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Best Practice Report

Syrinix

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Everybody please state revision index and short description of what has been done + partners involved and date.

Final approval	Name	Partner
Reviewer		

1. Best Practice Title

Syrinix

2. Location of Best Practice

Country, region, town

Hethel, Norwich, UK

3. Best Practice Executive Summary

Describe briefly (max 10 lines) the GP context (partnership, funding, objectives, approach followed, results)

Syrinix is a spin-out company from the University of East Anglia in Norwich. Following almost ten years of research and consultancy in the field of water leak detection and location, Syrinix Limited was created to exploit this expertise. The detection facilitates the prevention of larger leaks and allows the water companies to intervene successfully to prevent the catastrophic failure of pipes and the subsequent loss of water and potential damage to surrounding infrastructure (buildings, roads, etc.).

Syrinix believes that it has the most sophisticated and most sensitive leak detection algorithms available. Its world-class signal processing allows to Syrinix to offer products like the TrunkMinder strategic trunk mains monitoring system.

The detection of small leaks in large mains is just one example of automatically detecting important, often time critical, events in the environment.

Syrinix extended its sensor and signal processing expertise to other products that meet customers' needs for similar functionality. A new pressure transient detector, Ptarmigan, spots transient events and returns pertinent information about the event to the pipeline operator.

4. Best Practice Classification

Best Practice Theme

- Research Transformed to Innovative Product*
- Research Transformed to Innovative Service*
- Research Transformed to Innovative Methodology*
- Research Transformed to Innovative Production Process*
- Financial Mechanism for Transformation of Research to Innovation*
- Support Mechanism for Transformation of Research to Innovation*
- Other (describe)*

Best Practice Research / Application Areas

- Industrial / Manufacturing Systems*
 - Industrial Informatics and Communications*
 - Intelligent Devices*
 - Distributed Control Systems*
 - Flexible Manufacturing Systems*
- Embedded Systems*
 - Industrial Embedded Systems*
 - Nomadic Environments*
 - Private Spaces*
 - Public Infrastructures*

5. Description of Best Practice

5.1 Best Practice Context

Overall background of the Best Practice. Location, socio-economic, technical & policy background of the BP (max 10 lines)

Syrinx is a signal processing, software and electronics integration company that specialises in the development of sensing systems that extract pertinent, often critical, information from the environment.

The company has successfully trialled their trunk mains monitoring system TrunkMinder with Thames Water. This system is designed to detect small leaks in strategic trunk mains allowing repairs to be made before catastrophic failure occurs.

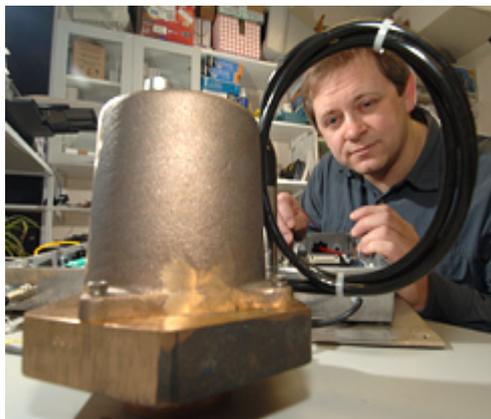
Many trunk mains are either strategic assets themselves or are sited close to important infrastructure such as railways, hospitals, major roads and so on.

A burst on such a main has consequences beyond the water loss and the immediate cost of repair:

- Insurance claims to repair damage caused by the flood.
- The lack of a monitoring system on such a main increases the possibility of litigation.
- Lowering of the company's profile to customers, in the public consciousness, the media, to investors and with suppliers.
- Levels of service requirements to large numbers of customers are not met.
- Substantial damages claims from third parties if negligence can be demonstrated.

Syrinx's new pressure transient detector, Ptarmigan, begun initial trials on April 2010. Ptarmigan will be ready for sale later this year but customers who wish to participate as beta testers are welcomed by the company.

Therefore, Syrinx (Spinout from EPSRC-funded research is 2006 Business Initiative of the Year) is specialized in detecting leaks in water pipes



Dr Paul Linford, Managing Director of Syrinx

Established in 2004, Syrinx is a commercial spin-out of innovative technology developed by University of East Anglia's School of Computing Sciences.

As it is already mentioned, the company has developed signal processing techniques and equipment to detect and locate very small leaks in large-trunk water mains. Detection stops bigger, more devastating leaks from springing up and helps water companies prevent massive loss of water and damage to roads and buildings surrounding the pipes.

