

Case Study

'Science Park Without Walls'



European Video Conference Trial



Project Overview

(Note: General image based on image used for Project Report)

Science Park Without Walls (SPWW) was a European funded District+ sub-project delivered from May 2011 to April 2013.

The SPWW concept included a proposal to consider the value of using a video conference facility, with a sophisticated network of connections that gives access to global markets.

Phoenix AV were tasked with providing a report encompassing the various factors and capabilities as well as setting up at very short notice a video conference to encompass 16 individuals in 9 locations within 4 countries and utilising a wide variety of equipment and technology ranging from branded VC systems, PCs and mobile devices



LOCATION

Birmingham - Sweden - Poland - Finland



DATE

March - April 2013



PHOENIX STATUS

Consultant



NET VALUE

£ 15,000



MAIN EQUIPMENT

Dual 55" Screens - hired
Vidyo - video conferencing system



SCIENCE PARK WITHOUT WALLS

Video Conference

26th April 2013

Introduction

Science Park Without Walls (SPWW) is a European funded District+ sub-project, being delivered from May 2011 to April 2013. District+ projects fall under the INTERREG IVC Programme of the European Union which focuses on interregional cooperation to improve the effectiveness of regional development policies in the areas of innovation, the knowledge economy and the environment. Partners in District+ sub-projects including SPWW are able to learn about the good practices in the other participating regions and explore the advantages and possibilities of adopting solutions in their own respective regions.



The project aims to create a network of regions that focuses on developing and engaging in a global virtual business support system. This system will enable fast access to new international finance, reduced time to market, retention and development of entrepreneurs and creation of new business opportunities.

The SPWW concept includes a proposal to consider the value of using a video conference facility, with a sophisticated network of connections that gives access to global markets.

The Conference

A final conference was arranged between the SPWW partners and a number of invited guests. Led by Birmingham City Council and organised by Phoenix AV Solutions, the conference took place on the 26th April 2013 at a location within Birmingham City Centre where a room was set up and using the VidyoRoom solution-

The Participants

SPWW partners included the 6 main regional sites in UK, 2 in Sweden, 2 in Poland, and Germany, the latter experiencing technical difficulties prior to the start.

In addition, a number of external guests were invited into the conference as active participants. These included;

- * **Michael Stoysavljevic** of Jaguar Landrover who provided an insight to future conferencing and remote communications within his technical departments;
- * **Andy Ostler** of Vidyo who gave a company and technology overview
- * **Evelyn Hitchins** and **Simon Pearce** of GVA, who are writing the final project report.
- * **Ari Huczowski**, CEO of Otaniemi Technology Hub in Finland.

The conference had 16 individuals in 9 different locations within 4 different countries and using 5 different pieces of technology joined together for almost 2 hours. All have been recorded onto an online library at www.scienceparkwithoutwalls.com.

Individuals unable to take part in a live conference were invited to watch the live webcast.

Considerations

It was calculated that the cost of the equipment if purchased new to hold the conference would have been approximately £ 23,000 / € 27,202



However, it was also calculated that to bring together all those individuals to one location for that single conference would have had a collective cost exceeding £ 13,500 / € 15,966, more than half the cost of the equipment. To have achieved it solely with legacy equipment at all locations would have been exceptionally difficult with a cost in excess £ 225,000 / € 226,120

Vidyo has shown itself to be one of the most flexible and all encompassing solutions for video conferencing requirements.

Information Regarding Science Park Without Walls

For more information about the project or the technology used, please contact any of the following:

www.scienceparkwithoutwalls.com

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Information Regarding Vidyo

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Partner Regions

There are 4 partner regions which have several interesting initiatives to share and build on. Each of the current SPWW Partner Sites has a different set up and different approach to the support they give to their on-site businesses. Some have already started to implement Video Conferencing facilities.



Birmingham City Council, UK. The lead partner for the project, BCC has ownership of the Birmingham Science Park Aston, set up in 1982 and focuses on Clean Technology, Green Economy, Digital Media and Creative businesses. It also takes on the role of an incubator and innovation centre and has a high technical offering including video conferencing.

www.birmingham.gov.uk

www.birmingham.gov.uk/scienceparkwithoutwalls



Gothia Science Park, Sweden. Made up of 5 buildings on one site area, it caters very much for the more technical companies. It currently has around 70 onsite companies of varying sizes with approximately 700 employees and has a future target for around 2,000 employees. Meeting rooms are available for the various companies to book and there is on-site a LifeSize Video Conferencing system in place.

www.gsp.se



Encubator AB, Sweden. This single site area deals predominantly with start-up projects and new companies. Caters for around 10 – 12 new companies (approximately 30 + individuals) including the requisite support for a year, after which they

move

on to new

sites and locations. Encubator has

meeting facilities available and a LifeSize Video Conferencing unit in place.

www.encubator.com



Lower Silesian Innovation & Science Park, Poland. This is a new development site, currently consisting of an existing 'HQ' building housing three companies. The new complex is due for completion in July 2013. To date, 5 new companies have confirmed their interest in moving to the new facility with the target being set at around 30.

www.dpin.pl



DARR S.A.

Lower Silesian Regional Development Agency, Poland. This is a multi-complex consisting of 4 main buildings or modules with around 500 personnel and 30 companies in-situ. The buildings are divided between the head office, new companies and more established companies with a building offering technical facilities. In addition, there are designated 'Greenfield' sites where larger companies are being encouraged to invest and build their own facilities.

www.darr.pl



Magdeburg State Capital, Germany. The City of Magdeburg is looking to work through the university, local government and existing 'science port' as to how to expand the concept of the Science Parks.

www.magdeburg.de

