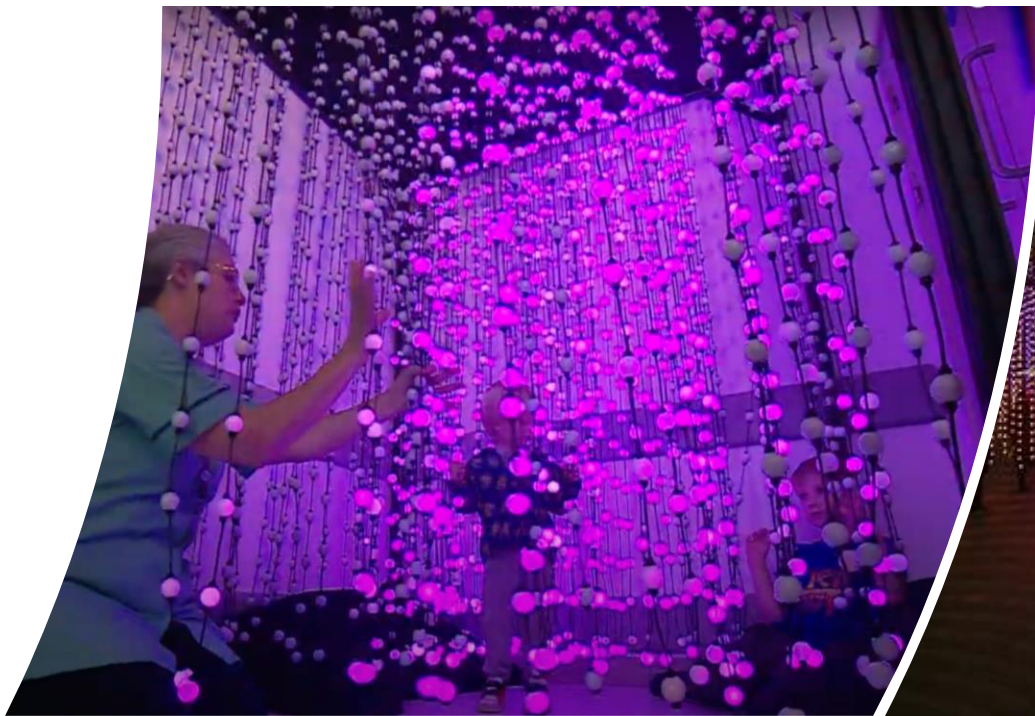
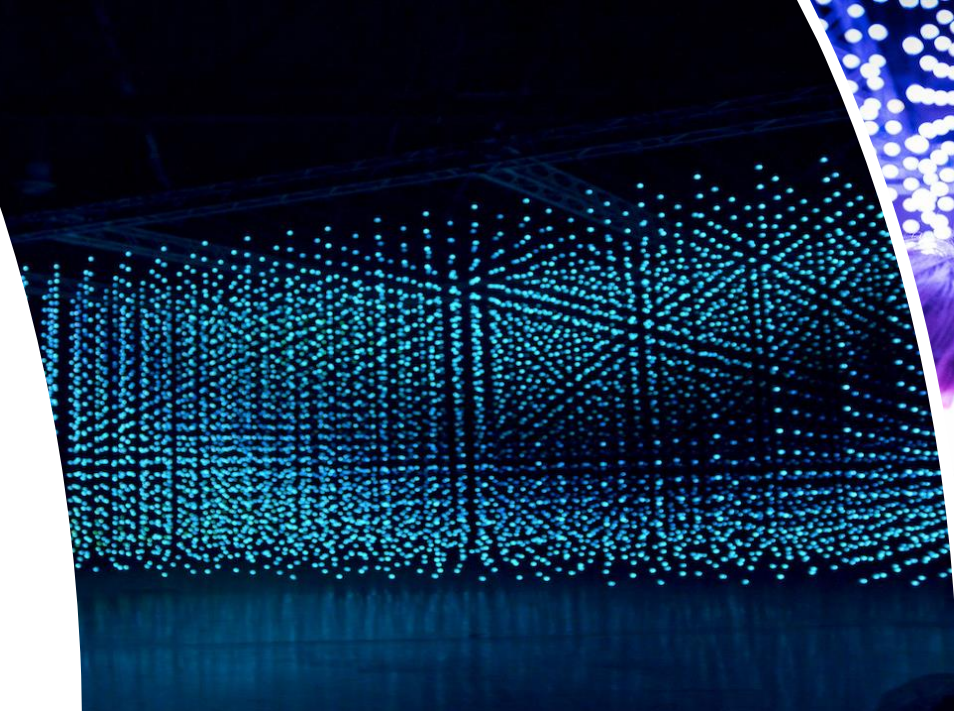