Dr Paul Linford, Syrinx managing director and founder of Syrinx, is an electronic engineer who

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worked in the defense industry before moving to UEA. He completed a PhD in 1998, applying signal processing techniques to leak detection in water mains. After a short spell as a lecturer, he returned to research full-time with funding through the EPSRC Water, Infrastructure and Treatment Engineering (WITE) initiative. Further work on leakage was carried out in collaboration with Anglian Water and Yorkshire Water, and after acting as a consultant for Thames Water and other companies. UEA's Dr Chris Harrison said, "Syrinx represents an excellent example of the translation of university research – from blue-skies, research council-funded work, through to industry-funded collaborative projects, following on to consultancy and for-profit work for the university, and culminating in the spinning out of a new company to exploit new technology."

5.1.1 Policy Elements

What are the policy initiatives that have influenced the contextual environment of BP: innovation promotion policies, research funding policies, certification ect as well as relevant tools (max 10 lines)

Syrinx participates in various events and forums promoting its innovative ideas and products. For example:

Hethel Engineering Centre's Launchpad Competition

Syrinx is delighted to be a joint winner of Hethel Engineering Centre's Launchpad competition. The prize is a year's accommodation in this flagship development and represents a major step forward for Syrinx. The company will be moving to its new workshop at the end of August.



The Syrinx Team at Hethel Engineering Centre

BUSINESS INITIATIVE OF THE YEAR



WINNER
SYRINIX, UNIVERSITY OF EAST ANGLIA
SPONSOR MICROSOFT

Against the backdrop of climate change, an initiative such as this should be much welcomed
Sir Richard Branson

It has been a good year for Syrinix. Shortly after being shortlisted for the Business Initiative of the Year award, the University of East Anglia spin-off jointly won the £50,000 top prize in a national competition for engineering start-ups. After much deliberation by the judges, the company can now add a *Times Higher* award to its increasingly crowded mantelpiece.

Syrinix, which grew out of blue-skies research funded by the Engineering and Physical Sciences Research Council, has developed signal processing techniques and equipment to detect and locate very small leaks in large-trunk water mains. The detection stops bigger, more devastating leaks from springing up and helps water companies prevent massive loss of water and damage to roads and buildings surrounding the pipes.

Sir Richard Branson, the multi-millionaire entrepreneur who founded the Virgin empire, felt that Syrinix was an extremely timely business idea. Branson, a firm believer in the concept that the simplest business ideas are often the best, said: "Against

the backdrop of climate change, an initiative such as this from Syrinix should be much welcomed and fully recognised."

He added: "The early detection of leaks from large water mains will help to save a precious resource, as well as millions of pounds lost by homes and businesses through water damage each year. I hope that water companies across the globe take a look at this product to see how it can make such a difference."

Arthur Francis, dean of the School of Management at Bradford University, was impressed that the company had secured considerable development funding — making it something more than an academic dream.

When asked to sum up the winning formula that has made Syrinix such a success, he said simply: "They seem to be good ideas that have the potential to work."



Bright ideas: Paul Linford, founder of Syrinix, pictured with Vic Lee, Andrew Jessop, Hal Belmonte, Chris Harrison and Alex Palmer

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Safety technology is not just a pipedream

30 June 2006

A UEA spin-out business that believes it has the technology to prevent dangerous and costly water-pipe explosions has secured crucial financial backing as it looks to secure contracts with the major utility companies.

Syrinx is nearing the conclusion of a trial with Thames Water, and its latest cash injection means it can take on a business development director as it tries to drum up further interest.

The £100,000 has come from the Icení Fund, a university seedcorn fund - a sort of mini-venture capital fund - of which UEA is the lead partner.

Icení had also pumped £100,000 into the venture when Syrinx, part-owned by the university, launched in 2004.

The company's product, called Trunkminder, has been trialled by Thames, and the outcome of that trial should be known in early August.

Trunkminder is not used on service pipes - the pipes that deliver water into houses and businesses - so it's not going to prevent the 'smaller' leaks that crop up in streets and so infuriate householders who have been urged to conserve water.

Instead, the technology is designed to detect leaks on trunk mains - pipes that carry water from treatment works to reservoirs, for example. These much larger pipes can be 60 inches in diameter, and any leak that is allowed to develop can result in serious problems.

