



The 'Digital Catapult - Niantic' Augmented Reality Acceleration Programme

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Digital Catapult

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Niantic are partnering with Digital Catapult to deliver an AR accelerator programme for its Lightship platform.

The Aim: To create groundbreaking AR experiences that will encourage people to explore the world, together.

We are seeking 3 'challenge owners' to help shape "best in class" demonstrators scenarios, for the future of AR and in line with Niantic's vision for the real-world metaverse.

Challenge owners could be:

- ★ Music & Live Events Organisation
- ★ Advertising & Entertainment Organisation
- ★ Travel & Tourism Organisation
- ★ Local Authority, LEP or Business Improvement District

Niantic will provide **£50,000** for each project demonstrator to be created by a UK immersive startup/studio. Digital Catapult will also provide innovation support and immersive UX guidance throughout the development process.

This deck outlines the benefits of being involved, the requirements for participation and some inspiration around potential use cases for AR.



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Creating experiences that bring the real world metaverse to life

The goal of the programme is to showcase features of Niantic Lightship platform (see right). These features enable **socially engaging** AR experiences that can:

- Be accurately and persistently pinned to a real location, on a major scale (*outdoors required*)
- Involve more people than ever before, enabling meaningful, real-world social interactions using technology
- Have real time interactivity, enabling new gamification mechanics
- Fully immerse players and users through the highest levels of contextual awareness

Example use cases might:

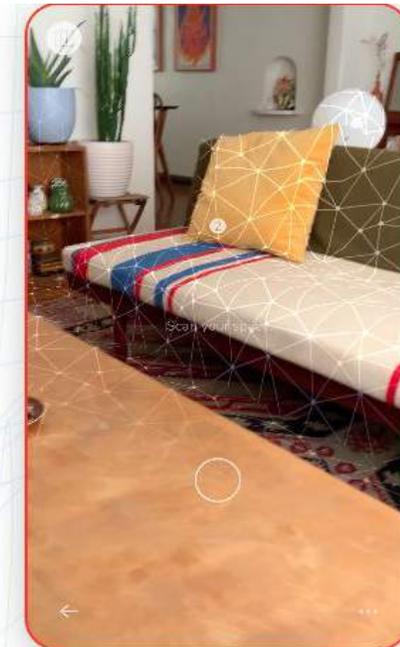
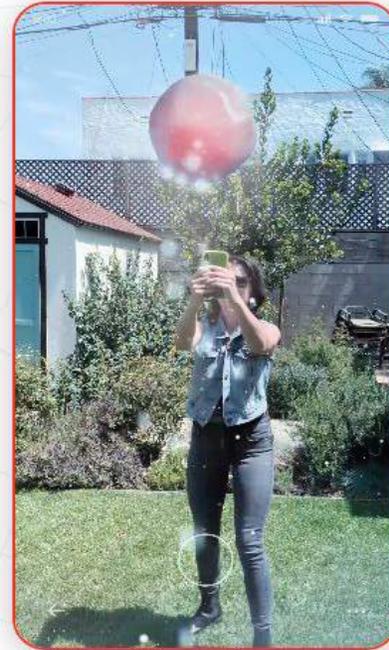
- Create a game involving a local landmark to drive footfall, guiding exploration and discovery
- Make a performance or live event more magical by augmenting reality in hyper-realistic ways
- Enable users to create their own stories/content & share to social channels to drive engagement both in the real world and on online social channels
- Develop a storytelling experience or treasure hunt involving a famous/fictional character

List of Niantic Lightship platform features

- Multiplayer
- Real time mapping
- Semantic segmentation
- Occlusion
- Cross platform APIs
- Depth API
- Visual positioning system (coming soon)

[Link to list of features and demos \(click here\)](#)

[Example demo \(click here\)](#)



All we need from you is....

- A high level sense of your brand/IP that could be utilised in an experience
- Some possible location(s) or partners that might be explored as a part of the experience
- The desired business outcome of creating a new AR experience

You do NOT need to worry about:

- Defining a detailed idea at this stage...

...Digital Catapult has a large network of startups who will pitch their creative responses to your brief.

Niantic AR Accelerator programme timeline

Starting in November 2021 and finishes in August 2022

**November
2021**

Industry partner contracting
Digital Catapult will have secured and contracted with 3+ challenge owner organisations, from a range of represented industries (e.g. music, advertising, heritage, retail)

**January-March
2022**

Startup contracting
Digital Catapult will manage and market an open call for startups from across the country to solve the industry challenges. Digital Catapult conducts a regulated judging process with our industry partners to select the winning startup ideas. Digital Catapult carries out due diligence and legal contracting.

