



DIGITAL

invest

north east
england

IMMERSIVE TECHNOLOGY



NORTH EAST ENGLAND WORKS.

Born from the North East games industry, the Immersive Tech Sector in the region has grown to one of the most significant in the UK. North East England is home to an impressive cluster of immersive technology developers and entrepreneurs.

The region boasts ground-breaking R&D facilities and a highly skilled, loyal workforce fed by an excellent flow of sector-relevant university graduates. The region also offers unrivalled access to key sectors utilising immersive technology solutions.

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**North East
England's Digital
and Tech market
is forecast to
grow to £2.5bn
by 2020.**

**NORTH EAST
ENGLAND
WORKS.**

North East England has one of the most innovative creative clusters outside of London. With a growing creative digital and technology sector, the region is home to some of the world's most internationally renowned global players in Immersive Technologies, including Zerolight, Hammerhead VR, Hedgehog Lab and Coatsink

Why firms choose to invest in North East England

- **Access to a large talent pool of developers**
- **Specialist university courses designed for the immersive tech sector**
- **Unrivalled access to business networks**
- **High quality office accommodation and collaborative innovation hubs**
- **According to the Financial Times Benchmarking Study, a typical 35-person software business in North East England will save £0.85m per year compared to a London base (Financial Times benchmarking study)**

PROTO, the Emerging Technology Centre, is a dedicated R&D and office centre for the emerging technologies of virtual, augmented and mixed reality, artificial intelligence and data visualisation. Located on the Gateshead Quays, the centre is located next to world-class cultural assets, hotels, restaurants, bars, Gateshead College and Northumbria University.

Access to markets utilising immersive technology

VR and AR companies located in North East England benefit from having access to strong sectors renowned for adopting immersive technology solutions. North East England has an innovative advanced manufacturing and automotive sector already integrating robotics and AI in to their operations, as well as a world class subsea technology and engineering base.

North East England has over 28,000 people employed in its ICT sector and sees over 5,000 computing students in its five universities.

Unbeatable skills availability

Five universities in North East England ensure the region is a hot bed for talent and skills, with each university offering innovative and specialist courses aimed at the Immersive Technology sector. The new North East Futures University Technical College (UTC) specialises in IT & Computing and Healthcare Sciences. It offers innovative ways of learning for 14-19 year olds centred around specialist projects which bring learning to life and has private sector backing from the likes of Accenture, HP and Ubisoft.

Unrivalled business networks

VRTGO LABS - VRTGO Labs is the UK's first industry-led VR and AR centre of excellence that brings together the best VR and AR companies, academia and freelancers to collaborate on the development and commercial application of these emerging technologies.

Sunderland Software City - is the delivery organisation for The Digital Catapult Centre North East & Tees Valley. Projects focus on

the controlled delivery and security of data and helping businesses from a wide range of sectors to understand and exploit the value of data to increase information sharing amongst businesses and organisations, opening up new business models and revenue streams.

Dynamo - Dynamo is a volunteer led group set up with the core mission to 'Grow the North East IT Economy' through collaboration, innovation and skills.

Digital Union - The largest network of Digital businesses across the North East. Their aim is to represent the sector and provide flexible and adaptable business support that can be accessed by Digital Union members at all stages in their business cycle.

"Having a development studio in Gateshead lets us compete for high-value projects without incurring the cost of a London-based development studio. The three-hour short train journey means that our London-based team and clients frequently visit our Gateshead studio, and Newcastle International Airport makes it possible for global clients to visit us as well. In addition, the region has several universities, which provide a steady source of local talent. Around half of our employees are from the North or have attended universities in the region"

*Christian Frausig,
Creative Director at Hammerhead VR*

KEY SPECIALIST OPERATIONS IN THE NORTH EAST

Zerolight

Hammerhead VR

Hedgehog Lab

Coatsink

Pocket Money Games

Gospelware

Sumo Digital