

digitalcity Innovation fellowships



February 2012

ideas into business

**"WHEN I
STARTED THE
FELLOWSHIP
I HAD AN
IDEA, AND
WHEN I
FINISHED
THE FELLOW-
SHIP I HAD A
BUSINESS"**

ROB COLLING
INTERNETSUBTITLING.COM



WELCOME/ CONTENTS

digitalcity fellowships

- 03 WHAT IS DIGITALCITY INNOVATION / THE TEAM AND CONTACTS
- 04 FELLOWSHIP EXAMPLE - J6 FILMS
- 05 WHAT IS A DIGITALCITY FELLOWSHIP

fellowship case studies

- 06 LOVE YOUR LARDER
- 07 AETHER AND HEMERA
- 08 MULTIMINDED
- 09 JONATHAN EDWARDS, FILAMENT,
TOM MARSHALL, WRITERS' BLOCK
- 10 ANIMOV, ARCUS ANIMATION, COASTLINK
GOSPELWARE, PINEVIO, HAUS PROJECTS
- 11 INTERNETSUBTITLING.COM, ALT, POLL ME,
SOUND FOR FILMS, ONE FOUR NINE STUDIO, LAMASA TECH,
SONODROME
- 12 DARLINGDASH
- 13 BLOOM STUDIO, RUBIX STUDIO LTD
- 14 PROFILE GALLERY, NICK ABLE, IJANGLE, RICH MAKE GAMES
- 15 ODDBALL MEDIA, TIN MAN FILMS, ANT CREATIVE, SARAH DEANE,



fellowship past successes

- 16 SEED, ANIMMERSON, IDEONIC, FLUID PIXEL

the end

- 17 SUPPORTERS, LOGOS AND CONTACT DETAILS

digitalcity Innovation

web: www.digitalcityfellowships.org EMAIL: info@digitalcityfellowships.org

DigitalCity Innovation - ideas, graduate talent and academic enterprise



Built on Teesside University's world-renowned expertise and reputation in digital media and digital technology, digitalcity Innovation is based in the state-of-the-art Phoenix Building, which also houses digital businesses, research teams, top class serviced meeting and seminar facilities as well as outstanding film and sound studio recording facilities.

Digital technologies can have a huge impact on productivity. We offer an opportunity for companies to apply fresh thinking to business issues, and develop the knowledge required to be able to address real issues within their business. We work together with industry

experts, practitioners and researchers to develop the thinking on tomorrow's challenges to encourage take up of new technologies, new engagement in research and development activities and open innovation up across the sector. Supporting the work of the digitalcity initiative our aim is to continue to grow the digital and creative industries clusters by attracting and retaining new graduate talent in the region. We want to develop and enhance digital skills to improve employability and inclusion. We seek to raise the profile of the digitalcity on an international scale, supporting the development of links with other communities and projects across the world.

the team

digitalcity Innovation, Phoenix Building, Teesside University TS1 3BA

fellowships

PROJECT MANAGER: Cheryl Evans
t. 01642 384324 e. c.evans@tees.ac.uk

FELLOWSHIPS OFFICER: Michelle Tanner
t. 01642 384334 e. m.tanner@tees.ac.uk

TECHNICAL DIRECTOR: Mark Hill
e. m.hill@tees.ac.uk

CREATIVE DIRECTOR: Loday Gonpo
e. loday@tees.ac.uk

TECHNICAL SUPPORT: Kylie Ainsley
t. 01642 384310 e. K.Ainsley@tees.ac.uk

community & engagement

COMMUNITY ENGAGEMENT
COORDINATOR: Steve Thompson
t. 01642 384567 e. S.D.Thompson@tees.ac.uk

administration

PROJECT SUPPORT
OFFICER: Claire Leonard
t. 01642 738055 e. C.E.Leonard@tees.ac.uk

BUSINESS SUPPORT
ADMINISTRATION: Sammyjo Saunders
t. 01642 738067 e. S.Saunders@tees.ac.uk



PAID UP IN FULL

J6 FILMS,

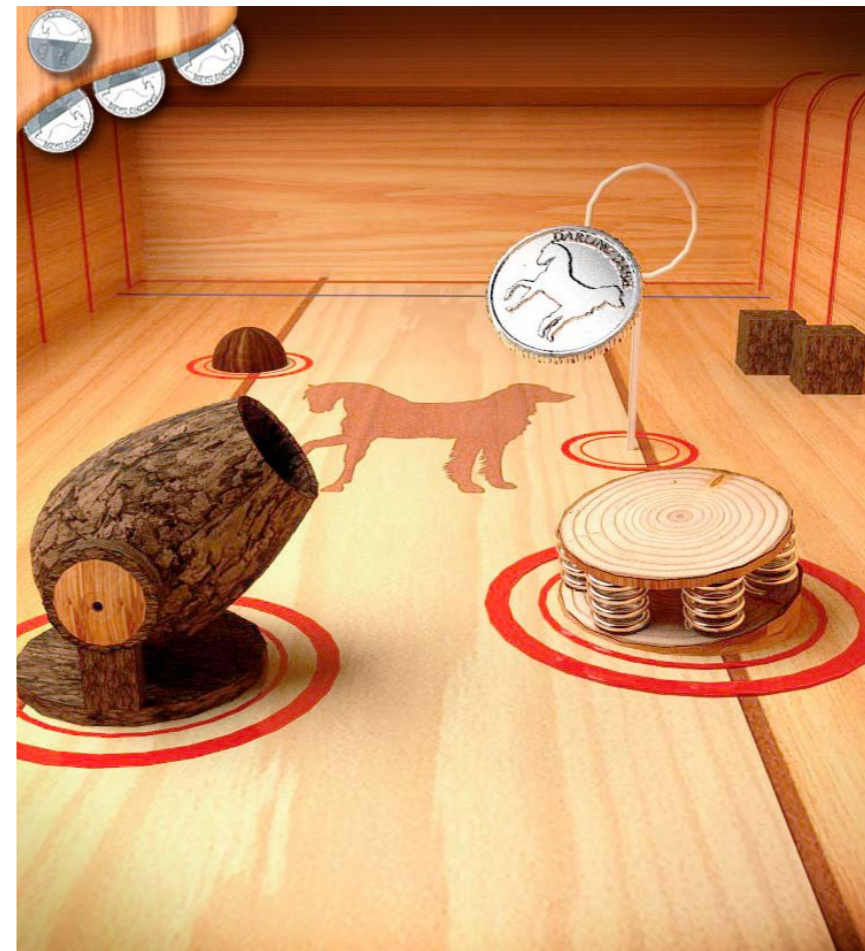
J6 is a leading film production company, representing nine critically acclaimed film directors from around the globe. We have built a reputation as an innovative production company producing commercials, music videos, virals and idents.

