



# EASY ACCESS VIDEO ANALYTICS

WIDE IO LTD worked with computing experts at Goldsmiths to improve its algorithm marketplace platform, enhancing the product offer and leading to new job creation

## Project description and aims

WIDE IO LTD is building algoBox, an algorithm marketplace, to solve the problem of technology transfer. A lot of good algorithms remain trapped in labs and research papers and we want to make those algorithms discoverable and usable.

The main aim of the project was to provide a review of available algorithms on video analytics, to package them and to submit them to algoBox so that the algorithms are available in one place and to a wider audience.

The London Fusion Collaborative Award enabled us to access one of the best university computing divisions in the UK and to work closely with them on improving the platform. It helped us test, understand, iterate and improve the platform. It also helped us to better understand our market, the computer vision landscape and the challenges we needed to overcome in order to build a product that can stand the test of time.

## Impact on the business

Bernard Nouvel, founder and CTO, WIDE IO LTD, said:

"Our partnership with Goldsmiths has resulted in a significant improvement to the product." The collaboration with Goldsmiths resulted in quality algorithms being uploaded onto the platform, enabling us to add video analytics services for businesses. The collaboration may also result in new jobs as we plan to offer the algorithms through video management software systems, something that requires us to build a dedicated team to create a bridge and offer those services. It also enabled us to gain more visibility in the market as we now can offer good-quality algorithms in an easy-to-use format.

## Future directions

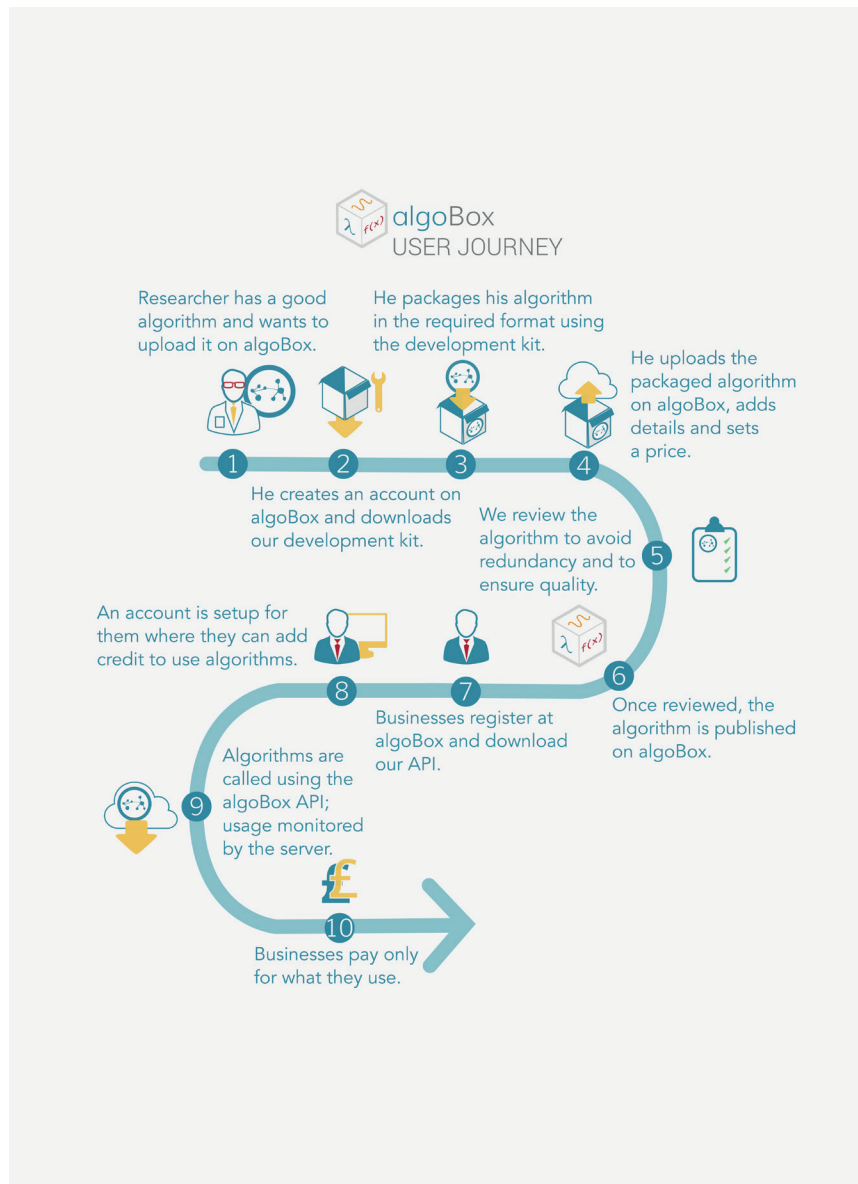
- We plan to market the algorithms to businesses.
- We intend to build a dedicated team to create a bridge to offer the algorithms and services on video management software.

## ESSENTIAL INFO

**SME:** Bertrand Nouvel, Pavneet Singh, WIDE IO LTD

**Academic:** Mick Grierson, Goldsmiths, University of London

**Duration:** 3 months



PART FUNDED BY:



PROJECT PARTNERS:

