

**Did U Know? Business Facilities**  
**SAP Announces follow-on investment**

International business software giant, SAP, recently announced that it is investing a further £900,000 in its Campus-based Engineering Centre (CEC) research facility at the Science Research Park on the Jordanstown campus.

This follow-on investment is a vote of confidence in their research facility, enabling the CEC to diversify into the emerging area of system virtualisation, a new form of software solution which will help them build on its market leading position.

The University of Ulster Science Research Parks (UUSRP) were established to support the clustering of

knowledge-based companies in close proximity to centres of research excellence. The Science Parks, based at Jordanstown, Magee and Coleraine, currently support in the region of 40 companies and continue to promote competitiveness and economic development in the region by driving innovation and enterprise to create new business opportunities and help existing businesses expand.

**If you want to learn more contact SAP Research CEC Belfast – Jordanstown campus (TEIC Building), email [research.belfast@sap.com](mailto:research.belfast@sap.com). For all Science Research Parks enquiries please contact Sean McCaul, telephone 028 7129 5901 or email [smccaul@uusrp.com](mailto:smccaul@uusrp.com)**

**Showcasing Creativity**

Work by final year students from the BDes Design and Communication and the BSc Computing, Multimedia and Design courses will be showcased in June at the End of Year Show, School of Creative Arts, Magee campus. The Exhibition opens with a Private View at 7pm on Friday 6 June and continues from 9 to 12 June. For further details contact [n.pearce@ulster.ac.uk](mailto:n.pearce@ulster.ac.uk)

The Ulster Festival of Art and Design also runs from 2-14 June. Log on to [www.ulsterfestivalofartanddesign.com](http://www.ulsterfestivalofartanddesign.com) for more details.



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**REGISTER TO MAKE SURE YOU RECEIVE THE NEXT U2B**

To register for the next edition of U2B, please log on to our registration page: [www.ulster.ac.uk/U2B](http://www.ulster.ac.uk/U2B)

**FEEDBACK TELL US WHAT YOU THINK OF U2B**

The winner of the draw for an iPod Nano from the last issue of U2B was John Speers, Civil Engineer, Mott MacDonald, Belfast.

You can still let us know what you think of U2B by filling out a short questionnaire online at [www.ulster.ac.uk/U2B](http://www.ulster.ac.uk/U2B).

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**People in Focus**



**Una McMahon-Beattie** has been appointed to the post of Acting Director of the Northern Ireland Centre for Entrepreneurship (NICENT). NICENT is a partnership between Ulster and QUB, with Ulster being the lead partner.

Una will be leading the efforts of the Centre in promoting the agenda for innovation and entrepreneurship across all the faculties within the University of Ulster. Prior to her current appointment, Una was a senior lecturer in marketing and entrepreneurship and has published widely both nationally and internationally on industry related topics.

To contact Una, tel 028 9036 6985 or email [usm.mcmahon@ulster.ac.uk](mailto:usm.mcmahon@ulster.ac.uk)

**Ulster's Brundle Appointed To Invest NI Board**



Tim Brundle, Director of Innovation at Ulster, has been appointed to the Board of Invest NI by Minister Nigel Dodds. He is one of eight new appointments announced by the Minister.

A native of Bangor, Tim joined the University in 2007 and is responsible for its commercial output including consultancy, knowledge transfer, intellectual property licensing, technology commercialisation and spin outs. In addition he has responsibility for UUTech Ltd, Ulster's technology venturing company.

Speaking of his appointment, Tim said: "I am honoured to be able to contribute to the development of an internationally-competitive knowledge-based economy, and I am looking forward to working with the directors and management team of Invest NI on the future competitiveness of the Northern Ireland economy."

Also appointed to the Invest NI Board were Mr Roy Adair, Dr David Dobbin CBE, Mr Mark Ennis, Mr Frank Hewitt, Dr Alan Lennon OBE, Professor Gerry McCormac and Mr Gerry McGinn. Mrs Rosemary Peters-Gallagher, who is a member of the University of Ulster Court, also currently serves on the Invest NI Board.