Newcastle-based J6 Films has produced a music video for dance outfit Trafik's new track Paid Up in Full after receiving a business grant from Teesside's digitalcity Innovation and creative industry development agency Northern Film & Media.

The DCI asked J6 to think of an idea for a film, which would showcase their pioneering motion control camera and green screening facilities. Toma Jablon came up with an innovative concept for a video for Trafik, based on a theory by Russian scientist Vladimir Vernadsky (1863 - 1945) involving the 'noosphere' - a third third stage in the earth's development, after the geosphere and the biosphere.

Tetrahedrons fly through space to reach Earth - each containing a human head - and a 'nest' - the noosphere - formed of the Tetrahedrons's trail, takes shape, wrapping itself around the Earth. "The motion control camera allowed us to capture the exact and precise movement of every such pass," says J6 MD James Baxter. "These passes then had to be comped in outer space using CGI."

James Baxter
MORE INFORMATION:
www.j6films.co.uk



What is a digitalcity fellowship?

Over the past 3 years the digitalcity fellowship scheme has created over 130 new companies and 200 new jobs. Our digitalcity fellows are helping to shape our digital future in the North East by providing new business and employment opportunities across the region.

The digitalcity fellowship scheme is aimed at recent graduates interested in starting a business in the digital industries. The scheme not only provides essential support in the form of a business grant, mentoring from industry experts and business training, but also introduces fellows into

the wider community of new and existing digital businesses within the region; something viewed as integral to long-term success and sustainability.

Fellows are based in the digitalcity studio on the second floor of the Phoenix Building for a period of six months, during which time fellows work to develop their business alongside other participants in the scheme, resulting in a vibrant and stimulating environment conducive to cross-over and collaboration.

Many of our companies go on to become some of the most innovative and creative currently working in the north east.

For further information about the scheme and how to apply please visit our website.

www.digitalcityfellowships.org

"This publication is an opportunity for us to showcase a small selection of some of the exciting new companies that we have supported over the past few years with digitalcity fellowships. This is a great example of some of the incredible talent we have in the North East of England, and it is these people that are becoming some of the most important people in the creative and digital industries in our region. It has been a wonderful experience to have been involved and I hope you enjoy reading about them.

LODAY GONPO
CREATIVE DIRECTOR
DIGITALCITY INNOVATION

CONTACT: Tristan Watson EMAIL: fiona@multiminded.co.uk WEB: hello@loveyourlarder.com



LOVE YOUR LARDER

THE PLACE TO DISCOVER GREAT FOOD AND BUY DIRECTLY FROM THE PEOPLE WHO MAKE IT.

Tasty Development and Love Your Larder connects farm food producers with a wider market by providing a website and web 2.0 technology to facilitate wider sales throughout the UK and improve the reach of quality farm products.

The business grew from a desire to do things better. Tristan could see many problems which he wanted to solve by determination to succeed. He has always been passionate about food and makers. His inspiration was Moo.com with CEO Richard Moross.

Tristan Watson and Colin Sharpe have thoroughly market researched the product, producing a risk analysis and projected growth of online food sales. The benefits that Love your Larder can bring to consumers is a wider range of foods, recipe suggestions, food festivals, and a

grow your own matching system to sell or exchange over produced food products.

Tristan's main priority is bringing in new food producers to the site and finding new ways to drive customers to buy from them. He spends large amounts of time calling and e-mailing people, driving to producers and using social media to maintain relationships with his current and potential customers.

"The digitalcity Fellowships scheme provided just enough funding to concentrate full time on the business. It was invaluable but would have been worthless without support and advice received from mentors and the digitalcity fellowship team."

AETHER AND HEMERA



CONTACT: Gloria Ronchi EMAIL: info@aether-hemera.com WEB: www.aether-hemera.com

Claudio and Gloria both studied creative industries in Milan. When they arrived in England they immediately became interested in the digitalcity fellowships scheme to help provide a method of working together on a new business idea. Claudio and Gloria wanted to produce interactive light installations for a variety of end uses in homes, hospitals, businesses, parks and beyond. The power of light fascinated the pair in its' power to provide a powerful association to positive emotions.

Aether & Hemera use light to express emotions using colour light to improve human ambience and mood. Aether & Hemera experiment with glass filters, plastics and other absorbing reflecting materials, with established technologies such as LED's, UV lamps, fibre optics and projections.

