

Digital Media Zone

Digital Media Zone: <http://digitalmediazone.ryerson.ca>

Opened in April 2010, Ryerson University's Digital Media Zone is a multidisciplinary workspace for young entrepreneurs infused with the energy and resources of downtown Toronto. Set atop Yonge-Dundas Square, this hub of digital media innovation, collaboration and commercialization is home to startups and industry solution-providers.

Since its launch, the Digital Media Zone has incubated and accelerated 43 companies to initiate more than 79 projects. Currently the Zone houses 165 innovators in 38 teams. With access to overhead and business services, students and alumni can fast-track their product launches, stimulating Canada's emerging digital economy through spending and job creation.

We house over 47 different companies offering various services and solutions in the digital media space. Most of the companies are looking for distribution of their solutions in foreign markets at this time. We have companies providing solutions in the US market - as well as Canadian market - with some entering the European market currently.

The Digital Media Zone is an evolving success story, with remarkable results in its short history and an extremely promising future. It responds to the needs of students, industry, entrepreneurs, the Canadian marketplace and the local community. The DMZ is building both Toronto's and Canada's future as a global hub of innovation and economic development.

As part of this group, several companies will be presented under the umbrella of Digital Media Zone.

Partnership and Business Development Objective

To make connections with potential distribution partners for our members and to build relationships with potential funders. Target profiles include telecommunication companies, financial services, large enterprises, (any sector really would benefit) and investment groups, public or private incubators or accelerator programs as well as angel networks and venture capitalists, who would be willing to fund growth of the early stage candidates. Many of our DMZ companies would be able to provide solutions to various industry sectors.

**Company Name: Flybits**

Sub-sector(s): Wireless, Cloud Computing, Context-Aware Computing, Internet of Things, Big Data

Website: <http://digitalmediazone.rverson.ca/team/flybits/>

Corporate Profile

Flybits is a software company focused on the design and development of Cloud-Based and Context-Aware mobile solutions that are adaptive and scalable. Flybits is expert in the development of platforms that can support both the consumer and enterprise sectors at the same time.

Flybits FARE (Flybits Activity Recognition Engine) is a proprietary patent protected solution that allows different sectors to build intelligent and adaptive applications without imposing expensive infrastructure and maintenance costs. FARE allows companies to visually plug their business rules and compose a new behaviour for their mobile applications in different situations and locations.

Having a strong focus on R&D, Flybits solutions has been used to deploy large-scale solutions in verticals such as: Opportunistic Social Networks, Retail Solutions, E-health, Unified Communications, Intelligent Transport Systems, Airports Simplified Passenger Travel Solutions and Manufacturing. Flybits LITE is a consumer variant of the platform in which geographical entities can form relationships with each other and contribute to a crowd sourcing framework in which users can build and share their mobile application using an intuitive and visual interface. Flybits is a Canadian company headquartered in Toronto with presence in the United States and the United Kingdom.

Partnership and Business Development Objective

Flybits is looking to develop a partnership in the APAC region to expand its service offerings in strategic verticals such as Travel and Transportation, Retail, Public Safety, Mobile Health and Manufacturing. Ideal partnership will be with a network operator or a service integrator to utilize as an enabler platform.

An instance of Flybits is used to develop the next generation of computer-mediated social networks. The application, called Comica, allows Flybits to generate infographics, depicting a user's daily life in form of a smart comic strips. This is to demonstrate how the future of social networks are more customizable, context-aware and personalized. It is important to highlight that although Flybits key offerings are on the delivery of location and context-aware services, it is fully Privacy by Design compliant. Privacy by design is a program initiated by Ontario Commissioner for Information and Privacy.



Company Name: Jugnoo Inc.

Company Name: Jugnoo Inc.

Sub-sector(s): Social Business enablement provider

Website: <http://www.jugnoo.com>

Corporate Profile

Jugnoo (Founded in 2010) is the leading cloud-based Social Customer Relationship Management (“sCRM”) Platform. Jugnoo is focused on simplifying and enhancing social media marketing, social commerce and social relationship management to help our clients:

1. Reduce their operating costs
2. Increase their site traffic;
3. Generate Leads ;
1. Promote their Products and Brands;
2. Increase Sales by making their business social, engaging and recommendation based, and
3. Enhance their customers Loyalty and brand Advocacy

As of July 2012, over 2,500 Small to Medium sized enterprises (“SMEs”) have deployed our solution. In addition, the Company is in discussions/negotiations with several large European & North American enterprises (10,000+ employees).

Jugnoo’s Key Strengthens

- A. Jugnoo is the only social business solution provider that offers an end-to-end solution.
- B. Offers an easy to use platform.
- C. Social intelligence. Jugnoo’s social intelligence solutions will enable Marketers and Agencies to move from reactive to predictive analysis

Partnership and Business Development Objective

Our goals are to:

- (1) Meet face-to-face with Softbank Mobile’s team to define/finalize their requirements regarding the integration of our video rendering solution,
- (2) Identify & quantify other potential sales leads within Softbank Mobile; and
- (3) Better understand the needs/demands of the Japanese marketplace;
- (4) Meet with other key representatives from other Japanese wireless providers, and
- (5) Ideally, generate additional qualified sales lead.



Company Name: Push Science.

