

The Digital Lab

Come with us into tomorrow...



The User's Perspective

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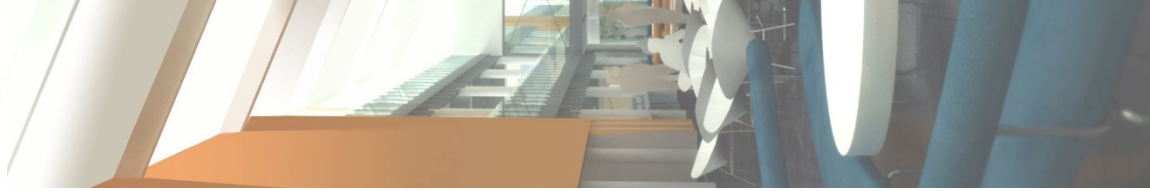


WMG and The Digital Lab

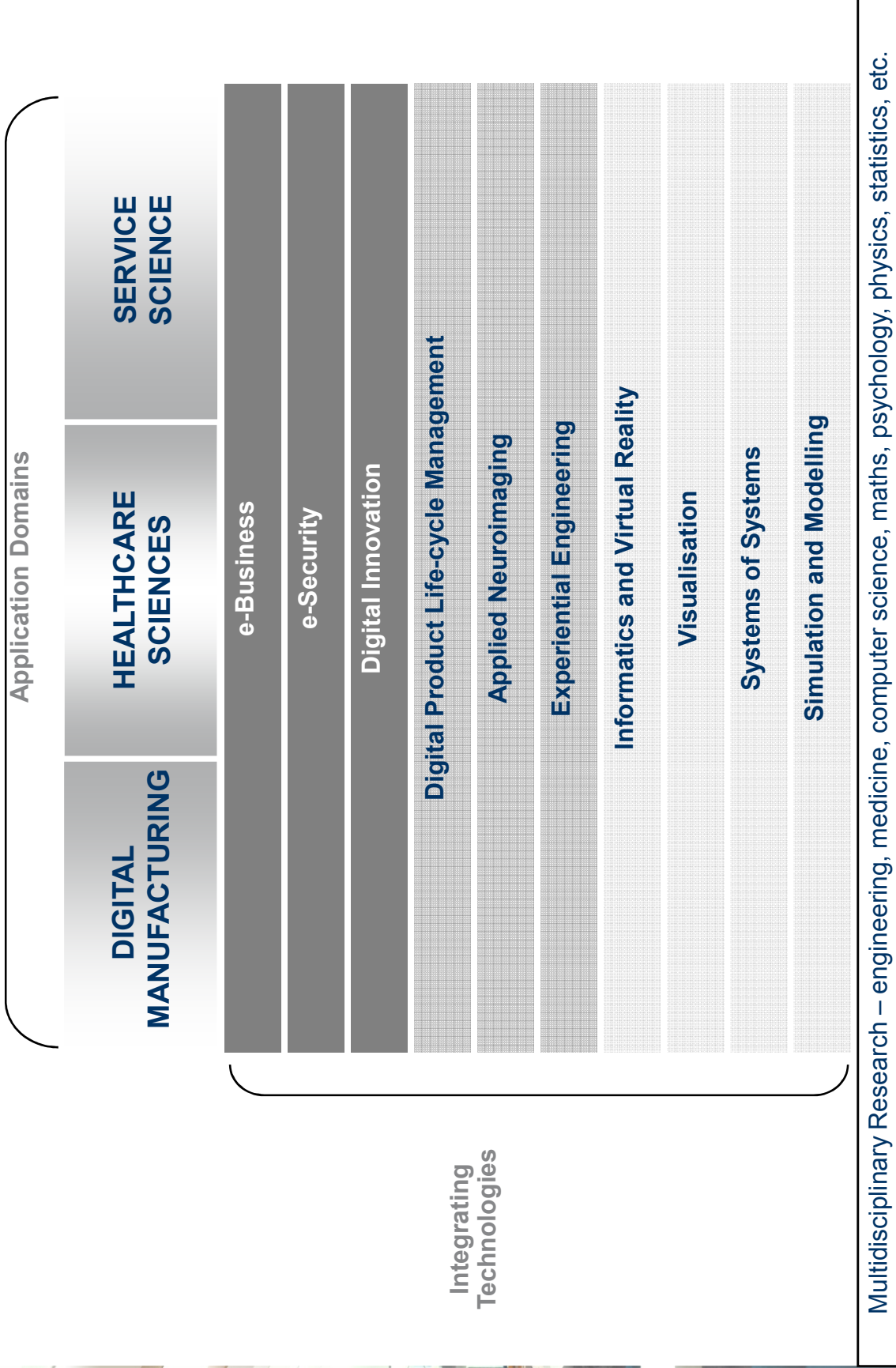
- WMG established 1980 by Professor Lord Kumar Bhattachryya
- WMG's activities include:
 - Advice to governments
 - Research
 - Education
 - Change management in leading organisations
- £120m annual programme, less than 10% funded by HEFCE
- Operations span 5 buildings with 450 staff
 - The Digital Lab building is facilitating a new way of working

The Digital Lab

- **WMG led strategic initiative for the University**
 - **£100m programme to 2013**
- **Research**
 - **Multi-disciplinary science involving end users and suppliers**
- **Knowledge transfer**
 - **Specialist team of advisors and demonstrators**
- **Education**
 - **Masters programmes and short courses**



Research Matrix



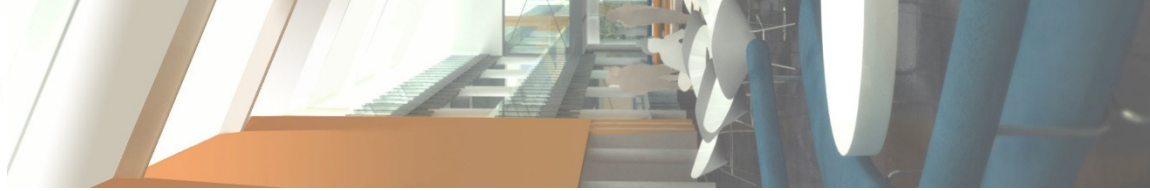
Multidisciplinary Research – engineering, medicine, computer science, maths, psychology, physics, statistics, etc.

Low Carbon

- **Reducing travel needs**
 - **Multi-modal virtual environments**
 - **Virtual organisations and collaborative working**
- **Improving travel efficiency**
 - **Warpstar: hybrid vehicle journey planner**
 - **Footlite: improve driver efficiency**
- **Better end of life product planning with Digital PLM**
- **New Operations Director**
 - **Specific remit to focus on low carbon**

Benefits of The Digital Lab

- **A flagship for the University and the region**
- **Is delivering a ‘wow-factor’ for partners and visitors**
- **A fantastic environment for fostering collaborative science**
- **A comfortable environment for staff**
 - **Persuading people that air conditioning isn’t necessary!**
 - **Considerably lower running costs**
- **A real sense of pride amongst staff**



Further Information

→ For further information, please contact:

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→ Or visit the website:

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