Problems with these trunk mains tend to start as small leaks, and Trunkminder - which measures the pressure variations in a pipe - is designed to alert utility companies while there is still time to fix any leak.

"The problem is mainly in places where the land is of great value," said Paul Linford, who was a faculty member at UEA before founding Syrinx. "In London, for example, trunk mains may go past an Underground station or a hospital, and if there was a problem it could result in serious injury or possibly even deaths, and cause a lot of problems.

"If it happened in the middle of the Lincolnshire countryside it would just leave a very wet field, but in an area of high sensitivity it could cost many millions of pounds to fix."

As well the danger and expense, it can also result in severe service disruption - to say nothing of a water company's public image.

Thames Water has been in the firing line more than most recently. Last week it announced a 31pc rise in pre-tax profits to £346.5m even though it was losing a staggering 894 million litres a day because of leaks and Thames is keen to do improve its performance.

Dr Linford said the funding from Icení was crucial to bridging the gap between coming up with new technology and being ready to move into production - the "investment gap".

"What Icení has let us do is move from an idea in the lab to demonstrating how it works," he said.

With the Thames trials under the company's belt, Syrinx believes it now has evidence to show that its product works and is not merely an academic pipedream.

Thames spokesman Ross Edwards said: "We are trialling it at the moment. It looks promising so far, but we are awaiting the full results."

Meanwhile, the business, which is based on campus at UEA, is looking to move to its own premises - possibly at the Hethel Engineering Centre, south of Norwich.

5.1.2 Socio-economic & Other factors

Other contextual factors such as customer / target market addressed, international validity, customer density, economic conditions, customer values, research area addressed (max 10 lines)



Most leakage is from distribution pipes - even a big leak causes minimal damage

5.2 Objectives

Aim of the project, specific objectives & strategies to achieve these objectives (max 10 lines)

Water companies consume large amounts of electricity in pump operations that run continuously or for extended periods of time. Greater efficiency could be achieved by optimizing operational patterns that allow for periodic pump switch off. However, frequent changes in the operation of pumps cause significant pressure changes that can weaken the pipes, increasing the risk of bursts and failures.

The project will develop novel data acquisition tools that can capture and communicate high frequency hydraulic data from water mains. Modelling techniques allow these pressure changes. This enables optimal pump scheduling to be used in a low-risk manner leading to a reduction in energy consumption.

Even small reductions in the use of water pumps represent significant carbon savings. This project provides an integrated solution which continuously monitors and analyses the dynamic hydraulic conditions in large diameter water transmission pipelines. The data will be used to classify and track the pressure changes in the pipes and produce a model for optimal pump scheduling thus minimizing energy consumption.

The project was carried out by the collaboration of the Imperial College, Dept. of Civil and Environmental, Environmental & Water Resource Engineering Section and Syrinix Ltd, specializing in complex signal processing systems for the detection of trunk water main leaks.

6. Process

Describe the project including key concepts and the overall approach followed. Indicate project end users, target market, main project phases, problems encountered and solutions, problem resolution

(max 10 lines)

Syrinx Ltd already manufacture and supply a sophisticated leak monitoring system for trunk mains called TrunkMinder. This system senses vibro-acoustic signals from the water and pipe skin and analyses these signals by automated signal processing methods leading to leaks being identified at an early stage so that the pipeline can be repaired before it fails catastrophically. The Infrasense Lab at Imperial College London specializes in the integration of sensing technologies with application domain expertise and research in intricate numerical challenges. The Infrasense Lab has recently completed a large scale survey of the occurrence of hydraulic transients in operational water transmission mains.

