

Fast Wow Effects Boosting SME Business

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Fast Wow Effects Boosting SME Business is a fresh Game Lab RDI project funded by the New value creation programme of Tekes, the Finnish Funding Agency for Innovation (1 January 2015 – 31 December 2016). TUAS' budget in the project is approx. EUR 446 000.

**The project is strongly Turku-oriented, because the cooperation partners include:**

- The City of Turku / West Finland Film Commission
- Turku Science Park
- Turku Technology Properties
- Turku Fair and Congress Center
- Lingsoft
- Sun In Eye Productions.

The project aims to benefit the digital materials of the cooperation partners (such as geographic information, 3D models and animations) and from these, build new added value with the help of game technology i.e. so-called wow effects to boost business. The purpose is to present the wow effects during the project at different events, such as the Turku fair in the upcoming fall.

In addition, the project has extensive international cooperation in the Middle East. This means that the wow effects will also be tested internationally e.g. at fairs organised in Dubai and Muscat.



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#### Project duration

1.1.2015 - 31.12.2016

#### Operating sphere

Regional National International

#### Partners

Centria University of Applied Sciences

about 20 company partners

#### Source of funding

Tekes – the Finnish Funding Agency for Innovation and the participating companies and organisations

#### Total funding

996 900 €

#### TUAS budget

446 900 €

#### Project results

The Fast Wow Effects Boosting SME Business project produces different WOW effects to boost the business of companies, especially their marketing and product presentations. The project conducts technological experiments with the help of which methods and a prototype of a scalable application which combines different technologies will be created. With the help of the prototype and different methods, added value will be created for the companies' products, to benefit both the producing company and the end user. The results will be presented at domestic and international fair events.

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