Their products explore emerging practices in cross-disciplinary fields to merge digital technologies & virtual spaces with tangible and physical spatial experiences, creating different levels of mood and ambience.

As Gloria and Claudio's work gets more and more recognition the company is receiving a number of prestigious commissions, including a temporary lighting installation in the garden of the Cannon Hall Museum, Barnsley, and also a permanent interactive lighting display for the entrance of an NHS hospital in Truro. Along with the Mood Chair, Aether and Hemera have other impressive products including the Silver Lining in a box and the Heart-Bit lamp which records a person's heartbeat and uses this to time the light and glow. With its' past successes and further potential to develop, the future is looking bright for the innovative couple.



"The digitalcity fellowship was incredibly useful to us. Not only did it help us understand business practices such as tax and finance, but the mentoring we received really helped us develop the business from our initial ideas into a viable company. It was during our time at the digitalcity fellowship that we developed the Mood Chair and showcased it to the public."

GLORIA RONCHI

MULTIMINDED

CONTACT: Fiona Birkbeck EMAIL: fiona@multiminded.co.uk WEB: www.multiminded.co.uk



“THE PRESTIGIOUS DIGITALCITY FELLOWSHIP PLAYED A MAJOR ROLE IN THE ORIGINAL START UP OF MULTIMINDED”

Multiminded is a creative agency working in video production, content, branding, print and web design. Based at Newcastle’s landmark ToffeeFactory building, the team are from the worlds of design, film and TV, screenwriting, music and business.

Digitalcity Innovation’s Fellowship scheme enabled Multiminded to fast track their business idea. The team gained much both from the Fellowship’s own mentors and the external ones. Multiminded received some support from Newcastle City Council.

Multiminded has produced documentaries for Oxfam, a ping pong/clubbing film shot partly in Berlin, an installation for Enchanted Parks with Bloom Studio, an online ad for an international client and a production skills project for Creative Partnerships. Web clients include a dance school, video equipment hire company and a primary school. Previous work from the Multiminded team includes NFM/UK Film Council digital short ‘Rebound’ starring Ruth Jones, ‘Substitute’ shot on the Red and ‘On The Waterfront’ selected by the BBC/ Arts Council to be shown at Glastonbury Festival. Design work includes ‘Love is..’ a book and interactive learning DVD for Darlington Primary Care Trust and a website and book for North East Libraries Festival of Learning.

Multiminded have also originated projects in-house. Oldschoolvsnewschool.com is an intergenerational, entrepreneurial collaboration and knowledge exchange web platform. Partners include Manpower, Federation of Small Businesses & the Prince’s initiative PRIME. The idea was a winner of Northern Film and Media’s Big Society Big Ideas competition judged by digital innovators Ewan McIntosh and Peter Cowley. Multiminded have also prototyped Story Station, a filming device.

JONATHAN EDWARDS



“Through the fellowship my company’s initial idea was transformed into a crowd-sourced surveying tool for web and mobile platforms called Questioneer. This was developed as a proof of concept and is now in beta, undergoing testing in collaboration with the Teesside University’s School of Health and Social Science. The mentoring and help with project planning were invaluable in successfully delivering this technology, and has been a real springboard to launching my company and product exciting immersive visual environments.”

JONATHAN EDWARDS
jonny.d.edwards@googlemail.com

FILAMENT



“Filament is an artistic lighting and projection company based in the North East. By bridging the gap between artists and technicians, we aim to produce highly creative work with light and moving imagery, using innovative technology in new and exciting ways. We are equally skilled at creating our own stand-alone work or producing unique lighting/ production for exciting one off events.” Although Filament is a fledgling entity, it sprang from a long history of its founding members working together in a multitude of roles and environments; from this has grown a common wish to create fun and exciting immersive visual environments.

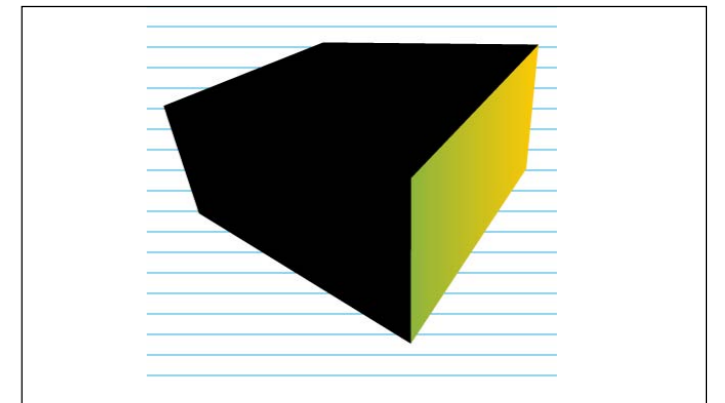
info@filament.tv
www.filament.tv

TOM MARSHALL, FILM DIRECTOR WRITERS’ BLOCK



In 2006 Tom’s self funded film ‘Daddy’s Girl’ was short listed for the BBC New Talent Award. An award he won the following year with another self funded film ‘bigboy_74,’ which also went onto win the Think Sync Film Award, ‘Best Film’ & ‘Best Director at Milwaukee Short film Festival. The following year, his short film, ‘My Friend Michael Sniff’ won the City In Motion award at the Barbican in London, as well as being broadcast on channel 4. In 2008 he was named a ‘Star of Tomorrow’ by Screen International magazine in their annual feature as well being nominated for a 4 Talent Award in the Best Director category. In 2009 his half hour documentary ‘Over the Border’ funded by Northern Film & Media and broadcast on Community Channel, went on to be nominated for an RTS Award for best factual. His next short film, ‘God & Lucy’ produced by Vita Nova Films and funded by Northern Film & Media, premiered at London Short Film Festival. Tom’s latest short film ‘Happy Clapper’ has so far played at Brief Encounters Short Film Festival and BAFTA, recently the short has been optioned to be developed into a feature film.

thomas_marshall_1@hotmail.com



Writers’ Block provides a service for new and established writers. It plays host to regular training events to teach writers new skills. It provides networking and business-to-business opportunities, introducing creative people and their work to industry professionals.