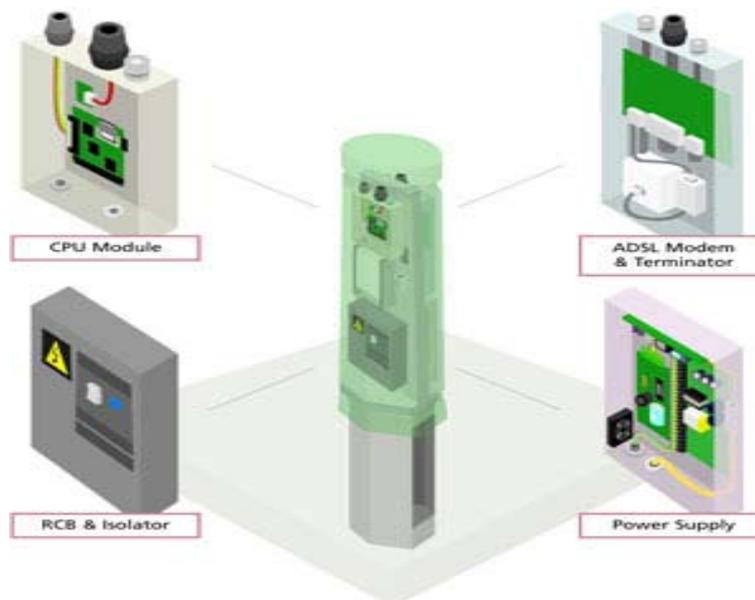
The Imperial College team and Syrinx have developed a preliminary feasibility prototype for a sensing solution for dynamic hydraulic monitoring. The Carbon Connections project will facilitate further development of the design to field testing, refinement and certification. The sensing platform and telemetry will be matched by a robust, automated analysis package delivering information to the pipeline operator allowing the pipeline operator to quickly and reliably analyze pressure transient events in near real-time.

Using a state-of-the-art multi-sensor head attached to a tapping on the main, TrunkMinder continuously monitors the section of pipe spanned by a pair of sensors. A stochastic modeling system spots new leaks and raises an alarm. The pipe can then be repaired before it fails catastrophically.

Very small leaks can also be continuously monitored and when changes occur the client is notified. This enables trunk mains to be effectively asset managed.

The control electronics on site are installed in an industry standard bollard or kiosk. Acquired data are returned to a central processing facility over an ADSL phone line using IBM's MQTT web-sphere messaging protocol.

Data from pairs of sensors is processed and the results are made available via a web-based interface. Events (new leaks) are indicated to users via the web-interface and by SMS text message.



6.1 Project Design

Project design based on targeted market complete understanding, project structure, policies and procedures, management and implementation actions (max 10 lines)

Using a state-of-the-art multi-sensor head attached to a tapping on the main, TrunkMinder continuously monitors the section of pipe spanned by a pair of sensors. A stochastic modeling system spots new leaks and raises an alarm. The pipe can then be repaired before it fails catastrophically. Very small leaks can also be continuously monitored and when changes occur the client is notified. This enables trunk mains to be effectively asset managed.



TrunkMinder, a permanent on-line leak monitoring system for trunk mains.

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Many trunk mains are either strategic assets themselves or are sited close to important infrastructure such as railways, hospitals, major roads and so on.

A burst on such a main has consequences beyond the water loss and the immediate cost of repair:

- Insurance claims to repair damage caused by the flood.
- The lack of a monitoring system on such a main increases the possibility of litigation.
- Lowering of the company's profile to customers, in the public consciousness, the media, to investors and with suppliers.
- Levels of service requirements to large numbers of customers are not met.
- Substantial damages claims from third parties if negligence can be demonstrated.

6.2 Project Management

Activities relevant to project coordination and management, project documentation and reporting, quality control, validation and verification (max 10 lines)

The main Syrinix staff (research , managerial), responsible for coordination and management is the following (see also in **Description of Research team/Institution**):

