

EXPORTAR MARINE

Requirements Specification

The ExportAR: Marine project is a highly innovative project providing a unique opportunity for companies in the Marine Technology Sector. This document presents the essential requirements and characteristics which applicants must meet.

Please ensure all requirements have been checked prior to applying.

Augmented Reality model-creation requirements:

To create 3D model ready for AR, Render Media Ltd. will require some or all of the following:

- CAD files of the product (.STL or .IGS, IGIS files)
- Colour codes for each aspect of the product, either RAL codes or HEX codes
- Detailed explanation of materials the product is comprised from e.g. glass screen, metal body etc.
- Reference material that clearly shows the model from a variety of angles, or the model itself.
- If the product has moving parts (with a view to these being demonstrated using Augmented Reality) these will need to be demonstrated via a video, showing the parts in motion, or the product itself, assuming the part can be easily moved manually or shipped with ease.
- If there are screens or areas that you intend to change in colour or appearance (as a means to demonstrate a particular characteristic of the product) we will require the graphics for the screens/frames. We will also require documentation referencing the colour and brightness of lighting under different circumstances (e.g. component X changes colour when Y happens).
- If a product requires effects and animations to demonstrate how it works, e.g. air flowing through a filter, we will need detailed examples and reference material for how these work.

Considerations for what works well in AR:

Please ensure that your product complies with the following requirements in order to meet the specific requirements of this project, and the limitations of the technology which will drive the AR Platform.

- Products that are not too large E.G. no more than approx. 1-3 meter square. Otherwise people will struggle to see around the product (depending on the room space they have). Render Media Ltd. advise keeping this under 1-meter square where possible.
- Products where the visual appeal or size are part of the selling point E.G. if the USP is that it is the smallest on the market, then showing how small will support the sale. Likewise, if a product is better designed and aesthetically pleasing, showing an AR version will support the sale. However, if a product is never seen when in use, or it's physical features are not part of it's benefits, then showing it in AR may not support the sale.

Considerations for what does not work well in AR:

- Products that are long and thin can be tricky to navigate using Augmented Reality.
- Very large products can fill the space and cause the user to struggle to see them, resulting in a poor user-experience, irrelevant of how good the product is

Additional requirements:

In order to submit an application to this initiative, companies must:

- Have a trading office within one of the three following Local Enterprise Partnership (LEP) areas: Cornwall & Isles of Scilly, Heart of the South West, or Dorset. If you are unsure, you can use [this tool](#) to check the LEP area which a postcode falls within.
- Have some experience of exporting their products to overseas markets, ideally coupled with an export plan for the business. Companies will benefit from being able to identify target markets for their products, which will help inform the development of phase II of this project: using the AR application to showcase products to overseas buyers.
- Be willing to sign a memorandum of understanding with Business West Ltd. and Render Media Ltd. if selected for this initiative. This will cover high-level roles and responsibilities, and expectations of all parties: e.g. timeframes, set number of iterations for AR rendering etc. The purpose of this document will be to symbolise ways of working, aid clarity, and ensure a cohesive and collaborative approach to the project is achieved.
- Only submit one product to this initiative.
- Be willing for their product to be showcased as part of wider communications programme covering this project: e.g. television coverage, social media posts, video interviews etc.

NB: Business West Ltd. and Render Media Ltd. fully understand the importance of protecting Intellectual Property of applicants, and will therefore willingly enter into a NDA should this a) be required and b) contain reasonable and satisfactory terms.