

Who we are

ITI Techmedia creates, funds and manages early stage R&D Programmes to generate market-driven, commercially focused opportunities in the digital media and communications technology sectors. The intellectual assets resulting from the Programmes are then commercialised for the benefit of the Scottish economy.

To date, ITI Techmedia has initiated R&D Programmes in the following areas:

- Condition-based Monitoring
- Backlighting using Polymer Optics
- Ultra-wideband Communications
- Online Games Development
- Chronic Wound Care
- Biosensing Platform
- Machine-readable Security Tagging
- Explosives Detection Platform
- Software Integrity Engineering
- Games-based Learning

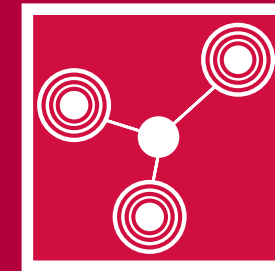
Further information can be found at www.ititechmedia.com

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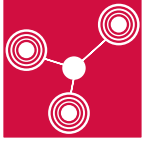
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Condition-based Monitoring R&D Programme

ITI Techmedia has undertaken an ambitious R&D programme to develop a wireless sensors monitoring system, to detect conditions in cattle such as oestrus and parturition. The condition-based monitoring technology has been targeted at dairy and beef cattle, but could be adaptable to other valuable animals.

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Condition-based Monitoring R&D Programme



Condition-based Monitoring Collar

Work undertaken in the R&D Programme has developed a means to remotely monitor herds, offering a valuable aid for farm management which will reduce costs and direct the resources of herd managers more efficiently. The system features:

- Collar hardware platform which incorporates a range of non-invasive sensors
- Two-way radio communications between collar and base
- Embedded behavioural models
- Linkage to herd management systems

The condition-based monitoring technology was developed for ITI Techmedia by a number of expert research and development organisations from around the UK, including:

- Scottish Agricultural College
- Royal Dick School of Veterinary Studies, University of Edinburgh
- Roslin Welfare Consultants
- University of Strathclyde
- eCow
- The Technology Partnership

Addressing a Real Market Opportunity

The overall benefits of the system on-farm will be to deliver good quality management information integrated into standard herd management practices, assisting farmers to improve the lifetime value of cattle.

The technology created in the R&D programme is now being developed for commercial applications by Embedded Technology Solutions, eCow and NMR.

RHASS Technical Innovation Award

Technology from the ITI Techmedia Condition-based Monitoring R&D Programme has been awarded a Silver Royal Highland Show 2009 RHASS Technical Innovation Award.

These awards aim to encourage and recognise innovation in the design and manufacture of machines, equipment and appliances which will advance the effective and efficient practice of agriculture, horticulture, equestrian, forestry and estate services.

If you are interested in learning more about the ITI Techmedia Condition-based Monitoring Programme, please contact Noreen O'Donnell, Commercialisation Manager

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