Mr John Polden, Chairman

Dr. Paul Linford, Director and Founder

Dr. Alex Palmer, Senior Engineer

Ms. Claire Gledhill, Finance clerk

Dr. Jon Carter, UEA Representative

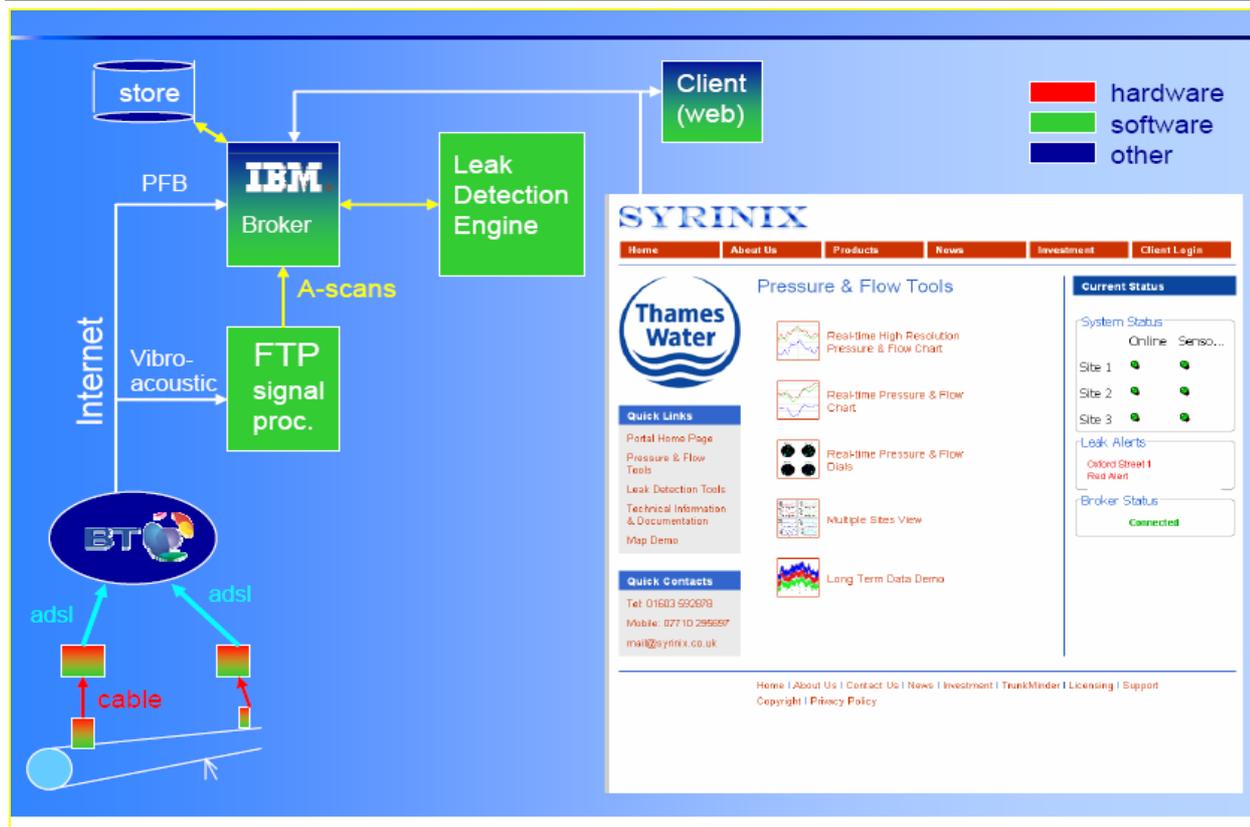
6.3 Project Implementation

Main elements associated with the project implementation. Realization of new idea, or new technological realization or improvement / novelty to known technology and means to achieve this. Innovation associated with the project realization in terms of new products, services, methodologies. Marketing, advertising and customer service. (max 10 lines)

- TrunkMinder is an automatic, permanent, monitoring system for trunk mains
- Works continuously.
- Does not require people – fit and forget until it calls in an alarm
- Allows small leaks to be repaired in good time to avert a major burst

The structure of the TrunkMinder System is shown in the following figure, where the main system components are depicted.

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6.4 Project Evaluation

Project feedback mechanisms and evaluation mechanisms. (max 10 lines)

It is announced that Syrinix shortly be teaming up with major utility Anglian Water to field test early versions of our new pressure transient monitor, code-named Ptarmigan.

With Ptarmigan we will offer a new generation of network monitor that offers easy deployment, advanced signal processing and long field life providing the network owner with important, timely information about pressure conditions in the main.

This project line will build into a larger system in the next couple of years allowing operators to optimize their pump schedules, hence saving energy and reducing their carbon footprint. Part of this work is in collaboration with Imperial College London.

7. Description of Research team/Institution

Short description of R&D team and institution (max. 10 lines)

Syrinx is a spin out of the University of East Anglia. Company was setup by its academic founder, Dr Paul Linford from the school of Computing Sciences.

The main team of the Syrinix is consisting of the following persons:

Mr John Polden, Chairman

John Polden qualified as an Electronic Engineer at Southampton University followed later by an MBA from the London Business School.

John held senior positions within the UK electronics industry and has worked in the UK technology Venture Capital industry since in 1990. He represents the Icen University Challenge Fund and specializes in investments in electronics and software.

Dr. Paul Linford, Director and Founder

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Paul Linford is an Electronic Engineer, working first in the defense industry before moving to the University of East Anglia in Norwich (UEA) to research speech recognition and neural networks in 1987.

He completed his PhD in 1998 applying signal processing techniques to leak detection in water mains. A short spell as a university lecturer followed but returned to full time research when funding through the WITE initiative allowed further work on leakage, collaborating with Anglian Water and Yorkshire Water.