Sub-sector(s): Mobile Software, Mobile Commerce, Retail, Connected Devices – Smartphones/ Tablets/ SmartTVs

Website: <http://www.pushsci.com>

Corporate Profile

Push Science is a mobile commerce software company that enables retail organizations to compete in the new era of mobile shopping. We provide branded shopping applications that allow sales associates and consumers to access product catalogs, view offers and deals, and order merchandise directly on smartphones, tablets, and Smart TV's.

Push Science differentiates itself by offering:

- mobile commerce strategy
- a platform based solution that lowers the barriers to going mobile
- a unique focus on influencing consumer behavior through mobile and social media

Partnership and Business Development Objective

- 1) Find prospective customers for our mobile retail solutions (both on the sales associate and consumer-facing sides)
- 2) Find other distribution partners/ system integrators in the surrounding region

We would like to target:

- telcos/cable companies with retail stores
- system integrators who work with telcos/cable companies and would like to provide a mobile offering
- partners who have retail clients (e.g. many telcos have SMB divisions and wish to provide a new value added service to traditional retail clients, private label credit card issuers who work with retailers, ISV's who provide POS services to retailers, mobile payment providers who want to provide retailers with consumer facing mobile interfaces)



Company Name: Red Piston Inc.

Website: <http://www.redpiston.com>

Corporate Profile

Red Piston Inc. is an interactive development house. We develop 2D/3D mobile games, mobile apps for iOS, Android and Blackberry Playbook platforms for clients and our own IP. Some of our customers include GM, Chrysler, Universal, Warner Brothers and Lowes. In 2012 we were awarded the Start-up of the Year award by the Windsor Chamber of Commerce.

We are a growing company which is hungry for innovative projects. Using latest technologies to create efficiency, we offer competitive rates for AR, 2D and 3D mobile game development. Having developed over 80 apps and games gave us unmatched experience in the mobile development area. We have developed apps and games for some of world's largest companies such as Lowes, GM, Chrysler, Puma, PBS and KIA.

We have a variety of international clientele with varied have completed successfully over the last 3 years and have brokered deals with Chinese android tablet/phone manufacturers to localize some of our properties for the region.

Besides gaming we also specialize in general mobile software development for iOS and Android along with augmented reality technology so any partner interested in this type of technology will be of interest. AR is applicable to games but also widely used to showcase products and merchandise in a whole new way.

Partnership and Business Development Objective

We plan to formulate alliances with Japanese software companies and help them tap into the North American market more efficiently. Specifically, we would like to broker a deal with at least one major Japanese game studio to bring their existing IP or to publish and develop new IP for the North American market. We also plan to sell or license our property for the Japanese market.



Company Name: XYZ Interactive Technologies Inc.

Website: <http://www.gesturesense.com>

Corporate Profile

XYZ Interactive's sensor technology enables OEMs to deliver 3D touchless control and gesture recognition in their products. The technology can be applied to many products, but is ideally suited for automotive and mobile products and environments. The technology precisely locates objects, such as a hand, in 3D space as well as detects gesture events.

The "magic" in our technology is how we enable these interactions using very low cost and low power mass-market IR transmitters and receivers. Unlike camera-based solutions, XYZ Interactive can be always on and detecting gestures and performs right up to the surface of the screen without any blind spots. The technology is ideal for inclusion either in a docking peripheral or in the devices themselves.

Partnership and Business Development

We license our code to ODMs and OEMs. Because we have a core enabling technology we are looking not only for OEM customers, but also for partnerships with product design and interface companies that introduce new technologies to OEMs.

Our current customers are top 10 global companies and Tier 1 suppliers in the automotive, device and peripheral, and toy markets. We are looking to partner with companies that have had previous success helping small companies such as ours bring new technologies to their markets.

We are also looking for growth funding.



Company Name: YOUi Labs Inc.

Website: <http://www.youilabs.com>

Corporate Profile

YOUi Labs: the makers of the world's first Natural User Interface (NUI) framework.

YOUi Labs' team is able to animate your UI vision without compromising design and performance, while cutting your development time by one third. The platform marries intensive algorithm-driven graphic performance engines with software services and a standardized UI framework to create visually rich and responsive user experiences on any hardware while significantly reducing time to market.

[*uSwish* is the Graphical User Interface platform purpose-built from the ground up to address the requirements of today's next generation NUIs]. *uSwish* allows your device to come to life by delivering all the multi-touch gestures, physics and all at the world's fastest frame per second (fps) your customers want.

isGPU (Intelligent Software Graphics Processor Unit), is a set of libraries for 2D and 3D graphics optimized for today's embedded CPUs and GPUs. YOUi Labs' *isGPU* allows graphics to run faster and smoother, while eliminating months of hardware optimization by maximizing the efficiency of your CPU and GPU. *isGPU* provides superior rendering performance over any OS and other platform graphic systems.

The unique YOUi Labs' Adobe *After Effects* plug-in reduces NUI development time from months to weeks by directly transitioning complex motion-based 3D layouts, animations and transitions into your device.

Partnership and Business Development Objective

YOUi Labs is looking for both customers and technology and business partners in Japan. Our technology and services are in demand by both consumer electronic device manufacturers and service providers looking to provide their customers with a signature, branded user experiences.

Our Objectives for this trade mission are as follows:

- Create market awareness of our company and solution in the Japanese's marketplace
- Create contacts and leads for potential customers and partners
- Reinforce existing Japanese relationships with companies such as Sony, Canon and Softbank
- Reinforce existing Canadian Embassy relations in Tokyo.
- Plan follow-up sales trips to further discussion with identified prospects.