation of your understanding of the bid concept (max half page).

Submission of the above information will be considered an expression of your organisation's interest to join the consortia. All registrations of interest must be submitted by email by midday Monday 5 November 2018. The submissions will be reviewed by Future Cities Catapult based on experience, capability and suitability and you will receive a response on the outcome of your submission by no later than Wednesday 7 November 2018.

Any queries about this call for collaborators should be addressed to futureofplanning@futurecities.catapult.org.uk