Writers’ Block provides the facilities and resources to enable writers to get their work in to print, on film and performed to an audience. It provides opportunities for writers to work alongside emerging actors, crew, animators, musicians and artists.

Writers’ Block aims to train and support creative individuals and businesses, to find ways for them to work together, and to celebrate the impressive results of these collaborations: with regular screenings, launches, discussion groups and showcasing events.

LAURA DEGNAN
laura@writersblockne.com
www.writersblockne.com

FELLOWSHIPS

digitalcity Innovation

ANIMOV

Animov creates and produces animation and motion graphics supplying agencies in the North of England with quality resource for animation and motion Graphics. The quality of creativity is second to none and highly professional.

MORE INFORMATION:
www.animov.co.uk

ARCUS ANIMATION

Arcus Animation studio was born from a team of passionate animators and recent graduates. Arcus Studios is an animation company that focus on story telling and licensed original characters. They continue to grow their characters and portfolio with an already established national market on CBBC television. The company continues to grow its' market portfolio rapidly due to its' animation style being recognised easily.

MORE INFORMATION:
www.arcusstudios.co.uk



COATSINK

Coatsink Software can offer iOS development for Apple mobile devices. They can build

an application or game for distribution on iPod Touch, iPhone, iPad and iPad 2 via iTunes. Coatsink Software specialise in Game Centre, social networking services, iAds, Open Feint/Plus and Crystal. Their latest product release is 'Pinch HD'. 'Pinch HD' can run from iPad, iPhone, and other platforms in the games market.

MORE INFORMATION:
www.coatsink.com

GOSPELWARE



GAMES DEVELOPMENT

GospelWare publish their own games, applications and software as a games and application development company. They digitally publish and distribute the software they create to a specific games market. They work currently with Google Android for the mobile consumer market and also provide a variety of apps and games for the mobile consumer market with iPad, iPhone, and w7. The DigitalCity Fellowships scheme enabled Michael and Ryan to develop a commercial portfolio of work and the start of their commercial product range during their six month DigitalCity Fellowship award.

MORE INFORMATION:
www.gospelware.co.uk

featured



PINEVIO

Pinevio is a social content discovery platform, enabling users to discover great content from people with shared interests.

"Firstly, we identify what an individual user is interested in, which is done by aggregating users social activity history from multiple social networks and sorting all that content in to different interest buckets. Then users are able to manage and sort their personal social streams more efficiently, they can access their most favorite and best content easily and quickly. Afterwards based on their interest buckets, users are invited to join public interest hubs and start discovering relevant content from people with shared interests.

MORE INFORMATION:
www.pinevio.com



HAUS PROJECTS

Haus Projects is an events and projects production company

specialising in digital, creative and cultural industries. It initiates, develops and delivers exceptional events and projects. Haus Projects work with organisations and individuals from all over the world, and across different industries. It offers an innovative, bespoke product from media production, development consultancy, festivals, conferences to live events. The company is supported by best service suppliers and providers in event and project management multi nationally.

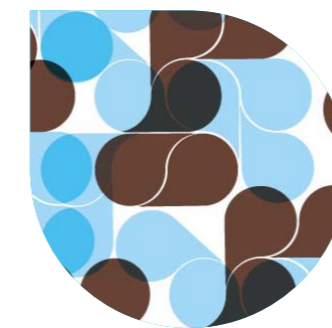
MORE INFORMATION:
www.haus-projects.com

INTERNET SUBTITLING .COM

"I look back at where I was before the DigitalCity Fellowship, and there's no way I could have achieved so much without the programme. It provided me with so many resources and so much advice. The Fellowship empowered me to create a business model that works, and I in turn can now empower other organisations to make their content accessible to a much wider audience for a very reasonable cost."

MORE INFORMATION:
www.internetsubtitling.com

ALT



After studying graphic design and future design at Teesside University Heidi decided to apply for a Fellowship to start up a new business in restoring vintage furniture with her own printed fabrics.

Heidi added: "The ideology is to give new life to old pieces of furniture. The idea is sustainability, with links to consumerism and the 'use and throw' society." Heidi has tapped into a growing market of recycle and reuse businesses that can gain a great deal of money from other people's waste. The venture goes some way to the high targets set by the UK and European governments in closing the loop in the lifecycle of products either at the design stage or at the end of life stage. Furniture being recycled is also known in interiors magazines as 'Upcycling.' Due to creativity and publicity surrounding the re-use of goods this is now a design trend in its' own right.

MORE INFORMATION:
www.designbyalt.com

POLL ME

Pollme is an innovative technology that seeks to revolutionise the way in which market information is sought, collected and utilised by businesses of all types and all sizes. Pollme aims to tap into the growing power of mobile technology, crowdsourcing and realtime analytics to provide marketers with instant consumer opinions, trends and analysis on any subject conceivable all at the touch of a button.

