

Interface - The knowledge connection for business

Case Study

Kodak

Research Collaboration

2009

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Brokers collaborations with leading computer scientists

Kodak has been synonymous with the pioneering days of photography since the late 19th century. Today, the company remains a global brand leader, recognised in virtually every country around the world.

To maintain its market-leading position Kodak has a very active global research and development community. Kodak European Research (KER), based in the Cambridge Science Park, is helping researchers identify new technologies that serve the needs of a diverse and increasingly digital European market in optoelectronics, materials research and imaging software.

Kodak wanted to investigate key areas such as digital imaging, display technology and healthcare. And with innovation vital to sustaining commercial success, Kodak External Alliances (KEA), the body created to establish external working partnerships, is fuelling Kodak's technology drive by building strategic relationships with universities, government laboratories and privately-held companies.

Currently, KEA is involved in six UK Government funded (DTI programmes) and 2 EU Framework programmes and are always interested in exploring other opportunities relevant to their requirements.

Recently, Kodak has been working with Interface – The knowledge connection for business, to understand the expertise available within Scottish Universities and Research Institutes in specific technological areas - Digital Media and Systems (includes images, videos and audio), information management systems, Printing Technologies and Emerging Materials Technologies.

Interface identified a number of leading research groups in Scotland across the four technology areas and supported Kodak during a visit to Scotland, liaising with team members and academic partners to help arrange meetings and broker introductions.

Two formal collaborations were established with separate groups at the University of Glasgow as a result of these meetings. The first,

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For more information on Kodak European Research please visit www.kodak.com

"Establishing collaborative partnerships through consultancy and studentships ensures Kodak continues to be a world leader in developing technologically advanced and customer friendly imaging products. Working with Interface has allowed us to establish relevant capability within Scottish Universities in our areas of interest from image science to information systems."

Dr Chris Moore, Director of Kodak External Alliances.

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with Dr Matthew Chalmers, a Reader in Computer Science. His work aims to take account of social and perceptual issues in the design and theory of computer systems. A collaborative research project with Kodak was established to investigate methods to better view images.

The second collaboration was established with Dr Joemon Jose,

a Reader at the Department of Computing Science. Joemon's research focuses on all aspects of information retrieval (theory, experimentation, evaluation and applications) in the textual and multimedia domain.

Dr Siobhán Jordan, Director of Interface commented "The complexities helping develop a new range of digital processes and

applications with Kodak's research teams are a testament to the superb capability within University of Glasgow's Computing Science faculty. In the past ten years, we have seen an exponential growth in digital technology and Kodak's vision to research and develop future opportunities in Scotland has to be applauded."



About Interface - The knowledge connection for business

There is a wealth of world-class technology, skills and research facilities available within Scotland's universities and research institutes.

With established links to thousands of world-class leading experts, Interface finds and introduces companies to the perfect academic partner.

Interface overcomes the challenge facing companies in understanding what is available or who to contact

in academia, for R&D or expertise capabilities by matching relevant expertise to specific business requirements.

Collaborating with academic partners brings significant business benefits:

- Develop innovative new products, services and processes
- Improve performance using technological advances
- Increase competitive advantage in key markets

- Enhance profitability in existing and new markets

Many companies don't know that innovative solutions to help their business grow can be developed with academic assistance.

Interface is here to help make the right connections for businesses.

For further information please contact:

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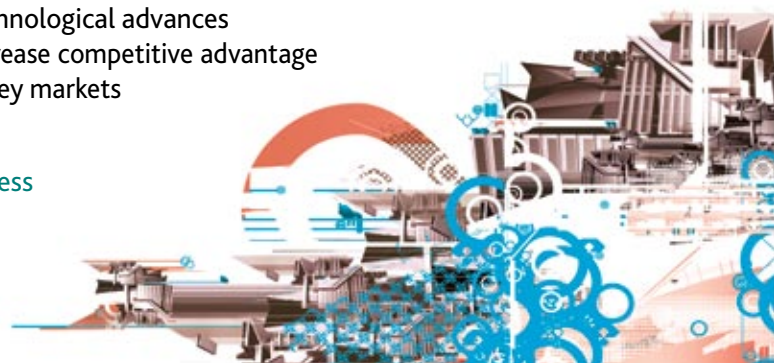
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