

# case study:

Visionradio was established in June 2000, with an initial focus on DAB Digital Radio. In 2004 the company saw the opportunity to move into developing Interactive Internet Television applications.

Having worked with partners and clients such as Panasonic, ntl, Netgem, Microsoft and NTT DoCoMo, Visionradio is now well placed to deliver an interactive experience customised for the screen of choice – including mobile phones and handheld games devices, computers, TVs, games consoles and set-top boxes.

As a natural extension of its capabilities, Visionradio is keen to explore potential applications in telecare.

“We are interested in working collaboratively with telecare service providers to help them expand the reach and nature of interaction with their services. We also have direct experience of bringing together different sectors of the community through on-screen services, and can see its potential for supporting Independent and Assisted Living initiatives,” explains Malcolm Stewart, Chief Executive of Visionradio.



"The television is understood by all age groups, particularly the elderly, for whom the TV has been a familiar part of their lives for a long time. As such, it is a good candidate for delivering information and supporting services direct to the user in their own home."

Visionradio's interest in telecare and the development of potential applications for the healthcare market has been supported by The South East Health Technologies Alliance (SEHTA).

"We were introduced to SEHTA at the time we first started thinking about branching into the telecare market," says Malcolm. "They have been very supportive of our efforts, and have been proactive in offering networking opportunities, as well as keeping us informed of collaborative funding calls."

In the summer of 2010 Visionradio helped shape a cross-sector partnership which successfully secured funding under the SEHTA call for proposals regarding 'The use of technology to combat social isolation'.

A core starting point for shaping the proposal was drawn from a number of interactive TV demonstrators which Visionradio had created with the telecare sector in mind; these include real time medication and appointment reminders, and customised information services aimed at carers and the cared-for alike.

"We are absolutely delighted to have the support of SEHTA, and the validation of our approach as evidenced by the successful funding application. Our involvement with this call and the SEHTA members has highlighted two key points to us: firstly a need to build on the familiar, hence a strong continued focus on the potential of TV; and secondly, the importance of not treating people just as an extension of their condition or situation.

We now have a real opportunity under this SEHTA project to understand the necessary process of evolving our ideas and technologies to meet the needs of real users, and shape an ongoing, sustainable route to market.

The flexibility of our approach to design means that we can work with our SEHTA partners to specify and deliver the required functionality, without sacrificing style and appeal."

**For further information regarding Visionradio, please see:**

[www.visionradio.net](http://www.visionradio.net)  
(company information)

[www.easy2.tv](http://www.easy2.tv)  
(Interactive Internet TV demonstration site)

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**For further information regarding SEHTA, please see:**

[www.sehta.co.uk](http://www.sehta.co.uk)  
(Information about SEHTA)

[www.ice-t.co.uk](http://www.ice-t.co.uk)  
(Information about International Centre of Excellence in Telecare, ICE-T; SEHTA's major project providing grant funding to companies developing innovative products and services in telecare/telehealth)

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