**INSIDE**

**OPEN SOURCE**  
Software Drive

**NEW INNOVATION CENTRE**  
at Altnagelvin

**TANK-HAWK:**  
Anti-Pollution Drive



**University of ULSTER**  
BELFAST ■ COLERAINE ■ JORDANSTOWN ■ MAGEE

# Welcome...

## There has never been an easier time to do business with the University of Ulster.

**Businesses across Ireland can now apply for vouchers worth £4,000 that they can use to access Ulster's consultancy, design expertise, market research and technical support.**

At the end of May 2008, Invest NI launched its Innovation Voucher Scheme to build stronger links between businesses and knowledge providers, including the University of Ulster. Compatible with the Enterprise Ireland scheme of the same name, it is hoped that this programme will lead to new business model development, improvements in service delivery, the development of innovation skills within businesses and an

increase in industry's investment in technology, research and development.

Further details are available from the Business Liaison Team at the University, from Invest NI and via the Innovation Vouchers website – [www.innovationvouchers.com](http://www.innovationvouchers.com)

Other developments in the University's support for business featured in this edition include the establishment of the pioneering Academic Business Clinical Research and Innovation Facility at Altnagelvin Hospital, the launch of the Open-Island software initiative as well as a variety of profit led engagements with organisations ranging from Airbus to Zandra Rhodes, the internationally recognised fashion designer.

The University's portfolio of clients continues to increase, and the number and variety of our engagements with local companies of all sizes has never been higher. We hope that the launch of Invest NI's Innovation Voucher Scheme will continue to accelerate this growth and we look forward to continuing to work with you to ensure the competitiveness of your business.

I would encourage anyone who is interested in any of the stories, or who would be keen to engage with the University to see how it might help their business, to contact our Business Liaison Office on 028 9036 8019 or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

**Tim Brundle**  
Director of Innovation

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**Front cover picture:** Assessing Tank-Hawk at the National Trust Property at Port Bradden are, from left: Peter Marsh, MD, Jigsaw Ltd; Dr Philip Jordan and Dr Norry McBride, University of Ulster; and Dr Richard McFall, Environmental Heritage (full story p7).

## Innovation Voucher Scheme

Find out how you can work with the University of Ulster using Invest Northern Ireland's Innovation Voucher Scheme.

For further information contact the Business Liaison Office, tel 028 9036 8019 or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

## Dennis McKeag: Manufacturing Wealth

**Business Profile**  
**WHO:** Professor Dennis McKeag  
**EDUCATION:** BSc (Hons) University of Strathclyde, PhD The Queen's University of Belfast  
**CAREER:** Worked as a technician in the North Down Technical Area prior to university. Post university worked in Howden & Sirocco as Duties and Special Applications Engineer. Then Senior Engineer/Section Leader in the Research and Development Department in Short Brothers and Harland.  
**LINKS WITH ULSTER:** Began career in education in the University of Limerick, followed by seven years as Lecturer/Senior Lecturer in the University of Ulster, School of Mechanical Engineering. Moved to Faculty of Art and Design as Professor of Product Development for 15 years. Now Professor in School of Electrical and Mechanical Engineering.



**Dennis McKeag, Professor of Product Development at Ulster, has been helping international and local companies to improve their manufacturing processes and increase their bottom line for over 20 years.**

Dennis' original focus was working with multinationals such as Fisher Body Ltd, subsequently Takaja Corporation. Dennis helped Takaja win the Honda Quality prize in Japan and win the award for the Best Managed Large Company in Britain.

Another multinational company with whom he has a long-term relationship is Ford Motor Company/Visteon Automotive systems. With his help, the American owners stated in 2001 that the Belfast plant was their world centre of Excellence in Lean Manufacture.