**April
2022**

Prototype sprints and development monitoring
The 3 teams are funded with £50,000 each to produce prototype demonstrators that address industry challenges. Digital Catapult will help shape the ideas from paper to working prototype design. Digital Catapult monitors and disseminates the progression of the working prototypes and helps Niantic share key developer stories with the wider community.

**August
2022**

Marketplace and showcase event - closing
Digital Catapult organises an event to demonstrate all the prototypes to Niantic and the industry, regional and technology partners involved in the programme.

Why join the Digital Catapult-Niantic AR Accelerator?

- Be part of the **first AR accelerator** of its kind **in the UK**, putting your business at the forefront of a new wave of spatial computing
- Develop a world-class augmented reality demonstrator (with financial contribution from Niantic)
- Gain **global promotion, video & written case studies** and **blog posts**
- Foster new partnerships with startup studios, potential local authorities as well as technology companies that participate
- Exclusive, in-depth technical knowledge of world-leading AR tools and exploration into the business models of AR for your business
- Innovation support from Digital Catapult on best practices for running and implementing a cutting edge AR project

Commercials

- We are seeking a minimum of **£50k funding** from challenge owners to match Niantic's contribution, to enable a £100k AR experience to be built. This is the lower financial limit needed to create a "gamechanger" AR demonstrator.
- Our aim is to secure additional funding and/or in kind support from other partners to boost your project and create a higher fidelity, consumer ready experience. *This is not guaranteed*

Level of commitment

We do not need heavy involvement from challenge owners, but the more you engage, the more value you will gain. Minimum requirements are:

- Involvement in challenge scoping, eg. attending workshops and engaging the key internal stakeholders to attend the pitch day, be involved in judging startup submissions
- A dedicated point of contact from your organisation that can lead the day to day development of the project
- Involvement from marketing teams to ensure any relevant content (blog posts, case studies etc) are signed off
- Timely access to relevant assets, data, imagery or rights required to deliver the experience
- A level of promotion of the accelerator through their marketing and PR channels

Please contact max.cleary@digicatapult.org.uk and emily.savage@digicatapult.org.uk for more information

Levels of partnerships	'Challenge Owner'	Technology Sponsor
Set the challenge	✓	
Access to all challenge streams/programmes	✓	✓
Individual seat at programme board level	✓	✓
Strategic and exclusive technology sponsor		✓
Attend events, along with speaking slots & panel discussions	✓	✓
Premium marketing and branding visibility, including video case study & blog posts	✓	✓
Feature in press release	✓	✓
Logo and web marketing	✓	✓
Meet startups and studios	✓	✓
Educate innovator community on benefits of your product		✓
Develop the strategic direction for your company innovation goals	✓	
Develop lasting technology partnerships		✓

About Niantic

Niantic is the world's leading augmented reality company with an initial focus on augmented reality games, and is building a state of the art planet-scale augmented reality platform for current and future generations of AR hardware.

Niantic's mission is to encourage people to explore the world, together, and will incorporate its key pillars of **exploration**, **exercise** and **real-world social interaction**. One Niantic's games, Pokemon Go, is the world's most impactful and commercially successful AR experience of all time.

About Digital Catapult

Digital Catapult is a UK government backed R&D and innovation agency, and has previously run some the world's most innovation content acceleration programmes. These include:

- CreativeXR, developing VR storytelling experiences of the future, in partnership with the Arts Council and Epic Games
- Verizon 5G retail accelerator, building next generation 5G/AR experiences with startups on behalf of Diageo, Burberry and L'Oreal
- Augmentor, the UK's only investment accelerator programme specialising in AR/VR tools



Interested in getting involved?

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Education,
upskilling and
training



High street
regeneration
through new
physical-digital
concepts

Rejuvenating
tourism
experiences and
increasing
heritage
discovery



Building
communities,
increasing social
activities and
placemaking



When running an internal session to gather high level ideas, here are some example challenge framing questions to help get you started:

In a few hundred words, outline your idea with some thoughts about:

- What is the brand/IP that is best suited for this?
- Have we discussed this idea previously? If so, what were the barriers?
- What location(s) would be most suitable? Outdoor or indoor?
- Does the experience need to be tied to events or would it be persistent? Day time only or night time too?
- What would be the technical limitations of achieving the ideal vision for this experience?
- How could the experience be made to be more socially engaging?
- How many people would need to do this experience for it to be valuable?
- Beyond PR stunt value and innovation branding, how would we demonstrate the value back to the business?

