

## Case Study:

## A Greener Nottingham

# OuterArc

The buildings we inhabit have a huge impact on our physical surroundings - not just aesthetically, or practically, but environmentally. They consume precious material resources in their daily use. No wonder 'sustainability' has become a buzzword among property developers.

OuterArc uses science to develop artificially intelligent software and wireless sensor network systems to give a true picture of energy consumption, so efficiency can be maximised. The business calls for a high degree of computer science (artificial intelligence) and works with the latest wireless semiconductor and enterprise technologies.

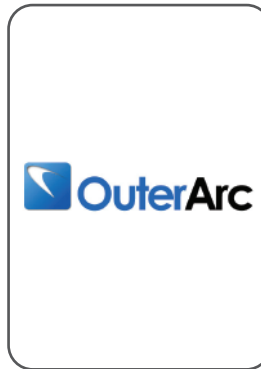
Their mission is to give every organisation real-time information and intelligent forecasting of their energy usage for their buildings and operations at an incredibly detailed level. For example, OuterArc's LiveTouch software with its LiveSensor wireless hardware can tell you how much your server room is costing, or a particular department, floor or machine. This is a major step forward in energy monitoring.

## Starting my science based business

OuterArc began to see a market opening up for wireless technology, delivering real-time information to an organisation at the enterprise level, to increase their efficiency. As OuterArc focused on applying the technologies to a core market and developing intellectual property; energy and buildings sustainability became their main focus.

## Benefits of being based in Nottingham

Being based at BioCity Nottingham, means that OuterArc can embrace Nottingham's excellent attitude to technology and science, which has attracted talented and professional people from around the world. Furthermore BioCity has given them an excellent opportunity to tap into invaluable advice including patent, legal and financial information. This along with Nottingham's two leading research universities means OuterArc can be proud of their location within the city.



## Achievements so far

OuterArc was successful in achieving financial investment in 2006/2007; this allowed them to enter the next phase of the business. In early 2007 OuterArc achieved its first pilot installations at both blue chip companies and small to medium sized businesses. In mid September the company will have two ranges of LiveSensor (Enterprise and Industrial) its flagship intelligent software product LiveTouch on sale.

## Plans for the future

As OuterArc continues to grow it is imperative that a strong infrastructure exists locally for high tech start-ups. OuterArc believe the status of Nottingham Science City will help attract high calibre professionals, excellent science/technology parks and an ecosystem for high tech start-ups.

**Ben Randal from OuterArc comments, "The really extraordinary thing we are doing is expanding the IT infrastructure into every physical corner of a business. We consume all of this information to deliver artificial intelligent information that drives down organisations costs. Now you have an intelligent building or intelligent machine. And with energy and environmental issues we really need intelligent devices that can save energy."**