Contact: Anthony Girardi

HIGHLIGHTED PROJECT REPORT:
Virtual Reality Applications Center – Iowa State University

Action Requested: Receive the report.

Executive Summary: The Economic Development Committee's work plan calls for the committee to receive a report at each meeting highlighting a successful Regent enterprise economic development project. Iowa State University will provide a report on the Virtual Reality Applications Center (VRAC) and its launching of several new company starts. The report will include background on the current activities and infrastructure for economic development at Iowa State University.

Presenters:
- John Brighton is the Vice Provost for Research and is responsible for the university's overall activities in research and economic development.

- Jim Oliver is Professor of Mechanical Engineering and Director of ISU's Virtual Reality Application's Center and Head of the new interdisciplinary graduate program in Human Computer Interaction.

Background:
The Virtual Reality Applications Center (VRAC) is an interdisciplinary research center focused on the development of human-computer interfaces to expand human creativity and productivity. The center has spawned several new company starts. The center has also resulted in a new graduate degree program in Human Computer Interaction (HCI).

The report will describe how VRAC and HCI have fostered entrepreneurial start-up companies and technology transfer to existing Iowa industry. The report will also include a brief overview of Iowa State University's infrastructure for economic development, including:

   a. University Research Park

   b. Research Foundation and Office of Intellectual Property /Tech Transfer

   c. Facilities and instrumentation

   d. University engagement with Iowa communities

   e. University engagement with Iowa industry and business

   f. University engagement with state government

   g. Faculty and staff roles

   h. Leadership for economic development