

TECH NEED

Seeking Technology Solutions to Provide Innovative Digital Sensory Experiences



KEY INFORMATION

TECHNOLOGY CATEGORY:

Infocomm - Augmented Reality, Virtual Reality & Computer
Infocomm - Interactive Digital Media & Multimedia
Infocomm - Human

TECHNOLOGY READINESS LEVEL (TRL): **TRL4 TO TRL9**

COUNTRY: **UNITED KINGDOM**

ID NUMBER: **TN174479**

BACKGROUND/DESCRIPTION

The company is a global FMCG manufacturer with a wide variety of products and brands in their portfolio. There is a shift in how consumers are engaging with brands with a growing focus on the overall experience rather than just the products. In one aspect, consumers are looking for multi-sensory experiences, and in another aspect, consumers are changing the way they choose to socialise, increasingly relying on online and immersive technologies for those experiential moments with friends and family located apart.

As a result, the company is looking to develop innovative technological solutions that will enhance consumers' experience of consumption and provide consumers with deeper, more memorable brand connections. This will help enhance interaction and engagement with their target audience while offering their consumers emotional and psychological benefits thus encouraging purchase.

TECHNOLOGY SPECIFICATION

The company is actively searching for partners with technology solutions that would provide them with novel means to connect with their consumers while delivering sensory experiences digitally. Potential partners of interest could include universities, start-ups, technology providers, etc.

Technologies of interest would be those that are capable of delivering digital senses (i.e. taste/flavour, smell/aroma, touch/haptics, audio/sound and visual/sight). Some examples of relevant technologies include (but are not limited to):

- Electrostimulation technologies to deliver different flavours to the tongue
- Digital scent technologies to transmit aroma to consumers
- Use of audio/sound to influence the mood and experience of taste
- Haptic devices that deliver tactile experiences
- Leveraging augmented reality or virtual reality technologies to deliver multisensory experiences
- Technologies to enable shared sensory experiences

The company would like to understand the opportunities and limitations of any potential technological solutions, and this could include technologies that are still in early, prototyping stage or those that are already commercialised.

The company is actively searching for partners to support their product development efforts. They have an established customer base with global operations and are already offering a wide range of products to worldwide markets. Therefore, this represents an excellent business opportunity for existing and new technology partners.

PREFERRED BUSINESS MODEL

- Business Collaboration (Joint Venture)
- IP Acquisition
- Licensing
- Others
- R&D Collaboration