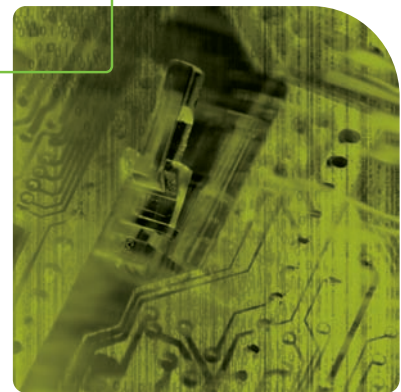




Assistive Technology for an Ageing World



Key Facts and Overview

- The combination of longer life-spans with the arrival of the post-war 'baby boomers' at retirement age will result in rapid growth in the older population in most countries over the next two decades. The fastest growth will be in the "very old" (80+ years) age group. This will lead to dramatic increases in the incidence of age related impairments and chronic illnesses.
- North East England has significant strength in this sector through its university research base, which has one of the largest groupings of gerontologists in the UK, principally within the Institute of Ageing & Health at the University of Newcastle.
- Ageing is one of the key themes for the Newcastle Science City programme. Plans are currently in development to build The Campus for Ageing & Vitality, which will form the largest ageing research campus in Europe, and will include The Centre for Assistive Technology - a joint project between Codeworks and the University of Newcastle.
- User-centred design is also key to the development of products for older consumers. Newcastle and Gateshead will be home to Design Centre North, a major international design hub. This centre will provide the opportunity for designers, businesses and public service providers to engage with the people of North East England through design as means of improving the region as a place to do business, live, work, study and visit.

Industry Support

Codeworks ATL, based in North East England, is committed to identifying problems and developing technology-based solutions for the global ageing population. It brings together industrial and academic expertise to develop technology products to increase healthy lifespan, support independent living and maximise the quality of later life. By working with regional universities, national support organisations and international companies, it sets out to establish a globally recognised commercial capability in this sector.

Codeworks ATL Project	Regional University Partners
<p>Improving social inclusion and combating isolation - using computer and communications technology to help older people interact with the rest of society.</p>	<p>University of Northumbria</p> <ul style="list-style-type: none"> ■ Centre for Design Research ■ PACTlab (Psychological Aspects of Communication Technologies) <p>University of Sunderland</p> <ul style="list-style-type: none"> ■ Usability - part of Human Computer Interface Group ■ AMAP (Institute for Automotive & Manufacturing Advanced Practice)
<p>Providing independence and autonomy - using technology to enable older people to stay in their own homes for longer.</p>	<p>University of Newcastle</p> <ul style="list-style-type: none"> ■ Institute of Ageing & Health ■ Informatics Research Institute ■ Resource Centre for Innovation & Design
<p>Encouraging fitness and exercise, both physical and mental - using technology to promote health and delay the onset of age related impairments, eg. using computer gaming technology.</p>	<p>University of Teesside</p> <ul style="list-style-type: none"> ■ Specialising in Computer graphics & virtual reality ■ SNCRU (Special Needs Computing Research Unit)



Finance

There are many sources of finance and venture capital available to companies in the region. Unique in North East England is Nstar set up by One NorthEast. It focuses on high risk venture capital, and it partners with the commercial venture capital community to invest in new technology spun out of universities or created within the small to medium sized enterprise market. Nstar can create tailored supply chains for large corporations through this process. Nstar has total funding of £60m (\$108m) split into Proof of Concept Fund and Co-investment Funding.

Market Access

The Model below demonstrates how all of the expertise and support organisations place North East England in a unique position to support companies in the commercialisation of research and getting new products to market. At the centre of the process is the Investment & Aftercare Team that will sit with you to understand your own individual requirements and come back with a tailored investment solution to include some or all of the elements below. From here in the UK or offices in North America, China, Japan, Korea, Australia, Norway and Germany, the team will help you get your products and services into the market.



Case Study - Quand Medical

Quand Medical, a Canadian company, develops groundbreaking medication compliance alert systems using cutting-edge mobile technologies - a lucrative market in the assistive technology for the ageing sector. According to the US National Pharmaceutical Council, medication non-compliance costs the US \$100 billion annually and is responsible for 125,000 hospitalisations and 7,000 deaths every year.

Quand Medical Ltd decided to move to the UK in July 2005 to access the advanced nature of mobile technology development and usage across Europe. They chose the North East for its links with Codeworks ATL, clinical trials expertise at the University of Newcastle and access to finance through the North East Proof of Concept Fund.

Contact details

To discuss the service further, or to receive an initial response to an investment proposal, please make contact by phone, fax, e-mail or post today.

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