Polls are distributed directly to the user base via QR codes and GPS via smartphones, allowing instant access and responses to be gained.

MORE INFORMATION:
www.poll-me.co.uk

SOUND FOR FILMS

Aris started his professional audio career as an assistant audio engineer at the Studio C Classical Orchestra Recording Studio for Greek National Television. Having operated as an audio professional in Greece for the past 12 years, he has worked on 11 feature films and a plethora of commercials as well as TV shows and documentaries. He received a digitalcity fellowship, and relocated to the North East to setup the professional audio facility Sound for Films.

MORE INFORMATION:
www.electronicsoundscapes.com

ONE NINE FOUR STUDIO

One Nine Four Studio is an advertising and creative design studio. It crosses the traditional design agency remit, the full marketing communications studio to new media and illustration. One Nine Four Studio help with art direction, branding, curation, events and launches, exhibition design, graphic design, illustration, interiors, photography, social networking, viral marketing, and websites. One Nine Four Studios found many benefits to the digitalcity fellowships scheme. They were financially assisted by the bursary side of it and they found invaluable support from mentors internally and externally.

MORE INFORMATION:
www.oneninefourstudio.com

featured



LAMASA TECH

Lamasa Technology provides bespoke multi touch systems from point of sale to exhibition wall offering consultancy. Lamasa Technology has developed a multi touch restaurant product, and multiwall, featured at the IAF Conference in Helsinki. This product allows other people to collaborate in real time. It allows for full participation and methods of communication and makes it easier to travel less. The product is not only attractive but it allows for instant interest due to its' design and allows people to interact and learn. Lamasa Tech is now a rapidly growing business employing several people.

MORE INFORMATION:
www.lamasatech.com

Sonodrome

Sonodrome designs and creates bespoke audio hardware and software. Since receiving support from the Fellowship Scheme at digitalcity Innovation, we have gone into full production with our electronics kits and are now not only selling here in the UK, but also across Europe and in the United States of America. We continue to develop our new biofeedback development board and are looking forward to the completion of this over the coming months, with a view to the product being commercially available soon.

Our business has grown to offer commission based work as well as services such as the maintenance and customization of synthesizers and the printing of Circuit Board Artwork, allowing us to enjoy a degree of flexibility within the work that we do. Our main area of focus covers computer interfaces, building musical instruments, electronics research and development, algorithmic music, sound/art installations, software and digital signal processing. We also offer project support

to makers and programmers through our community forums, a place where our customers come to share details and photographs of their Sonodrome builds. Since exhibiting at a number of events this year we have been invited to host kit building workshops across the country, and look forward to embarking upon this opportunity as soon as possible.

MORE INFORMATION:
www.sonodrome.co.uk



DARLING DASH

EMAIL: hello@darlingdash.com WEB: www.darlingdash.com



Timothy Allison

"A DIGITALCITY FELLOWSHIP REALLY DOES GIVE YOU A FANTASTIC LAUNCH PAD"

Timothy Allison set up Darling Dash to help the growing need of businesses with online viral direct marketing techniques. Traditional marketing methods such as hard copy brochures and advertising have rapidly been taken over with digital and viral communications methods to communicate brand and message. Demand in this new market area has outweighed ability to supply to the market from traditional agencies. Many agencies now seek new media qualified staff to break into a new method of direct advertising globally.

Darling Dash is a creative agency that works in collaboration to ensure the right people match a project. They work to get the best solution, and they work to budget. The agency offers new digital communications to clients by increasing a company's engagement activities rather than traditional campaign tactics. Darling Dash look for long term relationships with clients by building briefs with clients and involving clients in their work.

As well as viral and e-marketing Darling Dash are able to offer Mobile Applications to clients which are specific to their needs. Apps development includes proof of concept and use of agile to build a suitable solution for clients. One of their apps was featured by Apple and 'New and Noteworthy.'

Daily routine includes agile project management for clients, IOS Development, creative marketing support, access to specialist technical and PR networks, community

management and launch strategies, use of social media applications and virtual campaigns for clients. They also develop viral communications which are digitally branded, social, interactive, ambient and mobile. Projects have include 'Garden of Life,' Dawson and Sanderson viral foreign exchange using twitter, market exposure of the British Handball team at the Olympic games and 'Thinking Digital 2010'. Darling Dash is also creating its' own in house games for the games market.

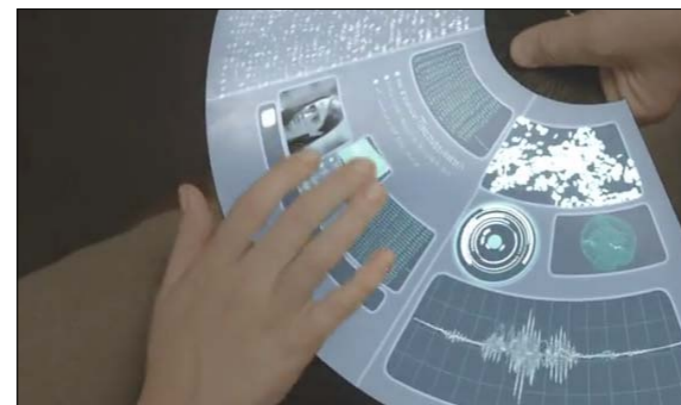
Darling Dash has developed a new App., born from a desire to make something lots of people can use, the blueprint for Cupple is both romantic and ambitious. Cupple is a private sharing mobile application designed specifically for two people in a relationship. Once you've downloaded the App it's free to use and you and your partner can start 'Sharing' using the application together in complete privacy. Tag your location, take a photo and leave a message. Your memories are posted into the 'Feed' that you share and view together. It's all about sharing.