However, Dennis' most recent focus is working with the local manufacturing industry with

particular emphasis on SMEs.

He said: "One advantage of working with multinationals is that their knowledge and know-how, processes and procedures, can be learnt and transferred to local indigenous companies."

"I am a firm believer in the fact that in an industrialised society, wealth can only be created through the manufacturing industry, and in particular by the export of the products made by these companies."

Currently Dennis is working with small companies through the Knowledge Transfer Partnership programme (KTP), the cross-border FUSION programme and

To find out how consultancy from the University of Ulster can help your business, please contact the Office of Innovation, tel 028 9036 8019 or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

## Knowledge 2B: Transferring Knowledge and Helping Business Grow

The University helps businesses to grow through two knowledge transfer programmes – Knowledge Transfer Partnerships (KTPs) and the cross border FUSION programme.

### A Perfect Match: Petal Postforming and Kelly Doors

**Petal Postforming Ltd of Irvinestown, County Fermanagh, entered into a KTP with the University to develop new products. Petal Postforming design and manufacture washroom systems for public buildings such as schools, sports centres and hotels.**



One of the 200 finishes available in the 801 System

They service approximately 80% of the Irish market and 22% of the UK market. Despite their success the company did not have a product suitable for high-end applications such as exclusive nightclubs and five star hotels. A barrier to entry into this market was their inability to machine and fabricate solid timber frames.

To overcome this problem Ulster proposed a joint venture with Kelly Doors Ltd, Monaghan, a primary producer of solid timber doors with 22% of the market on the Island of Ireland.

Stephen McDaid, the KTP associate working for Petal Postforming, explained: "Prototype panels were manufactured in Kelly Doors and subsequently assembled in Petal Postforming's workshop to prove the technical feasibility of the product. In

parallel, Petal Postforming undertook research to determine if in fact there was a market for the product. The company is now launching the new high-end cubicle system onto the market as their 801 System using computer generated images of the finished product (see picture). The computer-generated images are necessary because the product can be supplied in around 200 different finishes and around 50 designs of panels. With these combinations no two installations need ever be the same!"

To find out how your business could benefit from a KTP Programme, please contact the KTP Office, tel 028 7137 5236 or email [ktp@ulster.ac.uk](mailto:ktp@ulster.ac.uk)

### CombiLift: Lean Manufacturing

**In the spring of 2006 a FUSION programme commenced with CombiLift, Monaghan. The company had designed a unique 'Four Way' forklift, commanding 95% of the world market for such vehicles.**

Dennis McKeag, Professor of Product Development, explained: "The company had acquired an old factory on the outskirts of Monaghan town and wished to develop it for volume production of their main product, the C4000 forklift. The company decided to work with the University to install a flow line production system and a FUSION graduate, Aidan Finnegan, was appointed as the agent of technology transfer between Ulster academics and CombiLift.

"Within a few months the flow line production system was established and an ambitious programme of lean manufacture was initiated. By the summer of 2007, 25 forklifts per week were coming off the

production line; an internal quality and recording system had been implemented; the workflow philosophy, 5S Kaizen, was introduced and operational; a supplier development programme had been initiated and a roadmap for the future 'lean strategy' of the company was in place."

For further information on FUSION, please contact Dr Janet Johnston, tel 028 9036 8215 or email [j.johnston1@ulster.ac.uk](mailto:j.johnston1@ulster.ac.uk)



The unique CombiLift 'Four Way' Forklift

## Empey Backs 'Open Source' Software Drive

Public and private sector organisations could save millions of pounds if they used 'Free and Open Source' computer software instead of expensive proprietary products. The cost savings would result from not having to pay expensive licensing fees to software developers and from reduced costs.



Johnny Wallace of the University of Ulster (left) and Minister Sir Reg Empey examine one of the new 'One Laptop Per Child' (OLPC) devices at the OPEN-NI launch.

