

Innovation Voucher Case Study

CGEye



The business need

CGEye provide computer-generated imagery for many different sectors including property, retail and project design. They also offer augmented reality app design and development for a range of industries including heritage sites and a recent project with Colchester Zoo.

To help their business move forward, CGEye teamed up with the university to develop a market-driven branding strategy for their new augmented reality product.

The expertise

CGEye used the expertise from Essex Business School to develop a robust segmentation strategy enabling their software development kit to position and differentiate itself in the market.

With the help of our academic expertise, the marketing knowledge gained from Essex Business School enabled CGEye to develop their brand identity that will be used across a new website.

Follow on collaboration

CGEye and the University of Essex were successful in obtaining funding from Innovate UK for a two year Knowledge Transfer Partnership (KTP).

Expertise from the University of Essex Computer Science department will help the company develop, test and licence a software development kit to enable augmented reality (AR) developers to produce GPS-based mobile apps. The project will open up the market and allow end users to contribute AR content to be shared and used by others.

Ready cash to stimulate growth

You can use Innovation Vouchers to fund any innovative project that involves accessing our expertise. All projects must be delivered by the University of Essex and should result in innovation that will help stimulate business growth or unlock new opportunities. Our Innovation Voucher scheme does not support existing business activities, functions, or capital items, but consumables may be included.