Cupple is the fun and exciting way for two people to stay in touch when they're apart; sharing the space between.

MORE INFORMATION:
www.cupple.mobi



BLOOM STUDIO



Bloom Studio produces bespoke, high quality and engaging animations for any medium or platform. Their work is a living collaboration between the worlds of film and fine art. Co-founded by animator Albin Nilsen and talented VFX programmer Martin Davies Bloom Studio's work unites technical skill with creative artistry to create genuinely unique work. Bloom Studio's success is an exemplar of the open collaborative ethos which characterises the digital sector. When presented with a problem they will draw upon their own considerable skills as well as their extensive network of collaborators and freelancers in the industry to create a truly innovative and collective solution.

Although Bloom Studio is still a sapling in the competitive animation industry, they have already developed their own creative style and

signature flair, providing their clients with compelling animations and stunning visual effects.

Bloom Studio are building their presence on the international circuit, having recently created the visual effects for Norwegian short Sci-fi film 'Blikk Boks' (Tin Can). The founders adopted a born global approach to their practice and development with clients and collaborators in the UK, Norway and France. As regular attendees at major international events, conferences and festivals, Bloom Studio are building strong international networks and partnerships. Bloom Studio are gaining recognition on the UK and international stage for the passion, commitment and dedication they invest into every project.

EMAIL: mail@bloom-studio.com WEB: www.bloom-studio.com

RUBIX STUDIO LTD



Rubix Studios Ltd is a creative software development company based in the North East of England, the team create bespoke software for commercial clients using the Unity 3D Engine.environments; from this has grown a common wish to create fun and exciting immersive visual environments.

Rubix Studios consists of a dedicated team of skilled artists, programmers and designers. The blend of technical ability and software used allows the team to create bespoke software for a range of platforms and quickly achieve the right results for their clients. We specialise in Unity 3D development and have some of the best Unity 3D developers at hand. The team at Rubix have recently been working on a range of projects including iPhone applications and bespoke software

for Fitness and Technology companies who are looking to drive the sales of a new hardware/ product.

After graduating from Teesside University Rubix started the digitalcity fellowship with a simple idea that became a viable business. The funding allowed them time to concentrate on the business, and the office space allowed them to have a professional base. They may have considered setting up Rubix without the scheme, though they admit they would not be as far along in the process and without funding the business would just been an idea.

EMAIL: info@rubixstudios.co.uk WEB: www.rubixstudios.co.uk

PROFILE GALLERY



Profile Gallery and Sitting Room is located in Saltburn-by-the-Sea. There is a dedicated Photography Gallery which has a regular programme of exhibitions from both established and emerging photographic artists. In addition to the gallery, Profile has a retail area which offers print sales, books and cards. There is a fine selection of teas, coffees and cakes to enjoy whilst browsing!

Profile offers one-to-one and group training in both photography and computing. There is a fully equipped studio for portrait work and a dedicated meeting room where Profile's successful training sessions take place.

www.profilegallery.co.uk

IJANGLE



The Company is based in North East England and was founded in 2009 to develop reasonably priced high quality apps for the mobile devices market, specialising in learning and reference tools.

iJangle is mainly aimed at the beginner to intermediate level musician and aims to present easily understood and useful chords and scale patterns and groups of chords related by each music key..... experienced guitarists may also find it useful as a refresher. iJangle aims at giving the user an easier route to meaningful and hopefully enjoyable composition. The iJangle software has had well over 600,000 downloads in the first year.

media@ijangle.co.uk
www.ijangle.co.uk

NICK ABLE



Nick Able is a professional Musician, Composer and Teacher living in the North East of England. He is a student and disciple of the legendary Maestro Ravi Shankar and Toured around USA, Canada, Europe, Russia, Africa, Middle East, Asia, Far East and Australia. He is one of the few resident students at The Ravi Shankar Centre in New Delhi, India. He also works with Ravi's youngest daughter Anoushka and in 2006 became a member of her Ensemble 'The Anoushka Shankar Project'. The digitalcity fellowship helped him setup and run his own sound studio and teaching practice. He composes 5.1 Music for Films, TV, Adverts, Games and Multimedia as well as collaborating with other musicians and artists.

www.nickablemusic.com
nick@nickablemusic.com

RICH MAKE GAMES



"RichMakeGame is my game developing alter-ego, and my real name is Rich Edwards. I'm based in the North East of England. I believe in working hard to create the experiences I long to have, and sharing these experiences with others. As a child I saw Sonic I playing on a big row of department store TVs, and at that moment I knew somehow that games would be a big part of my life. I worked and made my way into the industry. After 5 years at a mid-size company I left to pursue the dream-developing games that only I design and make, with full control. It's been a long road, and I'm finally at the point where I can actually design experiences and bring them to life. And I sincerely hope that you enjoy these experiences as much as I enjoy making them! I'm just getting warmed up.

