



CELTIC-NEXT Innovate UK Summer Briefing



Pitch of the Project Proposal

Smart Augmented VR for Health



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Teaser



The Proposition

Improved personal physical and mental health management through the use of wearable technologies, Gamification, AI and Virtual Reality

The latest wearable technologies provide medical-grade feedback on physical and emotional condition which can be used to shape immersive VR/AR experiences

AI and machine learning has the potential to personalise the immersive experience to maximise medical benefit and provide tools to manage personal health

Opportunities for investors, partners, developers to create a sustainable

Organisation Profile



360in360 Immersive Experiences is a freelance consultancy specialising in the use of immersive technologies for social benefit.

The Founder, David Wortley, brings significant practical experience of wearable and immersive technologies, gamification, brand development and an international network of contacts.

Proposal Introduction (1)



The Components and their medical applications

- *AR/VR Experiences* already in use for pain management, dementia and physical/mental rehabilitation with proven benefits
- *Wearable Technologies* now beginning to offer real-time medical grade data for patient monitoring and remote support
- *AI* for medical decision making and personalised services has massive potential
- *Gamification* provides the strategy to effectively influence user behaviours

Proposal Introduction (2)



The idea is to develop products/services that connect health data from wearables to virtual reality health applications such as meditation, physical exercise and pain management.

Through the use of AI, the VR experience and user motivation will be automatically shaped to optimise the physical and mental health parameters measured by the wearables.

Proposal Introduction (3)



The object of the proposal is to develop solutions for specific use cases dependent on the consortium partners interests and expertise.

Possible use cases include supporting patients undergoing operations without anaesthetic, assisting dementia patients with immersive memories, motivational experiences for physical exercise and meditation for stress management

Partners



The following organisations have been invited to express an interest in forming a consortium

Organisation	Country	Expertise
Oxitone	Israel	Wearables
Iamus	Lithuania	IOT and smart buildings
Illustrious Company	UK	Immersive Sound
AR-Media	UK	Augmented Reality
Nottingham Trent University	UK	Smart Technologies for Health
University of Northampton	UK	Life Sciences and Creativity
Highlight Films	Israel	Virtual Reality
TIGA	Turkey	5G, IOT and European Projects
Enforma	Turkey	IOT, Data Analytics and Telecomms
Instituto di Telecommunications	Portual	Smart Homes for elderly
Dorset Community Care Group	UK	Elderly Care
St Andrews Hospital	UK	Specialist Hospital for Mental Conditions
NHS Foundation Trust	UK	Elderly Care Research

Contact Info

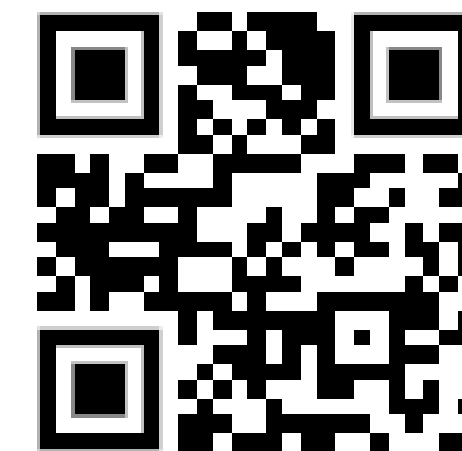


For more information and for interest to participate please contact:

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Presentation available via:



Join the Consortium Webinar



Sept 12th at 11:30 CET

The webinar login address is <https://eurescom-meetings.webex.com/eurescom-meetings/j.php?MTID=m1665f33f6e279e1e24cb38462b1953d2>

Meeting number: **954 445 021**

Meeting password: **qRBtq9CA**

Join by phone **+49-6925511-4400** Germany toll

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