



Visualise Exploitation Plans

Nigel Derrett
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What Can be Exploited?

- Visualise Technologies
 - Video compression
 - In-car data boards
- The Visualise System

Opportunities

- The Visualise project is at the cutting edge of delivering data to mobile handsets.
- There have been many previous attempts to identify “killer” services for 3G
- We have identified a service which spectators perceive to be valuable



Our Approach

- Identify potential business areas
- Look for a possible business ecosystem in each area
- Try out the model in a business prototype

Key Unknowns

- What sorts of companies will be involved?
- Who pays?
 - Users (one-off/subscription)
 - Advertisers & sponsors
 - Event organisers
- How does the money flow so that all parties benefit?
 - Is there enough to go round?

The Opportunity Space

Big
Business

*Football
Stadiums*

Motor Racing

*Large
Sporting
Events*

Event Areas

*Visualise in
A Van*

Small
Business

Fixed
Infrastructure

Portable
Infrastructure



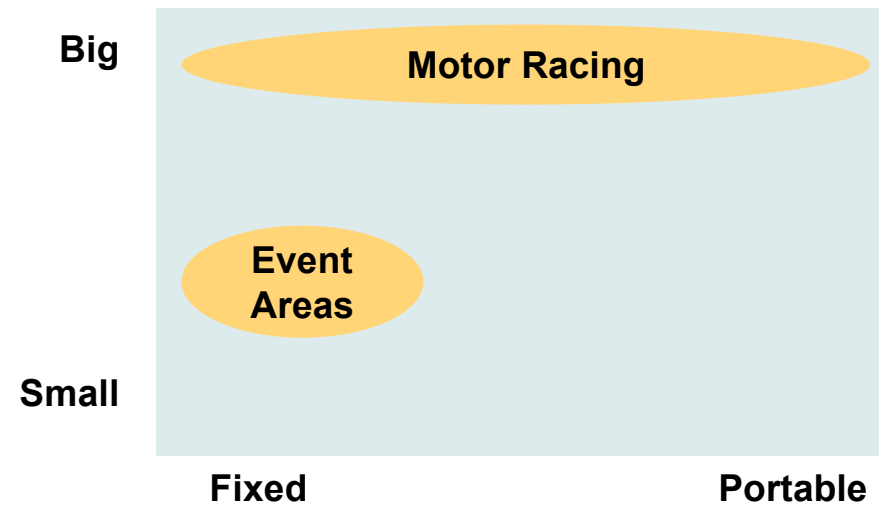
We know it can work here!



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Next steps

- ISC model
- Walters Arena

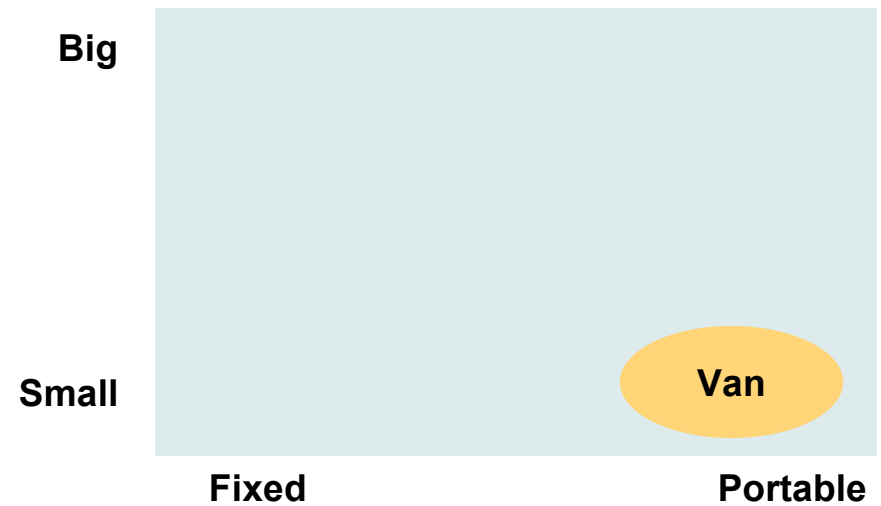


It can also work here



Next Steps

- Visualise in a van





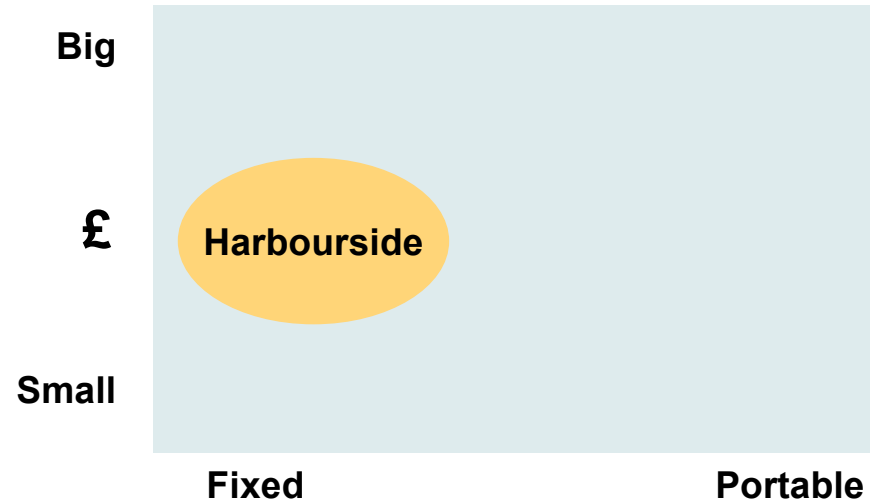
And here



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Next Steps

- Bristol Harbourside





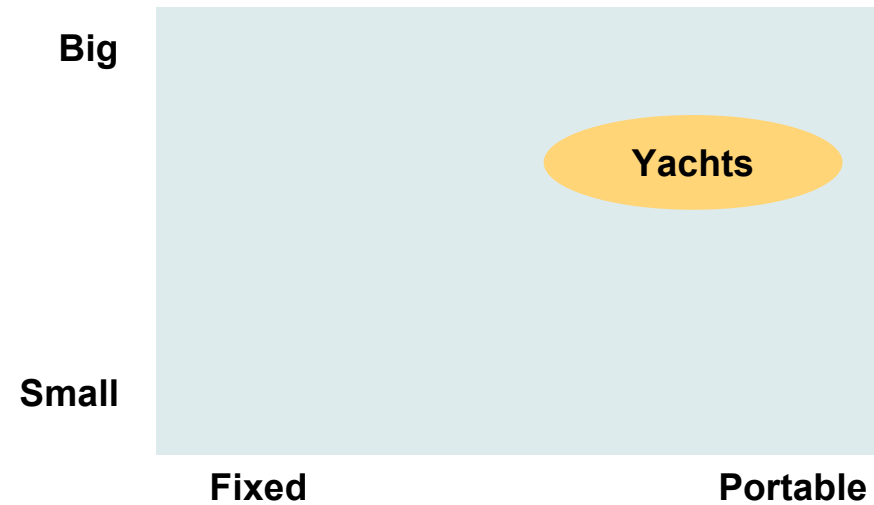
Even here!



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Next Steps

- Large yachting event





Or pretty much at any event



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If you are interested in discussing how you could exploit the potential of the Visualise project results, please speak to one of the 3C Research staff here today or contact me at:

nigel.derrett@3cresearch.co.uk