



Presents...

Distributing the Future

The Cogent Computing Consultancy Catalogue

“You can't fake quality any more than you can
fake a good meal”

William S. Burroughs

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The Cogent Computing Applied Research Centre aims to become the UK's leading centre for research in the field of pervasive sensing. The unique research approach of our multi-disciplinary team of experts blends forward-looking theory with practical experimentation. From this springs a vision of the future of distributed sensing and computing systems, which informs our provision of solutions to real-world problems today.

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Introduction

At Cogent Computing, we pride ourselves on pushing boundaries and subverting conventions, so it should come as no surprise to learn that this is not a conventional catalogue. Certainly, it shares some traits with one; it contains a list of consultancy products which you may choose to purchase. Many of these are derived from, and some cases interconnected with, our innovative range of industry short-courses (for further details of which, please request a copy of *The Value of New to You*, or visit our website).

Where our consultancy differs from our training, however, is that it can provide an incredibly specific service to match the needs of your organisation. Our multi-disciplinary team has proven expertise across the entire pervasive applications deployment range. The same cannot be said of their familiarity with the intricacies of whelk fishing, or the upkeep of PGA quality golf courses, to give but two examples!

However, if you are engaged in either of those businesses, or in any other which necessitates accurate, efficient and user-friendly measurement and data collection, then we can offer the technological know-how to help you develop the perfect system for your needs. Just get in touch, tell us what you need, and prepare to be astounded.

Why wait for the future, when we will distribute it to you today?

Developing Your Web Presence

Integrated Web Solutions

The internet has always been your shop window to the world. With the advent of Web 2.0, however, it has become a teeming, vibrant, interactive marketplace, and to draw the punters to your stall, you need to stand out. A 2006 report showed that browsers form their first impression of a website within fifty milliseconds (Lindgaard, Fernandes, Dudek & Brown *Behaviour and Information Technology*, 25. 115-6). Thus, it pays to have an online presence that rivals that of your biggest competitors.

With our unique blend of software and usability expertise, Cogent's team are the perfect choice to provide the integrated solution to your web needs. We can build you a website from scratch, organising hosting and testing the design on real users to ensure the maximum return on your investment. Alternatively, if you already have a significant online presence, we can give it a full usability audit and suggest improvements to realise its full potential.

Or, of course, we can substantially refurbish, or even redesign, an existing web presence. From hosting and domain name purchase to graphic design, copywriting and database management; from root and branch changes to tiny tweaks, our tailor-made web solutions will be the perfect fit for your organisation.

Multimedia Productions

From leaflets and websites to films and computer generated imagery, how your organisation presents itself is, today, nearly as important as how it operates. At Cogent, we have extensive expertise in the modern tools and techniques necessary to create extremely high-quality multimedia artefacts.

We can increase your proficiency using propriety software such as Dreamweaver, Photoshop or Maya/3DStudio/ Lightwave/XSI, or help you to implement cost effective open-source equivalents such as Blender, GIMP or Cinelerra. Our on-site training service can be provided to individuals or groups, and is pin-pointed to the specific needs of the participants.

Zero-Cost Advertising In The New Economy

Whether you utilise it as a follow-up to our comprehensive training short-course *Corporate Blogging: Zero-Cost Advertising* or as a stand-alone service, our analysis of the effectiveness and progress of your online advertising strategy could prove invaluable. Blogging, like most internet technologies, is democratic, allowing your organisation to build an impressive online reputation, regardless of sector, size and whether you have an in-house IT department. We can create for you a blog seamlessly integrated with your current branding strategy from scratch, improve the advertising and affiliation schemes and marketing analytics of your existing blog and/or offer guidance on tracking the success of your online advertising.

Bespoke Hardware & Software

Bespoke Software Solutions For SMEs

Off-the-shelf software is all well and good, so long as your needs are sufficiently general that it is worth someone's while putting the product to fulfil them on the shelf in the first place. Yet they may offer poor service in responding to the particular needs of, for example, your customer relation system, content management application, client database or website.

The alternative is bespoke software developed specifically to your needs by a competent and reliable consultancy. Our team's range of skills encompasses a staggering range of languages and tools, and a multi-disciplinary expertise that can rise to almost any challenge, so you can rest safe in the knowledge that our solution will snugly fit your requirements.

Using modern techniques, such as agile development, we will work with you every step of the way, from development to deployment, including advice on whether to purchase servers and client machines or hire off-site server space, to ensure that you get the best possible return for your software investment.

