CELTIC-NEXT
Innovate UK Summer Briefing

Pitch of the Project Proposal

Smart Augmented VR for Health

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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 and profitable social benefit product/service
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.
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.
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.
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.
The following organisations have been invited to express an interest in forming a consortium

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<th>Organisation</th>
<th>Country</th>
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<td>Oxitone</td>
<td>Israel</td>
<td>Wearables</td>
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<td>Iamus</td>
<td>Lithuania</td>
<td>IOT and smart buildings</td>
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<td>Illustrious Company</td>
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<td>Immersive Sound</td>
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<td>AR-Media</td>
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<td>Nottingham Trent University</td>
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<td>Smart Technologies for Health</td>
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<td>University of Northampton</td>
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<td>Life Sciences and Creativity</td>
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<td>Highlight Films</td>
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<td>Instituto di Telecommicaciones</td>
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<td>Dorset Community Care Group</td>
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<td>St Andrews Hospital</td>
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<td>Specialist Hospital for Mental Conditions</td>
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<td>NHS Foundation Trust</td>
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<td>Elderly Care Research</td>
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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
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