



PRESS RELEASE

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The game being played on the G-Smatt media glass.

Oxford Brookes media students given the opportunity to develop new media application with G-Smatt Europe

Six final-year students from Oxford Brookes University who are studying for their BSc in Digital Media Production, were given the opportunity to work with Oxford-based company, G-Smatt Europe. Students began the semester working in teams to create a small business with a website, showcasing their personal portfolios and identify an ideal client base. They were then required to pitch to a selection clients provided by their module leader, Senior Lecturer in Film and Digital Media, Dr Alison Kahn.

G-Smatt were one of several business, schools and charities invited to the work with the Student Teams, and the clients were asked to identify the best team match. Dr Kahn explains more about the partnership: "Once the SBT (Student Business Team)-client partnership has been agreed, the students received a brief. The SBT and their client get together again two weeks later to discuss ideas regarding how they might fulfil the brief. In this instance G-Smatt opted to take on two SBTs and asked the students to consider developing an interactive game as content for their glass product. The teams then had another six weeks in total to complete the production, which was screened in front of an invited audience at the end of the module."

"We were delighted to get involved with the students and to have the opportunity to share our knowledge and experience. Our media glass is the ideal platform on which these students can develop some of their ideas and show their true creativity," said Orhan Ertughrul, Executive Vice-President, G-Smatt Europe.

“Everyone exceeded my expectations and we created a product which we are all proud of,” said one Member of OBU Student Team.

Dr Kahn added that it was a pleasure to work with such a supportive client and the students had risen to the challenge with a can-do attitude that paid off, surprising themselves about how much they could learn and achieve in such a short space of time. “I could see the growing confidence of these students over the semester and I am thrilled with the relationship we have built with G-Smatt. We could not have asked for a more inspiring project in which to test student skills and nurture their professionalism. This has really got them all thinking about how they might develop their portfolios as creative professionals.”

Click the following link to watch a short video about the game

<https://www.youtube.com/watch?v=zVGI0U2-s8Y>

As part of their final year honours degree, the module in Media Entrepreneurship consists of lectures and seminars discussing the legal, ethical and business aspects of working as digital producers in the world beyond university, as well as the chance to pitch and work closely on a digital media practical project with a professional organisation.

Company Profile

G-SMATT is a Korean company that produces an innovative digital smart glass product. Launched in 2013 the company now has offices in five countries. The company believes in the transformation of the digital city scape with compelling architectural media and interactivity. Its innovative, building grade, laminated media glass provides full transparency and rich media capability. This allows developers and architects to provide a new way for people to experience and enjoy their buildings and the surrounding urban spaces without compromising on the aesthetic beauty of their original design. In the new world of the Internet of Things it also allows for unparalleled connectivity and integration, a key in the development of the smart city. G-SMATT produces both architectural and exhibition products and received the LCA 2017 Award for Technological Innovation of the Year.

For more information & video links <https://www.g-smatteurope.com/products/events>

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