SUBMERGENCE  
A SQUIDSOUP  
PROJECT

squidsoup



# squidsoup



## SUBMERGENCE

Squidsoup Submergence is a unique shared, immersive 3D environment that people can walk into and explore. People can be within the lights or outside looking in. They can touch the lights and move them in their hands, they can sit or stand, move around or be still. They can share the light and sound experience with others or be alone.

**Primary market:**  
NHS trusts, Private  
Healthcare  
**Secondary Market:**  
Care Homes, SEND  
facilities

# COMPETITOR ANALYSIS

## MAIN COMPETITORS IN THE XR HEALTHCARE MARKET



## IMMERSIVE ENVIRONMENTS

Many Digital Arts Collectives create 3D immersive shared environments for exhibition. Research shows scope for these companies to become our direct competitors. As the XR healthcare sector becomes familiar with these types of technologies there is potential for other collectives to explore this market.

Marshmallow Laser Feast  
Team Lab  
United Visual Artists



## VR & AR CONTENT

The success of VR and AR companies in the healthcare sector was accelerated by the pandemic, its use range from alternative methods of 'in person' outreach, to assisting patients in visualising treatments. These technologies require staff intervention for patients to access them and restrictive headgear, both barriers to its deployment.

XR Health  
Rocket VR Health  
Limina  
VR Synch  
Anagram



## SENSORY ROOMS

Companies who design sensory equipment and sensory rooms are our key competitors. These spaces often have the goal of rehabilitation through sensory integration. These products are often catered for children and resemble a playground or soft play. Here there is a gap in the market for sensory spaces for adults.

Mike Ayers Design  
SpaceKraft  
Southpaw



## 2D ARTWORK

Other competitors include artists creating murals, illustrations and photography that provide wall and screen solutions for waiting and treatment rooms. This artwork will provide a decorative element to a clinical space to make the environment less clinical; and provide comfort, distraction and conversation between patients and staff.

