

Made in Sheffield

MADE IN SHEFFIELD

Protecting heritage - and the future

Notching up successes...

Made in Sheffield Award winner ZOO Digital has notched up a string of successes since it became the last company to

clinch the award. The Alternative Investment Market-quoted company,

Zoo has also held a series of discussions with Hollywood studios

founded by Ian Stewart, who created the Gremlin computer games group, gained the award for its DVD-EXTRA technology. DVD-EXTRA, developed in Sheffield, unleashed the interactive power of the DVD player, making it possible to play a range of games and add a host of features to DVD films.

The software sparked worldwide interest, particularly from major entertainment groups and has been used to create some of the most excit-

ing new DVD products, since the launch of DVD in 1997.

ZOO went on to win the Sheffield Business Award for Information and Communications Technology and the first overall Sheffield Business Award.

On the national stage, the company won a Platinum Award from the British Video Association for its DVD Game version of TV hit game show "Who Wants to Be A Millionaire?" and a Gold Award for "Interactive Championship Challenge" - the interactive DVD football title it developed for Universal Pictures.

Internationally, ZOO became the first UK company to achieve success in the prestigious American DVD Excellence Awards three years in a row, picking up awards for:

■ Video Game Excellence

for its interactive game, Guinness World Records 2005

■ Navigation Design and Implementation Excellence

for the second edition version of its DVD game Who Wants To Be A Millionaire?, created for Universal Pictures



Previous award: Zoo Digital Chief executive Ian Stewart, seated centre, celebrates with the Zoo team

■ Technical Achievement Excellence

for Manchester United, The Official Interactive-DVD.

Since winning the Made in Sheffield Award, Zoo has nearly doubled the number of people it employs to 125, opened an office in Paris to provide a base for expanding DVD-EXTRA applications for the European markets and expanded its US office, in San Francisco.

The company has raised £5.75 million on the Alternative Investment Market to speed

development of its revolutionary technology and boost sales and support services in Europe, the USA and the Far East.

It has also held a series of discussions with Hollywood studios and leading global toy firms wanting to use its DVD-EXTRA technology and has registered a series of new patents, including one for a product, called DVD-EXTRA Access Control, that could prevent DVD piracy.

The anti-piracy software has already been taken up by

police promotion testing and training programme developer Detail Technologies and will be an added attraction for companies wanting to use ZOO's pioneering DVD technology to produce training materials for hi-tech manufacturing and public sector applications across the world.

While interactive training promises to be a major market in future years, games are continuing to provide the immediate growth.

Zoo recently tied up a deal with Disney which

could be worth more than £700,000 a year and has done a deal with another US company, which wants to distribute an interactive DVD game developed by ZOO, Aardman Animations and Universal, based on the new Wallace and Gromit film, Curse of the Were Rabbit.

Difficult times in the video games industry have hit Zoo Digital's publishing subsidiary, but the company remains one of the UK's leading publishers for a range of games platforms.

Helping businesses to make it in Sheffield



Made in Sheffield is not just about protecting the city's industrial heritage - it is also about making sure traditional industries are brought in line with current business practice, and building up new sectors that are becoming synonymous with Sheffield as a 21st century city.

Business Link South Yorkshire is instrumental in helping establish, support and advise such companies. Chimo Holdings is one of Sheffield's more traditional small to medium sized enterprises (SMEs) in the Advanced Manufacturing and Materials sector. With origins dating back to 1750, it is one of only a handful of companies still employing a full time, skilled cutler. BLSY has helped Chimo to become the first traditional cutlers in the UK to achieve Investors in People status, which has helped Chimo retain and secure new business with such giants as Virgin Atlantic, Hilton Hotels and BMW.

From the well-established to the brand new, BLSY and its partners have helped 788 new companies to start trading since April 2005, and given advice to over 4,500 people who are considering starting a business.

The High Growth Start Up programme, funded by Yorkshire Forward and Objective 1, helps the most dynamic and forward-thinking businesses to achieve their potential. Since the programme began in April 2001, it has helped start 380 new businesses in Sheffield, creating over 1,360 jobs. Over 40 per cent of these High Growth Start Ups are in the Creative and Digital Industries, currently a key growth sector in the city.

It is an exciting time for Sheffield's design suppliers in particular. The Treasury has highlighted the importance of design in the growth and success of big business - and is now keen to encourage SMEs to invest in design to improve profit margins and increase sustainability.

Business Link South Yorkshire is already ahead of the game, piloting a programme called 'Design Works' in conjunction with the Design Council. The aim is to explain to companies how design can benefit their business and encourage them to take advantage of the wealth of creative expertise in the area. Funding is available to help eligible companies with a design project.

Both the Creative and Digital Industries and Advanced Manufacturing and Materials are priority sectors for BLSY, but there

is help available for every type of business in the area via www.businessguidance.co.uk and 0800 073 74 74.

The majority of business enquiries handled by the website and free-phone number fall into five categories - Sales & Marketing, Finance, HR, Legal Issues and Regulation. There is clearly a need for comprehensive information and guidance on these subjects, so BLSY is running a series of free Business Breakfasts, providing the latest advice and tips from industry experts.

Seminars held on Sales & Marketing, Finance and HR have proved enormously popular with Sheffield companies of all descriptions, and have extended BLSY's service to businesses that may not have been reached in the past. Bookings are currently being taken for the Legal Issues event and the Regulation Roadshow.

Business Link South Yorkshire is here to help companies, well-established and new, to make it in Sheffield - to find out more about all of BLSY's services, including the High Growth Start Up programme, Design Works and the Business Breakfasts, please visit www.businessguidance.co.uk or call 0800 073 74 74.



Make the right connection.

The building of strong relationships is key to the future growth of any business. Whether with manufacturers, financial advisers or marketing specialists, the right connections with the right people can bring high levels of commercial success.

Business Link South Yorkshire provides impartial advice and information on every aspect of starting and running a business, from finance and marketing to tax and exporting.

So get in touch with Business Link South Yorkshire now and make the right connection for you and your business.

Make the right connection.

Call Business Link South Yorkshire on **0800 073 74 74** or email enquiries@bly.com
Alternatively, register at www.bly.com

