

IMMERSIVE TECHNOLOGY:

Using research from Human-Computer Interaction to support business



Expertise from LJMU's Research Centre for Brain and Behaviour has been transferred to industrial partners developing virtual reality software and hardware products boosting job creation, revenue and growth.

IMPACT ON THE LIVERPOOL CITY REGION

Research in our driving simulation laboratory on anxiety levels among drivers fed into the safe development of a VR driving training game created by CGA Simulation (Liverpool) and led to a further grant from the Defence Science and Technology Laboratory grant create virtual assessment tool to assess the mental workload of emergency planners. As a result, CGA Simulation obtained £1/2m funding to lead Innovate UK's Artificial Learning Environments for Autonomous Driving) project.

Work with Onteca UK (Liverpool) helped create the children's stress-busting app, Chill Panda, downloaded 100,000 times from the AppStore.

A research collaboration with Immersive Interactive (Southport) convinced the company to completely overhaul their software framework, leading to improved delivery speed of content and direct collaboration with customers on content creation



COLLABORATION WITH THE SCHOOL OF PSYCHOLOGY AT LIVERPOOL JOHN MOORES UNIVERSITY HAS ALLOWED US TO SUCCESSFULLY WIN CONTRACTS ON INNOVATION, SUCH AS ALEAD, THAT REQUIRED A DEEP UNDERSTANDING OF HUMAN BEHAVIOUR AS PART OF OUR SIMULATION WORK.

JON WETHERELL
(MANAGING DIRECTOR,
CGA SIMULATION)



LJMU ACADEMICS

PROFESSOR STEVE FAIRCLOUGH

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