Dryden Goodwin  
Bridget Riley

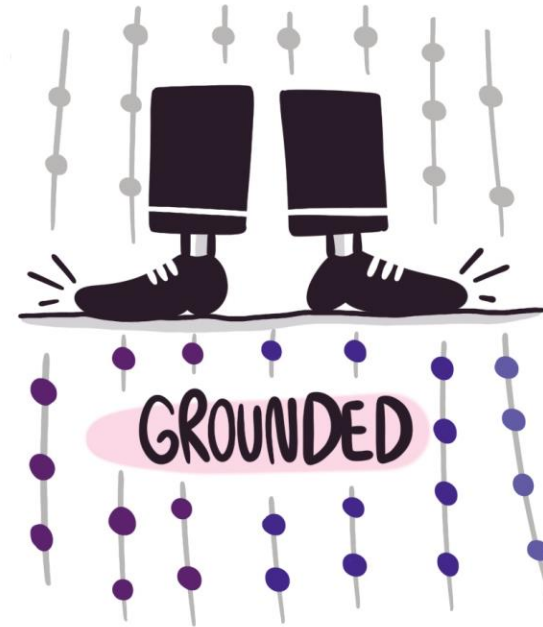
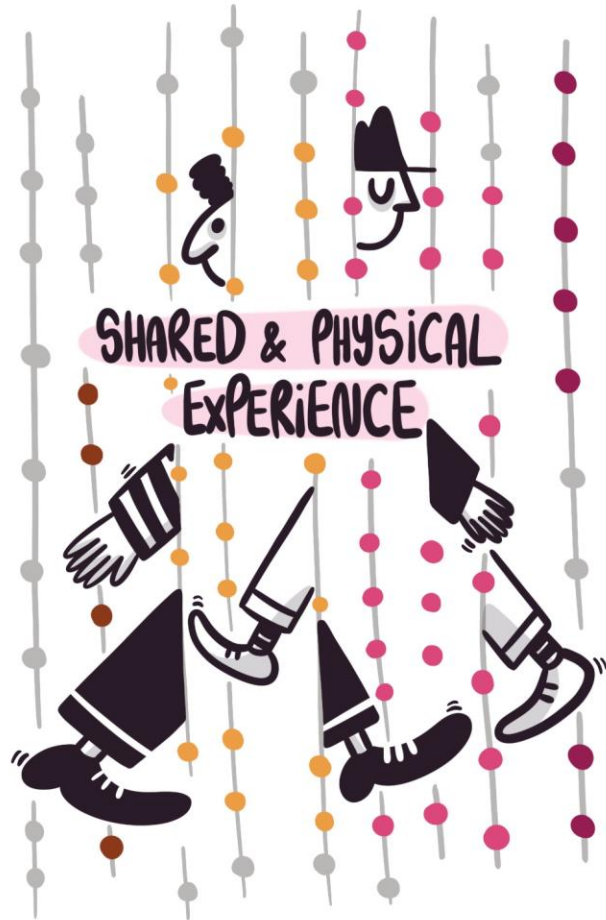


## GARDENS

Landscapers can be commissioned to create Sensory Gardens. These gardens can be restful spaces or stimulating with lots of colours and things to touch and smell. They may not be accessible all year round in the UK, and patients need to be able to access the outdoors to use them, which in many cases might not be possible.

AmbiSpace  
Sensory Technology LTD  
Rompa

## BENEFITS OF THE EXPERIENCE





*“It just feels relaxing and evokes a sense of wonder, perhaps giving a much-needed pause from our focus on whatever health issues ourselves, friends or relatives reoccupy and for staff to leave the world of delivering healthcare for a short time”.*

*“Started to feel the calmness of the experience before sitting down. Once sat, the lights started to give me a sense of zoning out. Closed eyes to focus on the nature sounds. Started to sink into the chair”.*

*“Curious, but body and mind soon relaxed and felt transported to another world”.*

Mindset Feasibility Study Patient Feedback

# LESSONS LEARNT & NEXT STEPS



## PEOPLE

- Take partners on a discovery journey
- Work with an Art's coordinator
- Find location champions
- Bring onboard:  
Estates, contractors, fire officer, control of infection
- Inspire experts:  
Commissioners, patient experience, community engagement, project managers, clinical staff
- High level commitment  
Board level sign-off



## SPACE

- Co-design an appropriate space
- Find the right location
- Release space
- Agreeing change of use
- Risk assessment plan
- Meet H&S requirements
- Meet infection control requirements
- Meet specific needs of the space
- Consider dual purpose of space
- Explore sound spill
- Consider the privacy of location



## SYSTEM DESIGN

- Designing suitable installation for specific space
- Prototype installation with use case specific hardware
- Test installation with users
- Professional package for commissioners to champion
- Meets H&S needs including infection control requirements
- Consider maintenance
- Ensure ease of operation



## COMMUNICATION

- Work with communications team to build a shared language
- Shared understanding of the of purpose of the Submergence technology
- Signage, posters
- Engagement with staff, patients, carers
- Media promotion



## IMPLEMENTATION

- Onsite install
- Training for staff and champions
- User interface
- Personalised experience
- Operating instructions
- Choice of audio and volume
- Working with "new build" contractors
- Agree running times and switch on and off procedure