After acting as a consultant for Thames Water and other companies working in the leakage business Paul, together with the other Syrinix directors, formed Syrinix as a university spinout company.

Dr. Alex Palmer, Senior Engineer

Alex Palmer joined the company at the end of 2004 after completing a Ph.D. on the use of nonlinear optimization algorithms for the restoration of images. Multi-disciplinary strengths in signal processing, electronics and strong programming skills make him a key member of Syrinix's technical team.

Ms. Claire Gledhill, Finance clerk

Claire Gledhill works part time for Syrinix dealing with invoicing and general book keeping. Claire worked in the Research and Business office at the University of East Anglia before returning to University for further study in 2008.

Dr. Jon Carter, UEA Representative

Jon Carter is currently head of the Technology Transfer Office at the University of East Anglia and brings considerable expertise to the Syrinix Board whilst also representing the University as one of the company's investors.

8. Applied Financial Mechanism

Describe financial mechanisms applied in transformation of research into innovation within BP, as well as means of connecting scientific research team and financiers (max. 1000 char.)

Syrinix was founded with assistance from the University of East Anglia and funding from Icen Seedcorn Fund. The Fund was established to assist the process of commercializing innovation and technological development derived within the Fund's Partner Institutions:

- University of East Anglia
- The University of Essex
- The John Innes Centre
- The Sainsbury Laboratory
- The Institute of Food Research
- Plant Bioscience Limited

It supports business development proposals at an early stage, before they are ready for mainstream venture capital or similar sources of investment. The Fund was established in August 2002 with £3m award from the DTI's University Challenge Fund (UCF) competition, run by the Government's Office of Science and Technology (OST). Together with contributions from the partner institutions and the HSBC Bank the Fund has a total value of £4m.

Syrinix received (July '08) a significant investment from the [Carbon Connections Development Fund](#). This funding has been directed at development of our Ptarmigan pressure transient detector which is about to enter beta trials.

Syrinix is looking for further investment in 2010 to take the business to its next stage. The directors would welcome an approach from any investment fund that feels Syrinix may fit its investment portfolio.

- Environmental sensing
- Carbon reduction
- Energy saving
- Sustainability
- Asset management
- Water resource conservation

9. Impact and benefits

Describe achieved benefits of R&D team and/or enterprise implemented innovation, as well as impacts on institutional and policy levels. (max. 1000 char.)

The two flagship products are TrunkMinder and Ptarmigan. Using a state-of-the-art multi-sensor head attached to a tapping on the main, TrunkMinder continuously monitors the section of pipe spanned by a pair of sensors. A stochastic modeling system spots new leaks and raises an alarm. The pipe can then be repaired before it fails catastrophically. Very small leaks can also be continuously monitored and when changes occur the client is notified. This enables trunk mains to be effectively asset managed.

With Ptarmigan, the company will offer a new generation of network monitor that offers easy deployment, advanced signal processing and long field life providing the network owner with important, timely information about pressure conditions in the main. This project line will build into a larger system in the next couple of years allowing operators to optimize their pump schedules, hence saving energy and reducing their carbon footprint. Part of this work is in collaboration with Imperial College London.

In addition, Syrinix announced that a new range of products, aimed initially at the water industry, is to be kick-started by an investment by Carbon Connections Limited. The project aims to produce pipe network monitoring products that will enable operators to optimize their pump schedules, hence saving energy and reducing their carbon footprint. The project will be carried out over the next year in collaboration with Imperial College London.

10. Sustainability

Provide information on sustainability of innovation after financial aid within implemented financial mechanisms, and some multiplier effects as replication and extension of the action performed in BP. Expected use of Best Practice and lifecycle considerations. (max. 1000 char.)

Syrinix received (July '08) a significant investment from the Carbon Connections Development Fund. This funding has been directed at development of their Ptarmigan pressure transient detector which is about to enter beta trials. Syrinix is looking for further investment in 2010 to take the business to its next stage.

Also, Syrinix is named as an EDP Future 50 company. This select group is a gathering of the companies to watch in the Eastern region over the next few years.

Recently (on 26 November 2010) London Business Angels announce that clean tech company Syrinix has closed a £575k funding round, marking the second investment made by the new LBA Roundtable EIS Fund.