My first major project is called Pineapple Smash Crew, and it's a love letter to some older Megadrive/Genesis era games which got me into game design in the first place.. It has gameplay themes and elements reminiscent of some old classics, but also some fresh modern twists to keep it relevant and new-feeling (and big explosions!). It's a design that's been long-brewing in my brain over the years, and I hope it clicks with you as it did for me."

www.richmakegame.com

ODDBALL MEDIA

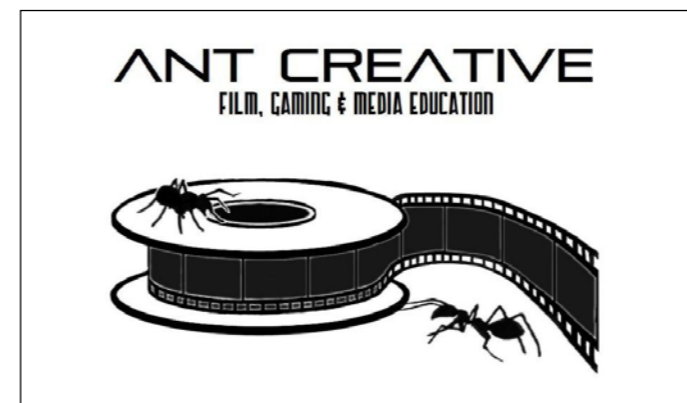


ODDBALL Media is a new production company based in the North East specialising in creating top quality animation from every stage of the film-making process. Oddball Media offer services including writing, development, storyboarding, animatics, 2D & 3D animation, as well as all aspects of post production. Our award winning short films have made the official selection at numerous international film and animation festivals, from London to Albania, Lithuania and America.

We have worked on numerous jobs for companies, including Tyne Tees Television, and we have recently been working on the new channel four comedy blaps. We are also currently pitching projects to major broadcasters, including the BBC & Comedy Central.

info@oddballmedia.com
www.oddballmedia.com

ANT CREATIVE



ANT CREATIVE is a film, gaming and media education company specialising in commercial film & video games as a tool for social, creative, education and career opportunities.

The use of commercial video games as more than merely escapism but as an opportunity to develop, engage, interpret and inspire is the foundation of ANT CREATIVE's working philosophy.

We are experts in media education, industry development, training and event management from youth clubs to international networking.

ANT CREATIVE are running a pilot GOLD ARTS AWARD in INTERACTIVE ARTS using video games, film, graphic novels and lots of different kinds of media to create portfolio's for a new and developing era of digital and interactive art forms.

Supported by Sony Computer Entertainment Europe we hope this will be the first of many nationally accredited projects to boost the use and inclusion of interactive media in to the lives of young people at home, school and daily lives.

www.ant-creative.co.uk

TIN MAN FILMS



DIGITAL TECHNOLOGY IS FANTASTIC Easier... faster... simpler to share. Creativity seems a mouse click away As a result Digital Video can feel lifeless... automated, Initially exciting... but ultimately lacking depth. We have the experience to reach to the heart of a brand, combining technology, strategic marketing know-how and a personal approach to create heartfelt, authentic film. WE DON'T BELIEVE IN PACKAGES 1 hour face to face, 4 hours filming 2 hours editing "... it's all just a little too robotic. We take the time to understand your values and your people and translate our findings into engaging, human film. We believe in dynamic, relevant content with real value. We believe in digital film-making with heart and soul.

info@tinmanfilms.co.uk
www.tinmanfilms.co.uk

SARAH DEANE



Based in the heart of Newcastle, Sarah Deane owns and runs the successful Sarah Deane Photographic Studio.

"I'm a highly skilled, award winning photographer based in the North East of England and create bespoke photography to your brief with professionalism and creativity.

I produce photography in a relaxed style and offer a wide range of commercial and personal photography services. My good humour and sharp eye create fantastic results in superb pieces of bespoke art. I work together with your family or your company to achieve results beyond expectation. I also have extensive retouching and design skills and so deliver a finely tuned end result."

sarah@sarahdeanephotography.co.uk
www.sarahdeanephotography.co.uk

FELLOWSHIP PAST SUCCESSES

SEED ANIMATION

info@seedanimation.com
www.seedanimation.com



Seed Animation Studio is an award winning, design led animation production company with a focus on distinctive character animation. Seed Animation Studio specialises in creating stylised animation from concept to delivery for TV, film and across all digital media.

Super high on the list of Seed Animation Studio's Achievements this semester; it's the first commercial in a new campaign for Car Shop. Working closely with McCann Erickson we directed virtual drivers in coloured cubes and miraculously, they became cars! Lots of them! With many more instalments to follow...And then there was a national campaign for Edita Foods, based in sunny Cairo. We developed a series of 4 commercials for their tasty snack line called Todo, which feature hapless crazy cake critters, called Todos, in mostly dangerous situations. This popular series is on-going, providing the Todos with more opportunities to perform fantastical, death defying and moronic feats. The campaign covers TV, print and online. Then there was another series of animated commercials for another snack range for Edita Foods, in the shape of Bake Rolz and Bake Stix. The snacks leap from their packs to form characters, who find themselves on exciting journeys before jumping right back into their packs again. Hand animated, frame by frame...by frame...by frame.

Other projects that have been keeping us on the straight and narrow are multiple projects for Sky Creative and a short film for Virgin Media.

ANIMMERSION

info@animmersion.co.uk
www.animmersion.co.uk



Engaging, interactive, visual media solutions for corporate communication, training and consultation.

Animmersion provides services for visual communication. We ensure that our clients products, processes and spaces are immediately understood, shown in an impressive and engaging manner, and stay with the viewer for a long time. This is achieved through a unique combination of 3D artwork, slick multimedia and cutting edge digital technologies. 3D animation, interactive Flash applications, large scale imagery, bespoke training simulations and the highest quality visualisation in the industry.

Between us we have broad experience spanning almost every discipline in computer graphics ranging from 3D animation and multi-media to computer game design and virtual reality. Our size ensures a personal touch at all stages of a project while for larger assignments we can plug you into our network of skilled digital developers selected to ensure the highest level of quality and satisfaction.