The benefits of Free and Open Source Software were outlined as Employment and Learning Minister, Sir Reg Empey MLA, launched 'OPEN-NI'. This initiative is a new private and public sector network established by the University of Ulster and the Southern Regional College under the Higher and Further Education Collaboration Fund, 'Connected'.

Speaking at the inaugural 'Open-Island' conference, Sir Reg said: "Embracing Open Source will become fundamental to building and maintaining market share in the future; providing start-ups with a simple, fast and efficient way to build a client base and so gain market share."

Conference Chairman, Ulster's Jonathan Wallace, said: "Increasingly, universities and other bodies are seeing 'Open Source' software as a low risk method for exploiting their existing work, sharing good practice and improving their national and international reputation without the need for a large marketing and distribution infrastructure."

For further information contact Jonathan Wallace, tel 028 9036 8974 or email [jg.wallace@ulster.ac.uk](mailto:jg.wallace@ulster.ac.uk)

## Bringing Business Expertise to Social Enterprises

The University's Business Liaison Office and Career Development Centre have partnered with local enterprise agency, Work West, to bring valuable business support to social enterprises in the Belfast area through an exciting pilot programme.

With funding support from Belfast City Council's Neighbourhood Economic Development Programme, the Social Economy Growth through Placement Programme is giving five social enterprises the opportunity to benefit from a highly skilled individual to help develop their business. It offers a 10 week placement by a University of Ulster undergraduate matched to the needs of their business.

Social enterprises that have already benefited from the skills and expertise of a University of Ulster undergraduate include Out and About Community Transport based in Magherafelt, which provides affordable and accessible transport to the rural community.

The organisation has recently set up Out and About Enterprises Limited as a subsidiary trading arm with a private coach hire company, providing tours, trips and private hire in the Mid-Ulster area.

Paddy McAllister, Out and About Transport Co-ordinator, is delighted with the support received from BSc Hons Communications and Public Relations student Aileen McElwee: "Aileen has helped Out and About Enterprises Limited with the research into a wide variety of possible trips and excursions for our new enterprise. We have found her to be very capable of working on her own initiative and her work has allowed staff to concentrate on other elements of the project. We hope that Aileen will continue working with us as we prepare our launch this summer."



From left: Stephen McGarry, Senior Business Development Officer, Work West; Phillip Houston, Project Co-Ordinator, Work Based Learning; and Kerry Thompson, Office of Innovation, University of Ulster



For further details on the University's work supporting social enterprises contact Kerry Thompson, Office of Innovation, tel 028 9036 8603, or email [k.thompson@ulster.ac.uk](mailto:k.thompson@ulster.ac.uk)

## New Teaching for Financial Services

Plans for a new professional development course aimed specifically at people working in the financial services sector have been unveiled at the University's Magee campus.

Derry City Council has agreed to fund civic bursaries totalling £10,000 for three full-time students on the programme, strengthening the partnership between the Council and the University, and confirming their ongoing commitment to regional economic development.

The Information Technology Professional Master's Degree course in Computing for Financial Services is being offered by the School of Computing and Intelligent Systems. The MSc is being introduced by the University in direct response to approaches from a number of stakeholders in the Northern Ireland financial services sector.

Professor Liam Maguire, Head of the School of Computing and Intelligent Systems, said: "At a time when banking and financial market organisations are facing increasing regulation and constant market change, we feel that this type of course will be needed to continue to attract and retain high value employment in the financial services sector."

For further information contact Professor Liam Maguire, tel 028 7137 5605 or email [lp.maguire@ulster.ac.uk](mailto:lp.maguire@ulster.ac.uk)

## How to Weave an Aeroplane

Northern Ireland's embattled textile weaving industry could be given a new lease of life – thanks to ground-breaking research by engineers at the University.