Based at the world class Hethel Engineering Centre near Norwich, Syrinix helps avoid major water mains bursts, preventing significant damage and disruption. Syrinix's technology includes vibration sensor applications for monitoring trunk water mains so transforming water utilities' maintenance of these key pipeline assets.

Dr Paul Linford, the founder of Syrinix and its Chief Technical Officer, has led the development of the company's "TrunkMinder" technology. TrunkMinder provides 24/7 monitoring of trunk water

mains and notifies utility clients of small leaks appearing in those mains before major bursts occur. After completing trials successfully, and with related products under development, Syrinix is now ready to accelerate its business development in the UK and beyond.

James Dunning, the newly appointed CEO of Syrinix, commented: "This new investment transforms Syrinix into a company able to make its mark on the UK market and beyond. The support we have had from our founding investors, UEA, Carbon Connections and the IcenI Seedcorn Fund, has been superb. With that, and the calibre of new investors now also supporting us, we can look ahead to realizing the Company's exciting potential in supporting the management of water as an increasingly precious resource."

Anthony Clarke, Managing Director of London Business Angels, commented: "James Dunning presented to the LBA investor network at CBI, Centre Point during the Summer. It is encouraging that this £575,000 syndicate of both angel investors and seed funds has now closed which is a very positive achievement in today's marketplace. One of our LBA investors with good industry experience is also acting as a lead investor here and has co-invested alongside the LBA EIS Roundtable Fund of angels."

Valerie Jolliffe, of IcenI, commented: "We first invested in Syrinix in 2004. Applying Dr Paul Linford's world class technical excellence, we have watched the company develop its products to become market leading in their water trunk main monitoring capabilities. We are delighted to be joining in this new funding for the company as it looks to realize its potential in the increasingly dynamic water management sector".

Dr Jon Carter, of UEA (University of East Anglia), commented: "The success of Syrinix in securing this additional finance underlines what a core role Universities can perform in supporting technology development in this country. It is tremendous to see Syrinix move forward so positively and we look forward to watching it grow further from here".

Dr Simon Gerrard, of Carbon Connections, commented: "We first invested in Syrinix in 2008. Water management, and the carbon footprint of water management, is an increasingly important area given the energy utilization of water companies across the world. To see Syrinix build upon the original investment by Carbon Connections and the other founder shareholders is tremendous and we look forward to Syrinix building upon this success as it moves into the next ambitious stage of its growth plans".

11. Repeatability and transferability

Lessons learned from the project implementation team. Repeatability and transferability of the project. (max. 1000 char.)

From the overall description of the philosophy, know-how and products, it is clear that Syrinix is a dynamic, innovative firm specialized in the development of sensing systems that extract pertinent, often critical, information from the environment.

Due the nature and reliability of the Syrinix products, the solutions given for the problem of the water leakage is innovative and reliable and can be efficiently repeatable and transferable. The reliable solution of this problem (monitoring and modeling the dynamic behavior of water transmission mains to enable pump management for energy use reduction) is of great importance worldwide and Syrinix offers very reliable and transferable products (TrunkMinder, Ptarmigan) for this.

It is mentioned again that Syrinix received (July '08) a significant investment from the Carbon Connections Development Fund. This funding has been directed at development of their Ptarmigan pressure transient detector which is about to enter beta trials. Also, Syrinix is named as an EDP Future 50 company. This select group is a gathering of the companies to watch in the Eastern region over the next few years. Recently (on 26 November 2010) London Business Angels announce that clean tech company Syrinix has closed a £575k funding round, marking the second investment made by the new LBA Roundtable EIS Fund.

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Now, Syrinix is looking for further investment in 2010 to take the business to its next stage, trying to attract any investment fund that feels Syrinix may fit its investment portfolio.

In conclusion, Syrinix is a dynamic firm, offering innovative solutions, but it needs to proceed in the next phase of development (after the first period of growth) in order to move forward to a sustainable growing track, attracting more funds.

12. Evaluation

Describe reasons and evaluation criteria why the described example is a best practice. (max. 1000 char.)

Syrinix is an excellent GP example since it transformed academic research to industrial product and methodology. The fund that financed Syrinix had the academic institution (University of East Anglia) where innovation sprung, as one of its partners. In addition, It is already shown that Syrinix has already evaluated further in a very positive way given the significant grants already approved and the related co-operations announced.

13. Contact of research team/institution

Name, address, tel., fax, e-mail, URL

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14. Contact of financial mechanism facilitator

Name, address, tel., fax, e-mail, URL

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