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NDRC start-ups to be showcased at Innovation Dublin

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The Innovation Dublin festival is collaborating with the National Digital Research Centre (NDRC) to showcase four new web-based social technologies for use by participants and event owners.

Innovation Dublin runs until 18 November. The aim of the festival, which is now in its third year, is to raise public awareness of the innovation and creativity in Dublin to inspire and stimulate innovation and creativity and to encourage networking opportunities. Most events are free.



NDRC start-ups to be showcased at Innovation Dublin
Paul Geraghty, founder, Picturk

The technologies available have all been developed in conjunction with NDRC. They include: 'MySmark', a semantic feedback tool that gives participants the chance to provide their opinion on the events they attend at the click of a button through an emotional tagging tool; 'Hit the Road' to plan routes across public transport systems to and from events; and 'LocalSocial' – software that will allow the user to meet with other event participants through their smartphones.

Meanwhile, Picturk will host a photography crowd-sourcing competition, themed 'Innovation by Design' throughout Innovation Dublin. By catching a moment on camera that reflects the originality and creativity taking place at events during Innovation Dublin and uploading it to the Tech Innovation portal, anyone can be in with a chance to win €300.

Sorcha Corcoran

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Co-founders of NDRC-based

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