The scientists in the Engineering Composites REsearch centre (ECRE) lead research in 3-D weaving of carbon fibre composite materials which, increasingly, are being developed to make components for the next generation of aircraft.

and fascias and the structural components include floor beams, traditionally made from aluminium; parts of wings, including leading edges and control surfaces; tail planes, rudders and access panels for engineering work.

Dr Alistair McIlhagger, one of the team at ECRE, says: "3-D weaving came from the textile industry. We were able to use a traditional loom, with modifications, to weave the new materials. There is a skills base in textile weaving in Northern Ireland that we can tap into. It is important that Northern Ireland is seen as a region where this type of technology can be utilised to manufacture aircraft components."

The ECRE team has been working with some of the biggest names in the aerospace industry including AMRC/Boeing, Rolls Royce, Bombardier and BAE Systems and is now researching 5-dimensional woven structures in conjunction with Bombardier, which have the potential for even greater strength and versatility.

Composite materials can be used for both structural and non-structural components. The non-structural components include seats, panels

For further information, please contact Dr Alistair McIlhagger, tel 028 9036 6670, or email [a.mcilhagger@ulster.ac.uk](mailto:a.mcilhagger@ulster.ac.uk)



## Innovation in the North West

The University's Innovation Promoters Programme continues to go from strength to strength. The programme, which has already been rolled out in Lisburn, Craigavon and Omagh, is now being introduced to the North West. The programme is being supported by Ilex, the Urban Regeneration Company, established to promote the physical, economic and social regeneration of Derry.

The programme aims to place innovation and research at the core of business development by helping companies to identify appropriate new technologies, new processes, new systems or products which will add value, assist business growth and improve overall business competitiveness.

Shared planning with University personnel and the subsequent implementation of proposals has led to very positive outcomes which should show financial rewards in our business."

Programme participant George Armstrong of Powerair Ltd, said: "Our partnership with the University has fulfilled our initial aim of improving the efficiency of our service and parts

To find out more about the programme or how we can assist your business, please contact the Office of Innovation, tel 028 9036 8019, or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

## New Research and Innovation Centre at Altnagelvin

The first sod was cut recently of a new £2 million state-of-the-art Academic Business and Clinical Research and Innovation Facility (ABC-RIF) at Altnagelvin Hospital.

The ABC-RIF is a unique centre promoting and facilitating translational and clinical research, the primary objective of which is to reduce both the time to market and the costs associated with research and development of innovative health technologies, medical devices and therapeutics.

The unique project involves a joint partnership between the University, the Western Health and Social Care Trust and Derry City Council – bringing health, education and business under one roof.

Professor Bernie Hannigan, Pro-Vice-Chancellor (Strategic Projects) at the University of Ulster and Director of Research & Development for Health & Social Care in Northern Ireland, said: "It is expected that activities within the facility and access to world class expertise in biomedical science from the University of Ulster will lead to significantly increased capacity for research, novel patented therapies, licensing opportunities and spin-out companies."

Invest NI is providing £1.3 million of EU support on behalf of the Special EU Programmes Body under the INTERREG IIIa Programme and a further £464,000 through the Integrated Development Fund (IDF) to support the project. Ilex, which has a co-ordinating role for the package of local Integrated Development Fund supported projects, views the project as an important element of its work in regenerating the City of Derry. Additional funding is being provided by the Western Health and Social Care Trust (£300,000) and Derry City Council (£200,000).



Breaking ground for the new ABC facility at Altnagelvin are, from left: Paul Mc Lean, FB McKee Contractors; Derry City Council Mayor, Alderman Drew Thompson; Elaine Way, Chief Executive, Western Health and Social Care Trust; and Professor Hugh McKenna, University of Ulster

For further information please contact Barry Henderson, Office of Innovation, tel 028 7137 5660 or email [bp.henderson@ulster.ac.uk](mailto:bp.henderson@ulster.ac.uk)

## Launch of Easi Seating System at NAIDEX

The innovative Easi Seating System, developed by the occupational therapy research team in the Health and Rehabilitation Sciences Research Institute, was launched at Naidex in May 2008.

