



Virtual Centre of Excellence in Mobile and Personal Communications - Mobile VCE -

INDUSTRY MEMBERSHIP BENEFITS

Mobile VCE's member companies utilise their membership reflecting their differing industry role, size, the nature of their business, their product and R&D priorities & strategies, recruitment needs, etc. For all, however, Mobile VCE allows its member companies to stretch limited R&D budgets to monitor activities which would otherwise 'fall off the list', enabling them to identify and secure a flying start on important new R&D as and when necessary.

Companies pro-actively manage their involvement, prioritising their strategic membership goals to reflect their own specific in-house objectives, thereby achieving strong benefits. By making appropriate choices regarding representation, participation at events and by identifying appropriate in-company procedures – *particularly appointing appropriate Steering Group members ('gatekeepers' for in-house communication routes)* – they ensure the timely flow of relevant information to the right staff within their organisation.

MEMBERSHIP BENEFITS

Examples of emphases and benefits currently enjoyed by specific companies include:

- access to leading-edge R&D to help set strategic direction for in-house R&D
- access to IPR and to new technology ideas – 'seed & feed' own programmes
- high financial R&D leverage - typically 40:1 gearing (secured by matching the company's subscription with those of ~20 others, plus government grants) – enabling a company to multiply the scope of its R&D coverage at low cost
- identifying future trends, threats and opportunities – 'window on the future'
- access to software tools that may spin out from the research programme
- opportunity to recruit from a pool of top research talent, university researchers who are already familiar with the ways of working and demands of industry
- easy and informal access to specialist academic experts
- the ability to commission company-specific research – 'elective R&D' – under a shared-cost, shared-benefit, model with other companies, as appropriate
- training of in-house research staff by working with Mobile VCE's researchers
- networking and building relationships with other industry players – opportunity to initiate inter-company collaborations beyond Mobile VCE

YOUR GOALS

We encourage new, and existing, members to talk with us in order to manage their involvement to maximise the specific benefits of membership to their companies. Through its innovative structure and mechanisms, Mobile VCE has not only created a unique and effective academic-industry research partnership but is also strengthening industry relationships and creating new opportunities for all our members.