Graphics & Augmented Reality

From large scale environmental monitoring to indoor noise-level monitoring for health and safety, wireless sensor networks make the gathering of large amounts of data an attractive prospect. The challenge, of course, is to effectively make use of that data. In addition to the usual statistical and data-mining tools, it is useful to provide feedback to the analysts in a more intuitive and direct manner. Augmented Reality Systems offer a whole new vista for the understanding of real-world phenomena, by overlaying sensed modalities in the field of study with visual images.

Our extensive experience in the fields of graphics, image processing and data analysis places us in a strong position to advise on the design and implementation of augmented reality systems for almost any conceivable purpose. We can show you how to transform your data into an intuitive overlay of reality, allowing you to exploit the full potential of new or existing hardware.

Serious Games & Training Systems

For many people, computer games mean desktop solitaire or Playstations, tools of nothing more than time-wasting. To conform

to that stereotype is to ignore the enormous practical applications of Serious Games and interactive technologies. Flight simulators, for example, have been used to train pilots for many years, and today's exciting developments allow 'learning by playing' simulations to be devised for advanced training in fields such as healthcare, education, business, the military and politics. Of course, these developments have just as many applications within the field of frivolity! So, whether you are games developers or in need of a cutting-edge training simulator, you stand to benefit from embracing our Serious Games know-how.

Usability

It would be no use building the world's finest car if nobody could work out how to drive it. Failing to adequately consider usability in your development process or, worse still, to neglect to build it in at all, leads to client dissatisfaction and increased development, maintenance and after-sales costs.

Our usability and human factors expertise uses a range of tried and tested quantitative and qualitative techniques to devise robust solutions in all areas of interface usability, including websites, mobile and small screen devices, control panels and information visualisations.

Working with your development team, we can offer training that will allow further usability work to be provided in-house.

Tapping The Potential Of Ubiquitous Computing

Bespoke Hand-Held Devices

Your mobile phone may have a camera on it, but the photographs it takes will not be of as higher quality as those taken by top-of-the-range digital camera. It may have some games on it, but they won't be as graphically advanced or playable as those on a PSP. The lesson is that a mobile device that seeks to be a Jack-of-all-Trades is frequently master of only one.

If your business requires highly specialised advanced computing or sensing capabilities to be available in the field, off-the-shelf devices may well be making your work harder and less efficient than it could be. With advances in mobile phone and PDA technology, the production of a low volume of compact, computationally and graphically advanced hand-held instruments for specialist, even site-specific, application is not only feasible, but pleasingly inexpensive.

From conception to design, and from development to user support, we can guide you through the entire process.

Developing Appropriate Wireless Sensor Systems

With our internationally leading expertise in designing hardware and software platforms for sensing applications, formal design and verification of distributed systems and wireless node localisation and terrain reconstruction in the field, Cogent are ideally placed to jump start organisations engaging with wireless sensing for the first time. We offer friendly guidance throughout the entire process, from a sober and realistic technology assessment to help you decide whether to embark in the area to assistance with selecting equipment and system design, even development of bespoke sensing systems.

Whether large or small, we can provide wireless sensing solutions conversant to the needs of your enterprise. Our cutting-edge research is currently developing the means to establish enormous systems of a thousand sensors plus. At the other end of the scale, we can provide simple, inexpensive systems that will instantaneously warn you of, for example, condition changes within external temperature-controlled units, whatever your location.

Maintaining Wireless Sensing Systems

Whether you have an extant wireless sensing system or we have

helped you to implement one, we offer support services to ensure that it runs as smoothly and efficiently as possible. Employing our internationally leading expertise in sensor failure and fault management, data acquisition and information retrieval and visualisation from sensing systems, including those deployed in the field, we can offer comprehensive system servicing, short-notice troubleshooting and assessment and support for system upgrade.

RFID

RFID (Radio Frequency Identification) is increasingly popular in the retail sector as a mechanism for warehouse management, inventory control, and theft identification. However, it has potential applications throughout the supply chain, to reduce waste, provide accurate information and 'close the loop', allowing better control of business processes.

Cogent is in an excellent position to aid you in deploying RFID for your organisation. Our researchers have deployment experience in a wide array of settings, and a strong background in developing integrated software solutions. Their expertise extends to integrating information from RFID with that from a range of other sensors.

Request Analysis For A Cogent Consultancy Solution

Since every Cogent Computing Consultancy solution is tailor-made to your personal requirements, we cannot provide you with a price quote until we know a bit more about your needs. As a guide, however, we generally operate at a rate of between £500 and £750 per day.

-----please remove and post to us-----

CONTACT:

Name _____

Address _____

Postcode _____

Country _____

Email _____@_____

Telephone _____

ABOUT YOUR ORGANISATION

Name of Organisation _____

Type of Organisation _____

Please describe the area(s) of your operation which you feel would benefit from our expert solutions (continue on separate sheets if necessary): _____