Lead inventor, Dr Alison Porter-Armstrong said: "the reception to the product has been tremendous. Many people have commented that they are delighted to see something fresh come onto the seating market to satisfy the seating needs of disabled people and are particularly happy to view an innovation arising from a University-based programme of research."

The team have spent the past 10 years researching seating and pressure interface needs of disabled people and the development of the product stemmed from the absence of a multi-adjustable seating system that could be adjusted for each individual.

The team are anticipating that licensing agreements for manufacture and distribution will be signed within the next 6-8 weeks.

For further information, please contact Dr Alison Porter-Armstrong, tel 028 9036 6651, or email [a.porter@ulster.ac.uk](mailto:a.porter@ulster.ac.uk)

## Learning from the Best at Babson

MSc Business Development and Innovation students have just returned from a week long business growth study visit at Babson College, Boston, one of the top international centres for entrepreneurship education.

The University has entered into a strategic relationship with Babson to develop and deliver innovation-based management development programmes and this visit is one of the current initiatives between the two institutions.

Course Director, Dr Adele Dunn, said: "Participants have been learning about business growth from highly successful entrepreneurs and interacting with companies from Northern Ireland who have grown their businesses in the Boston area – it has been a very rich learning experience."

Participant Fergus Wallace, Managing Director of Inphoactive, spoke of his experiences of the programme: "This week has changed the way I think about business growth and is going to have a major impact on how I grow my own business in the future – anybody in a business development role will find this course invaluable."

For more information on the MSc Business Development and Innovation please contact Course Director Dr Adele Dunn, tel 028 9036 8095 or email [AA.Dunn@ulster.ac.uk](mailto:AA.Dunn@ulster.ac.uk).

## Industry and Interface

Interface, an interdisciplinary and practice based research centre situated in the School of Art and Design, has been working closely with the fashion industry to produce innovative designs and materials.

Trish Belford, Senior Research Fellow, explained: "To give an example, Zandra Rhodes, a textile and fashion designer of international reputation, will be using specialised laser cut designs for her next collection. Motifs from the Zandra Rhodes archive were used to create edges for garments,



which have been produced within Interface and then sent to the designer to be applied to the garments.

"Through Interface, I have acted as a consultant to The Jim Thompson group (Thailand) and created a special fabric on behalf of the group for top UK fashion designer Betty Jackson. The Thai fabric finishers and printers will then manufacture the product. This method of in-house development and outsourced production sits as a perfect model of development for designers."

If you want to find out more about the work of Interface and how they could work with your business, please contact Trish Belford, tel 028 90267274, or email [t.belford@ulster.ac.uk](mailto:t.belford@ulster.ac.uk).

## Newry Entrepreneur has BIG Idea

Newry entrepreneur Simon Cowan's innovative new business idea has been supported by the cross-border Border Innovation Gateway (BIG) pre-incubation programme. The initiative is led by Greenshoots, the University and the Southern Regional College's Incubation facility in Newry.

Participant Simon's new business, Adran Solutions, produces biometric fingerprint recognition technology and specialist software for human resource functions such as clocking in and out.

He said: "The BIG programme has been invaluable to me because the specialist training opened up so many more possibilities – I have really benefited from the networking and business contacts that I have made through the programme and my business has now grown by 50% in a year."

Kieran Fegan, Greenshoots manager, said: "We are hosting a BIG 'Boot Camp' for four weeks in June especially for students and graduates. For four days a week for four weeks, there will be a free of charge opportunity to explore an idea, learn about marketing and sales, analyse the feasibility of a concept, and learn the basic skills and competencies that are necessary for success."

