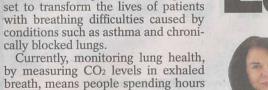
## Enterprise Your Money

## Lung patients' big break BREAKTHROUGHS are at the heart of Wideblue's business and one of the latest from the product developer is



connected to a machine in hospital. However with new, hand-held device N-Tidal, now in second-stage clinical trials, accurate assessments application for use in other acute conat home or in GPs' surgeries.

To develop the monitor and intelli-

Respiratory Innovations, Glasgow-based Wideblue reduced the size of the technology and introduced innovative infrared optics.

"Miniaturisation allows the sensor we use to be located in front of someone's mouth giving a

N-Tidal can be used by multiple



using a traffic lights-style warning sys- ditions affecting the lungs, too, such as tem can be done quickly by patients coronavirus, although this would require further research."

Medical and optical devices offer gent software for client Cambridge the biggest growth prospects and now

account for 70 per cent which has a team of 18 scientists and turns over £1.6million.

"Most product designers stop before or at the working prototype stage," explains Overend. "But we do more than that,

much better resolution," explains going right the way through to volume managing director Russell Overend. manufacture, software optimisation, "Replacement breath tubes mean testing, updates and cost reductions."

With its roots in traditional camera patients with no cross-contamination. technology that lost out when digital "This is groundbreaking and far arrived, Overend's 2006 management more comfortable. There is potential buyout of Polaroid's European Design



of projects for Wideblue MEDICAL INNOVATIONS: Overend's leading the way

skills to new products and sowed the to US engineer Pivot International. seeds of Wideblue today.

funded start-ups, university spin-outs operate independently but benefit from and R&D collaborations.

"Clients get a detailed quote of what it takes to get to market," says specialist A2E, with its energy and Overend. "Having a realistic under-defence sector clients, has strengthstanding of the process at the start is ened app and software development vital and most appreciate this."

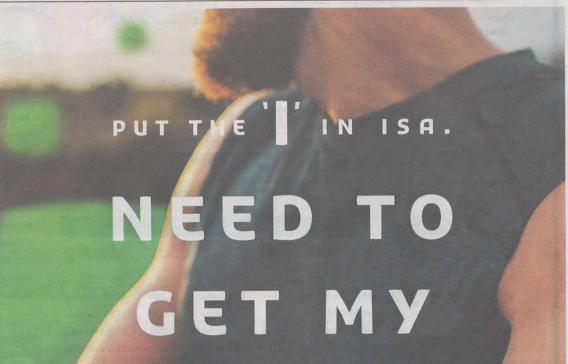
With consumers increasingly into first in a new generation of Polaroid cameras now being sold by CurrysPC World, and to expand the business in wide-blue.com

Centre allowed staff to apply their 2018 Overend sold a majority share

"This is not a common model, but Customers include big firms, crowd- works well for medical devices. We access to their supply chain," he adds.

Acquisition of advanced electronics - essential parts of all new products.

"We get a good buzz out of our retro charm, Wideblue designed the customers' success," says Overend, "especially knowing how we can help people with their disease."



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buzz out of

customers'

success'

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