

Adastral Park Innovation Showcases

The showcases at Adastral Park are a collection of industry experiences, in which a number of technologies are positioned in the context of the sector. The technology is not just from our own researchers but from innovative companies discovered by our scouts based in Silicon Valley, the Middle East and closer to home in London (The Infinity Lab) and Innovation Martlesham based at Adastral Park.

The applications demonstrated have the benefit of being underpinned by the power of a network – meaning they can talk to something else or be remotely hosted or monitored.

Connected Industry

The showcase addresses sectors: Energy & Resources (Oil, Mining, Gas), Utilities, Construction, Manufacturing, Automotive and Logistics. The experience looks at propositions around BT Trace, Field Force Automation, Industrial Wireless, Big Data and Security as well as introducing new ideas around virtual/augmented reality, RFID, acoustic sensing, 3D scanning, Internet of Things, Robotics, Smart Vehicles and Hydrogen Fuel Cells.

Retail

Looking at the In-Store customer experience and tools for the retail employee. Digital signage – interactive, translucent, holographic – to help with customer engagement. Wi-Fi, CCTV to analyse customer movement. Augmented reality to help the customer experience. Radio frequency identification to assist with stock monitoring. And more.

BT Agile Bank

Brings to life technologies to be used within the branch as well as behind the scenes in contact centres or trading environments. It demonstrates how biometrics (facial and palm vein recognition) can be applied to customer relationship management systems to improve brand loyalty and security. Other security ideas from Seculert and Silicon Safe and amongst other ideas personalised videos for customer engagement and video for access to the remote advisor.

BT Pulse

How innovation can create a better world of healthcare. This showcase demonstrates technologies that are being used now, and in the future. To help with care at home – telehealth and telecare, using devices to collect patient information and video to help with social isolation. Patient care within hospitals i.e. Nervecentre and the use of bed sensors and gesture recognition. Tracking of medicine using radio frequency identification and more.

Connected Home

Helps to uncover the opportunities of high bandwidth to the home where entertainment, energy management and security can all harness the benefits of faster broadband. As well as applications for the connected home allowing us to control our lights, music, door locks, and monitor our plants, egg trays and double glazing.

The Street

Examining innovative 'street furniture' that BT is using to enable faster broadband network technologies – for example, G.fast. As well as sensors and systems being used around smart cities to monitor car parks, traffic flow, the environment and lighting.

Government & Community

Looking at Internet of Things technology to support smart city initiatives, which create a better life for people and drive economic growth. This showcase also includes innovation in security – physical and cyber.

Better Future

This showcase demonstrates how embracing communications technology is good for business, society and the planet.

Customer Innovation and Design

A room where solutions from Cisco, Microsoft, Polycom, Plantronics are all augmented by innovations from BT. Demonstrations are separated into three areas: **Collaboration** – how technologies can be integrated together in a true complex multi-vendor estate; **Cloud** – to demonstrate the latest cloud technologies and their role in the modern enterprise IT environment; **Network** – the enablers for the eNSI (enriched Network Service Integrator) model.