



Universities



Gaming & AI

“

I think the Midlands is literally the heart of game development in the UK. It's a growing base for indie and mobile developers – and over the years I've seen really exciting studios pop up. The Midlands has become a thriving hub of creativity and development.”

Louise O'Connor, Executive Producer at Rare

Key Messages

The West Midlands is at the heart of pioneering new content production and platforms, including a world-leading gaming and artificial intelligence cluster.

The region provides exceptional technological infrastructure at an affordable cost, supported by a highly skilled talent pool and leading national universities.

Innovation Birmingham Campus (IBC) is one of the UK's largest leading tech campuses and the fastest growing in the country. IBC is a base for the West Midlands tech community.

The £35m iCentrum Digital Plaza will be a fourth-generation science park and will include a software development playground and a tech incubation facility.

University Specialisms

Our universities maintain close links with industry partners, seeking to:

- Advance our understanding of the possibilities of artificial intelligence and virtual reality
- Develop the West Midlands' expertise and skills to capitalise on the digital economy
- Work with industry and government to advance our understanding of privacy and security in a digitally connected world.
- Identify opportunities to use technology to improve business performance across sectors.



Thriving Cities

Birmingham, Coventry and Wolverhampton



A £92bn Economy



40 Gaming Companies

In Silicon Spa



1,800 Computer Science Graduates

each year



7% UK's Workforce

More than 7% of the UK's games workforce is based in the West Midlands



West Midlands Growth Company

wmgrowth.com
[@wmgrowth](https://twitter.com/wmgrowth)

Key University Facilities/Projects



Aston University

Big Data Corridor

- A £2.5 million innovation project to help SMEs increase market share and create jobs.
- The 3-year project, led by Digital Birmingham in partnership with Aston University, uses new data streams to help businesses develop creative solutions - with a particular focus on improving citizens' health, well-being and mobility.

Think Beyond Data

- Artificial intelligence expertise to help small or medium-sized enterprises grow.
- Making the most advanced algorithms in the world available to SMEs in the West Midlands.



Birmingham City University

New Technology Institute

- NTI produces graduates from super-vocational, industry backed degree courses in video games development.

Digital Media Technology Lab

- A mixed reality system which allows medical practitioners to view and interact with virtual replicas of patients' organs, bones or body parts.



Coventry University

Disruptive Media Learning Lab

- Responding to the disruption of connected media technologies, the Lab develops radically new approaches to teaching and learning.
- It provides the support, expertise and resources needed to enable projects to experiment with pedagogies, business models and technologies.
- Expertise in research, innovation game-based learning, serious games and gamification.

Your Contact:

Natalie King

Account Manager – University Sector
West Midlands Growth Company

+44 (0) 7375 079618
natalie.king@wmgrowth.com



University of Birmingham

Academic Centre of Excellence in Cyber Security Research

- A national scheme jointly supported by GCHQ (Government Communications Headquarters), the UK Government and the Research Councils' Global Uncertainties Programme.
- The Security and Privacy Group continuously researches the impact on national resilience of new developments in financial services, electronic voting, personal privacy, mobile phones, passports and cloud computing.

Intelligent Robotics Lab

- Leading R&D in all aspects of intelligent robotics: computer vision, knowledge representation and reasoning, cognitive systems and architectures, interactive learning, manipulation, kinematics and dynamics.



University of Warwick

Centre for Applied Artificial Intelligence

- Develops new technologies for machine learning and large-scale data analysis in order to provide solutions across WMG excellence areas including connected and autonomous vehicles, automation, healthcare, and cyber security.
- Bridges developments in artificial intelligence with real applications in collaboration with industry partners.

Warwick Data Science Institute

- WDSI builds upon Warwick's research expertise across the mathematical sciences to promote innovative research collaborations that will help shape the future of data analysis.
- Developing novel mathematical, statistical and computational approaches to the acquisition, management and analysis of big data.



University of Wolverhampton

Wolverhampton Cyber Research Institute

- Working in collaboration with academic, industrial and governmental organisations on all aspects of security and privacy.

Centre for Cyber Security

- A new venture offering high quality research facilities through the University's Cyber Security Research Institute.
- Located in Skylon Park, the only Enterprise Zone in the UK to focus on the defence and security sectors.