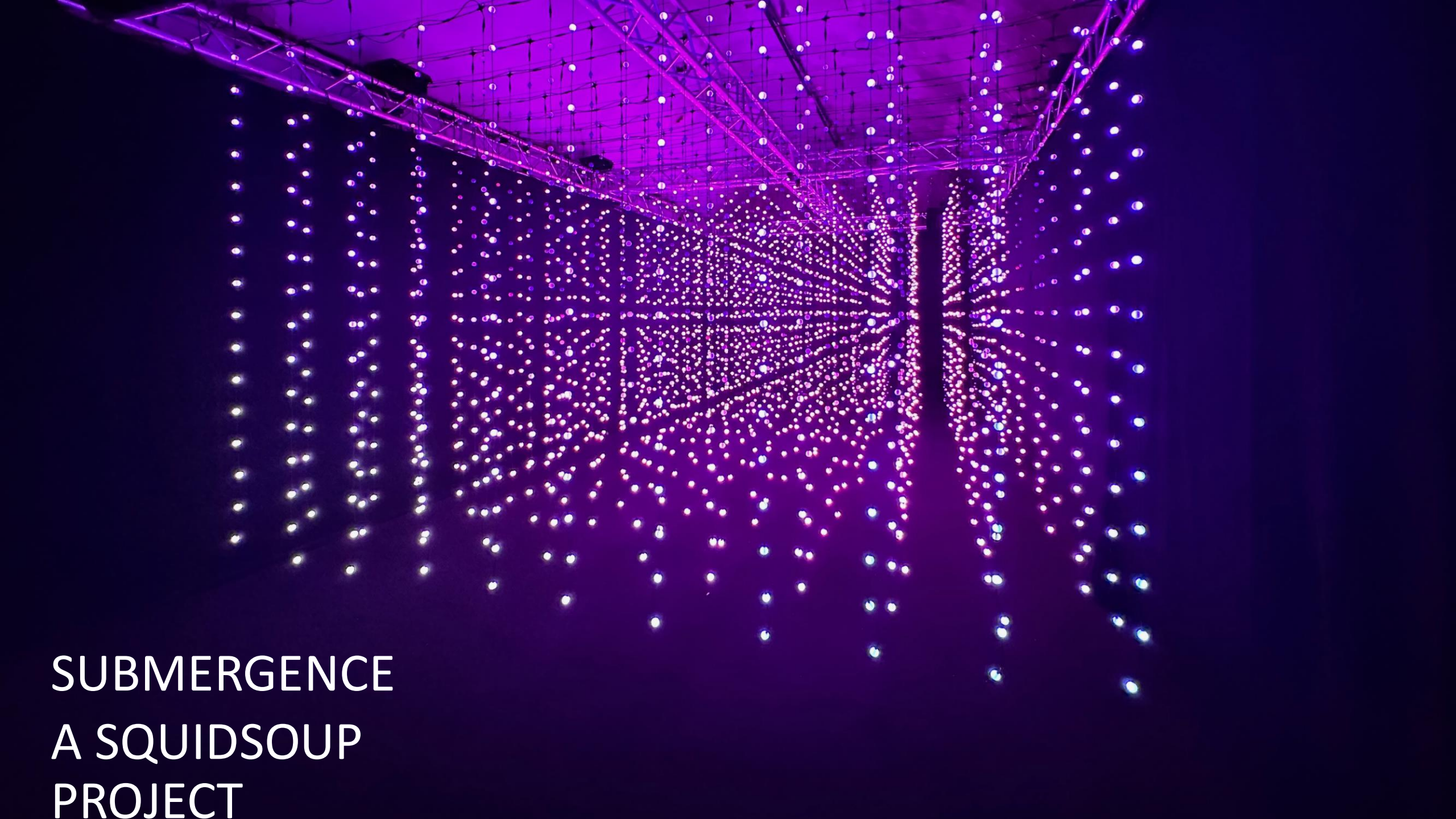
## FUNDING & PARTNERS

### FUNDING

AHRC, ARC, Mindset  
NHS Commissioning

### PARTNERS

NHS Gloucestershire  
Torbay and South Devon NHS  
University of Plymouth  
University West of England  
BRIC Brain Research & Imaging Centre  
CIDER Cornwall Intellectual Disability equitable research  
Gloucester Care Homes  
Watershed Digital Arts Hub



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