For more information about the programme, contact the BIG coordinator at Greenshoots Newry on 028 3026 5402, the Southern Regional College in Portadown on 028 38397778, or the Regional Development Centre, Dundalk Institute of Technology on +353(0)42 933 1161. A detailed brochure about the course is also available at [www.greenshoots-newry.com](http://www.greenshoots-newry.com)

## Worry About Service, Not Its Cost

Instead of worrying about the cost of providing excellent service, small businesses should have more faith in its benefits, according to leading entrepreneur Doug Richard, guest speaker at a University Knowledge Club seminar 'Differentiate to Grow'. The seminar, held at Magee, was supported by Invest Northern Ireland and Ilex.

Now based in the UK, Doug Richard is a Californian entrepreneur with more than 20 years' experience in the development and leadership of technology and software ventures. He shot to prominence as one of the 'dragons' in the original BBC series *Dragon's Den*.

Doug explained that service, opportunism and innovation are three types of excellence that businesses should aspire to – and while it was difficult for a company to achieve excellence in all three areas, small businesses are in a better position than most to offer a really good service.

The University of Ulster Knowledge Club is a networking initiative to promote activities and events to encourage stronger links between the University's expertise, research and resources and the business community.

To find out more about the Knowledge Club or Innovation Promoters Programme, or how the University can assist your business, please contact the Office of Innovation, telephone 028 7137 5660, or email [enquiry@ulster.ac.uk](mailto:enquiry@ulster.ac.uk)

## New Technology Aids Anti-Pollution Drive

University of Ulster researchers have developed new technology which could prevent pollution from household septic tanks – and also save money for consumers and the government.

The system, known as Tank-Hawk, monitors the levels of water and solids in tanks by sensors, and relays the information via Global Positioning Systems to a central monitoring station where it can be determined if the tank needs to be emptied.

There are around 100,000 household septic tanks in Northern Ireland and charges for the emptying of these tanks are being introduced by Northern Ireland Water on a phased basis.

The project is being led by Dr Norry McBride, co-ordinator for Academic Enterprise at Ulster's School of Business, Retail and Financial Services and Scientific co-ordinator of the project, Dr Philip Jordan from the University's School of Environmental Sciences.

Dr McBride said: "Eutrophication, or over-enrichment, caused by excessive transfers of phosphorus and nitrogen from land to water, is the most important impact on water quality in Northern Ireland."

If current trials are successful it is hoped to form a Joint Venture partnership between Ulster and its collaborative partners IETG, a technology company from Leeds, Jigsaw Ltd, a design company from Lincolnshire and Northern Ireland's Precision Group based in Londonderry and Belfast to bring the product to market.

To find out more about Tank-Hawk contact Dr Norry McBride, tel 028 7032 3317, or email [n.mcbride@ulster.ac.uk](mailto:n.mcbride@ulster.ac.uk)



From Left: Vicky Kells, InvestNI; Eddie Friel, Business Liaison Office, University of Ulster; Doug Richard and Angela Hughes, ILEX

## Communicating with Airbus

The results of the most comprehensive communication survey ever undertaken by Airbus in the UK are now being used to formulate an improved communication strategy for their 13,000 workforce.

Researchers from the School of Communication at the University collated the responses of 1,129 employees drawn from a wide range of roles in operations and support functions at the company's main sites at Broughton and Filton. Additional information was gathered from focus groups comprising operations, support team members and managers.



Iain Adams, Airbus Head of Internal Communications UK, said: "We now have a much clearer picture of what works and what areas are in need of improvement in terms of communicating the information our staff require on a host of key work-related and personal issues."

"The changes and improvements we make will be rolled out across Airbus in the UK to keep everyone informed and up-to-date with business news, company developments and what is relevant to all our staff."

The School of Communication at Ulster has an international reputation for excellence in training, education, research and consultancy in applied communication. If you want to learn more about services offered by the School, please contact Dr Fred Morrison, tel 028 9036 8860, or email [f.morrison@ulster.ac.uk](mailto:f.morrison@ulster.ac.uk)