

# Get Closer

a Partnership Programme

**distance** lab

Distance is a fact of life. We are increasingly finding ourselves at a distance from our friends and family members as well as from business, academic, and governmental establishments. Technology made this dispersion possible in the first place, but we still lack the tools and frameworks to understand and deal with distance in a seamless way.

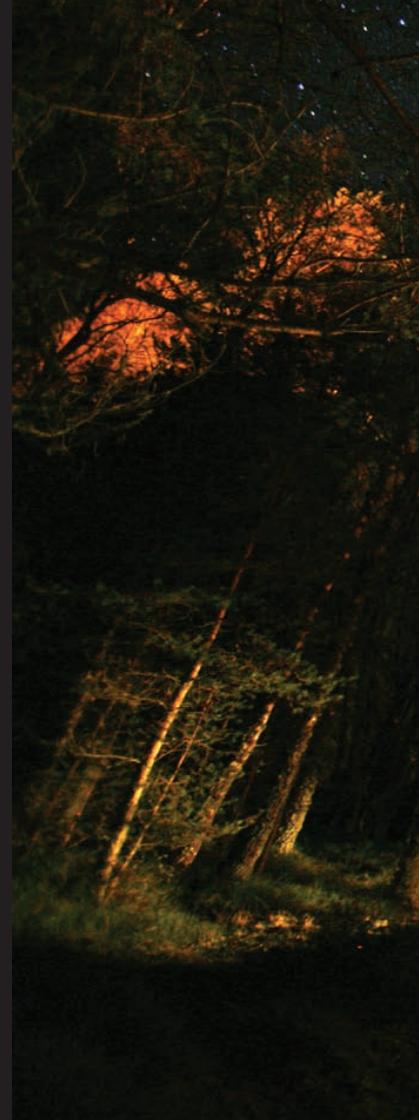
But distance can be more than just physical. Those in different time zones or work shifts must manage temporal distance. Parents, children and grandchildren are separated by generational distance. Those in different countries speaking different languages and having different customs and beliefs may find themselves affected by a cultural distance that can impede relations.

We believe the theme of *distance* is a rich and flexible starting point for exploring the future of relationships, learning, health care, and culture in the digital age. No other research centre in the world has this unique focus.

I invite you to join us on our journey.

A handwritten signature in white ink on a dark background. The signature reads "Stefan Agamanolis" in a cursive, flowing script.

Stefan Agamanolis  
Chief Executive/Research Director, Distance Lab Limited





*Lagganlia* by Robbie Graham  
An expression of “distance” in the contemporary Scottish Highlands

# distance lab

Led by MIT graduate Dr. Stefan Agamanolis, Distance Lab is a creative research institute bringing together digital media technology, design and the arts to redefine and overcome distance. Working with partners from industry, academia and civil society, Distance Lab aspires to have a significant and positive effect in the world, both intellectually and commercially.

Inspired by the culture of the MIT Media Lab, Distance Lab is developing an interdisciplinary work environment full of radically creative scientists, designers, artists, and engineers from all over the world.

The Lab places emphasis on building working prototypes and demonstrations of new technologies and channeling these into new products and services in the global marketplace.

**Distance Lab developed a new immersive recording technique that enabled us to market our members over a distance in an innovative way**

Sam Barlow, Project Manager, Visual Arts Sutherland virtual studio trail



The Lab provides digital media solutions that can:

- revitalise your product line in consideration of the latest trends in digital media and communication
- help turn 'potential' customers into 'actual' customers by allowing them to immerse themselves in your product, over a distance
- connect your locations and environments to enhance interdisciplinary interaction and collaboration over a distance.

Distance Lab can also:

- enhance efficiency and a sense of team spirit in your distributed organisation
- inspire your staff and encourage them to think 'outside the box'
- save your company money on expensive in-house research and development
- keep your company abreast of the latest innovations and trends.



# Partnership

Distance Lab's hybrid funding model invites the involvement of external industry and governmental partners. The partnership levels available extend a broad range of access privileges that allow organisations to **tap into the Lab's research outputs and creative capacity**.

Partners are invited to participate in, and contribute to, the **Lab's events, seminars and exhibitions**. Partners can also benefit from dedicated innovation workshops both at the Lab and at their own premises. Most of all, partners have the opportunity to **engage in cutting-edge research projects** and have **early sight of technology briefings** which may lead to **licensing or investment opportunities**.

Through partnership with Distance Lab, organisations have a chance to **outsource some of their 'far-out' speculative research** that doesn't sit comfortably within a traditional corporate setting, for a fraction of the cost of funding it in-house. Distance Lab staff are 'thinkers' and 'doers', and focus on building working prototypes that give partners **insight into new approaches** and help them to advance quickly through the innovation cycle toward real-world applications.

Distance Lab's focus on building long-term partnerships with innovators throughout the world reflects the Lab's dedication to sharing know-how and expertise, and ensuring knowledge transfer out of the Lab and into products and services that people can use.



**Partner benefits include:**

- Licensing and investment opportunities
- Regular technology updates
- Collaborative research opportunities
- Idea generation
- Customised seminars and workshops
- Company days
- Opportunity to deliver keynote talks
- Event invitations and discounts
- eNewsletter subscription
- Networking opportunities
- Access to partners-only web resources
- Brand exposure



# Get Closer to the Highlands

Distance Lab is located in Forres, an ancient Royal Burgh Town, which is situated on the Moray Coast in the Scottish Highlands, one of the last unspoilt wilderness environments in Europe. Partners visiting the Lab will find that the surrounding area has something for everyone. From the **attractive mountain panoramas** to the dramatic splendor of the **rugged coastlines**, the Highlands of Scotland is a beautiful place to work, play and relax.

Visiting partners can experience **historical monuments, museums and spectacular castles**, which pay testament to the rich and battle-laden history of the Highland area. Partners coming to the region can get an insight into the production of the national drink by visiting one of the hundreds of **malt whisky distilleries** that have evolved through the centuries, using crafts passed down from generation to generation. In addition the area has miles of **white sandy beaches** from which **Moray Firth dolphins** can sometimes be seen, or visitors could explore the **quaint coastal villages** like Findhorn and Fortrose.

For those partners who enjoy outdoor activity the Highlands boasts some of the best **riverside and forest walks** and is home to many of the great **Scottish golf courses**. **Sailing, skiing, cycling, salmon fishing and horse riding** are also available offering some of the most scenic countryside found anywhere in the world.

# Get Closer...

Distance Lab offers a partnership programme for companies and organisations that would like to support the Lab's vision and tap into its research outputs and creative capacity. Our programme starts at £25,000 per annum, and includes a co-defined partner project.

In addition, Distance Lab engages in specific contract research and collaborative research projects of any size with companies, universities and non-for-profit organisations.

Tailored workshops and seminars are also available to companies looking for regular insight into digital media innovations and foresight of future trends, while our 'special retreats' offer a mix of highland culture and inspiration that will keep company employees energized and creative.

Contact Chris Moule, Commercial Director at  
**[chris@distancelab.org](mailto:chris@distancelab.org)** or **+44 (0) 7786 975416**  
to open a dialogue on how Distance Lab could help  
your organisation to transform itself for the digital future

Or visit **[www.distancelab.org](http://www.distancelab.org)** for more information

Like MIT, Distance Lab's strength lies in its researchers' ability to think 'outside the box', challenge the future and uncover new technologies that can impact on people's lives

Tony Knopp, MIT Senior Industrial Liaison Officer

[www.distancelab.org](http://www.distancelab.org)