

# **News story: Innovate 2017: see the best in UK innovation**

Some of the country's most forward-thinking businesses will showcase their products and ideas at Innovate UK's flagship event.

Almost 100 companies from across the UK will be exhibiting at [Innovate 2017](#).

If you're attending the conference as a delegate – whether that's as a start-up, investor, researcher or government official – you will get the chance to see new and novel products that are changing the world.

## **Wearable tech to lightweight trumpets**

In total 96 organisations will take part in the innovation showcase. Innovations that will be on display include:

- [Landreez](#), a portable, eco-friendly way for people to wash their clothes when they are travelling or away from home, from Chappell Solutions
- wearable, connected technology for children that helps to keep them safe, by [Child Angel](#)
- a pet monitoring system that tracks the health, activity and behaviour of cats and dogs, by [Felcana](#)
- a lightweight hybrid trumpet that is easier for young people to use, by [Warwick Music Group](#)

Two women wear AR headsets at Innovate 2016.

## **Ones to watch**

Other companies to look out for are:

- [Dynium Robot](#), which is developing an autonomous tractor that's of lower weight than traditional vehicles – modernising farming while reducing soil compaction. Also under development are fully electric vehicles that can perform emissions-free farming
- [HPI Technologies](#), which is developing a sensor system for use in helmets that can measure time, location and magnitude of forces to the head during impact to assist with medical interventions
- [Imagination Factory](#), which has developed its SwimAR head gear to be mounted to goggles and give swimmers access to real-time data on their performance. It includes a chronometer and lap counter
- [Lightfoot](#), which uses connected car technology to reward better driving. This should help to lower emissions and improve air quality, while making conditions safer
- [Sceenic](#), which integrates with existing over-the-top video and TV and set top technology to allow friends and families in different locations to watch TV together in a virtual living room

- [The Bluespot Knee Clinic](#), which is launching its Knee Tracker. This uses gamification to encourage patients to complete their knee rehab exercises

## **Disruptive industries of tomorrow at Innovate 2016**

[Innovate 2016 Day 2 – technologies of the future](#)

## **About Innovate 2017**

This year's event takes place from 8 to 9 November 2017 at the [National Exhibition Centre](#) (NEC) in Birmingham.

The programme includes:

- a main stage featuring key note speakers and panel discussions on the biggest challenges and opportunities for UK innovators
- practical seminars on the Industrial Strategy Challenge Fund and other business-critical topics
- a support zone with a range of UK businesses on hand to give advice
- one-to-one brokerage sessions
- tomorrow's innovators, a new strand that's designed to inspire the next generation
- plenty of networking opportunities

More than 2,500 people are expected to attend across the 2 days. Prices are £150 for a one-day ticket and £199 for both days.