IDEONIC

hello@ideonic.com
www.ideonic.com



Ideonic are an ideas-driven serious games studio. Our ideology is based on leveraging the mechanics of play and cutting edge digital technology.

We create effective new media solutions such as games, internet applications, training simulations and platforms for learning and creating social change.

With the wealth of our expertise coming from games development this is at the core of our ideology but our digital toolset extends far beyond that. We also know all about the internet and all that web 2.0 stuff, we know about mobile devices, iPhones etc; software applications, databases and most things digital we just like games the best.

Amidst all of the creativity we do have a core, our passion is learning! We believe that we have an exceptional understanding of the most exciting digital medium. So we really believe that we can make an amazing impact on learning, by making it more engaging and facilitating the elements which make learning effective.

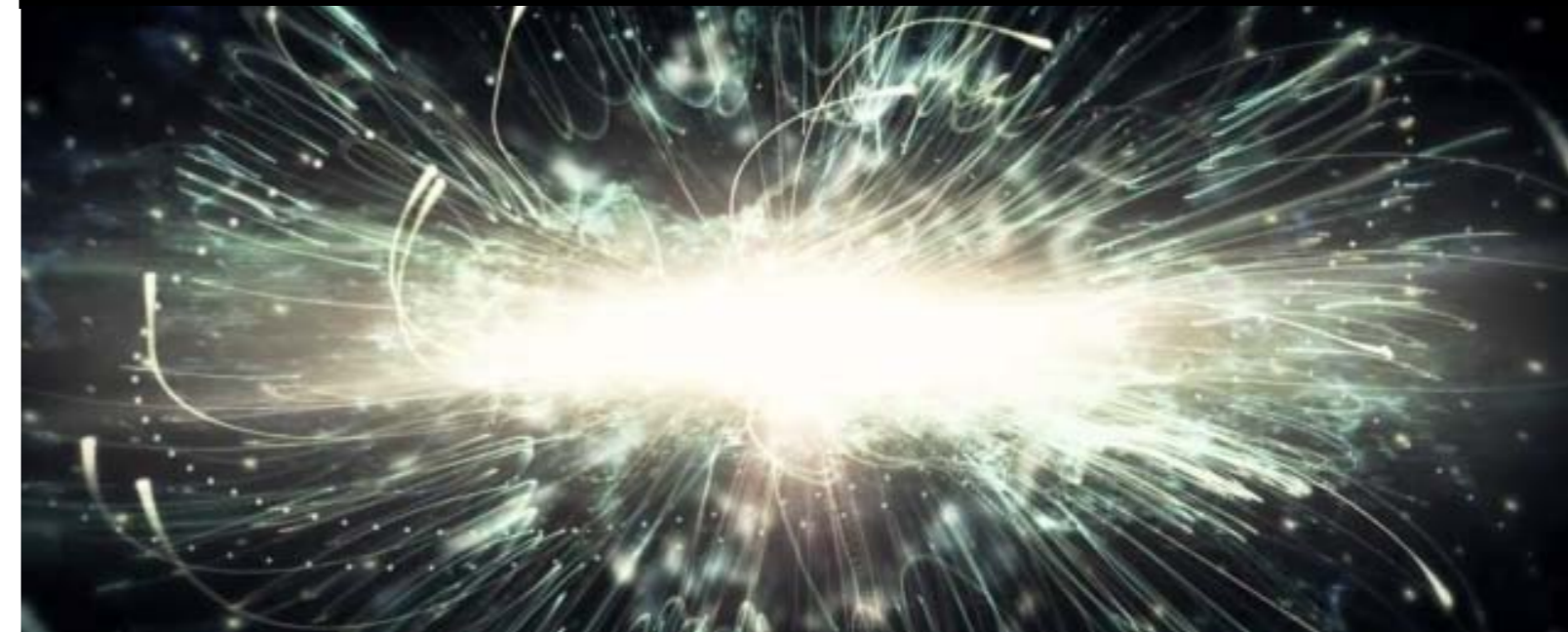
FLUID PIXEL

online@fpstudios.com
www.fpstudios.com



Fluid Pixel are a mobile design agency that create beautiful Apps and Games for iPhone, iPad, Nokia and Android phones based in Newcastle, UK. We work exclusively on mobile projects and have over 4 years of specialist understanding of interactive and entertainment experiences.

We've worked on a variety of projects with a broad range of clients. Why not take a look through our website and see what we've been up to. There's a selection of Apps using location, Augmented Reality, Cloud Services all with slick user interfaces and user experience design that perfectly combines form and function.



digitalcity Innovation



digitalcity
creating the uk's most vibrant digital hub

The digitalcity Innovation and Growth project is part financed by the European Regional Development Fund (ERDF), managed by the Department for Communities and Local Government, securing £1,865,706 ERDF investment.

We hope you have enjoyed reading about the digitalcity fellowships as much as we have enjoyed being involved. This publication contains just a small selection of exciting new businesses that the digitalcity fellowships have supported in the past years, there are many more stories to tell, so if you are interested please get in touch.

For more information about digitalcity fellowships or if you want to find out how to apply

Please visit:
www.digitalcityfellowships.org

If you are interested in finding out more about digitalcity Innovation and its other activities, for example our community engagement and industry placements

Please visit:
www.tees.ac.uk/dci.cfm

contact:
info@digitalcityfellowships.org

To find out about digitalcity business

Please visit:
www.dcbusiness.eu

digitalcity Innovation, Phoenix Building, Teesside University TS1 3BA