



CENTRE FOR INNOVATIVE MEDIA

OVERVIEW

NAIT's Centre for Innovative Media is an applied research centre funded by the Natural Sciences and Engineering Research Council of Canada (NSERC).

WHAT WE DO

The Centre for Innovative Media works with industry partners to:

- Develop and expand strategies for innovations in platform and content
- Develop prototypes, pilots, and proof-of-concept elements to improve product and product-market fit
- Develop a collaborative, cross-disciplinary community of practitioners across different media sectors

We focus on moving innovations along the Technology Readiness Level (TRL) scale. The TRL is a nine-level scale that categorizes the developmental state of an innovation as it moves from concept to commercialization. Typical projects for this centre will be in the TRL 2 to TRL 6 range.

WORKING WITH INDUSTRY

NAIT's applied research service model ensures all intellectual property developed in partnership with industry is exclusively retained by the industry partner.

As a recognized polytechnic institute, NAIT is approved to receive and manage research funds from several provincial and federal programs, reducing the cash commitment necessary from industry to engage in applied research projects. NAIT's Office of Research and Innovation, working with the centre and industry partners, can help determine appropriate funding programs and assist in completing applications.

We work with other innovation service providers in Alberta, giving our industry partners a single point of contact and access to experienced project management that ties into the broader innovation network.

DEVELOPMENT DISCIPLINE

- Software
- Web and internet
- Marketing and social marketing
- Mobile applications
- Interactive media
- Digital game development
- Training and simulations
- Film and digital screen
- Augmented and virtual reality
- Radio and TV
- Data visualization
- Internet of Things

FOR MORE INFORMATION

Wade Muri
Director, Business
Development
780-378-2883
wmuri@nait.ca