

# CREATING EXPERIENCES



IMAGINE + INSPIRE + INNOVATE



# LETTER

*from the director*

- KEVIN LISKA

Our Center has been a part of the College of Business for over 25 years. Once referred to as the BusinessMedia Center, we have gone from having the first color printers on campus in the 1990's to changing our name in 2015 and adding virtual reality to our set of solutions. Our projects in the past 3 years as iCube have solved problems in the fields of traffic safety, public health, advanced manufacturing, education, and environmental sustainability, to name a few.

Our diverse team of students from every college at Tennessee Tech work directly with our coordinators, managers, and directors to complete every project we develop, for clients both locally on campus, national organizations, and industry leaders throughout the country. The collaborative nature of our space that allows a constant flow of communication and creativity between projects and team members has been somewhat of a marvel to our clients, with many asking how they can duplicate our environment in their own workplace. We believe our Center is successful because of its ability to combine these multiple perspectives and ideas into projects we can all stand behind that truly make a difference.

Over 7,000 visitors have toured our new facility since the grand opening in the Volpe Library in December, 2015. We invite you to *Imagine, Inspire, and Innovate* by walking through our doors and challenging or joining our multidimensional team.

Sincerely,



Kevin Liska  
iCUBE Executive Director, Tennessee Tech



# iCUBE

IMAGINE + INSPIRE + INNOVATE



# EMERGING TECHNOLOGIES

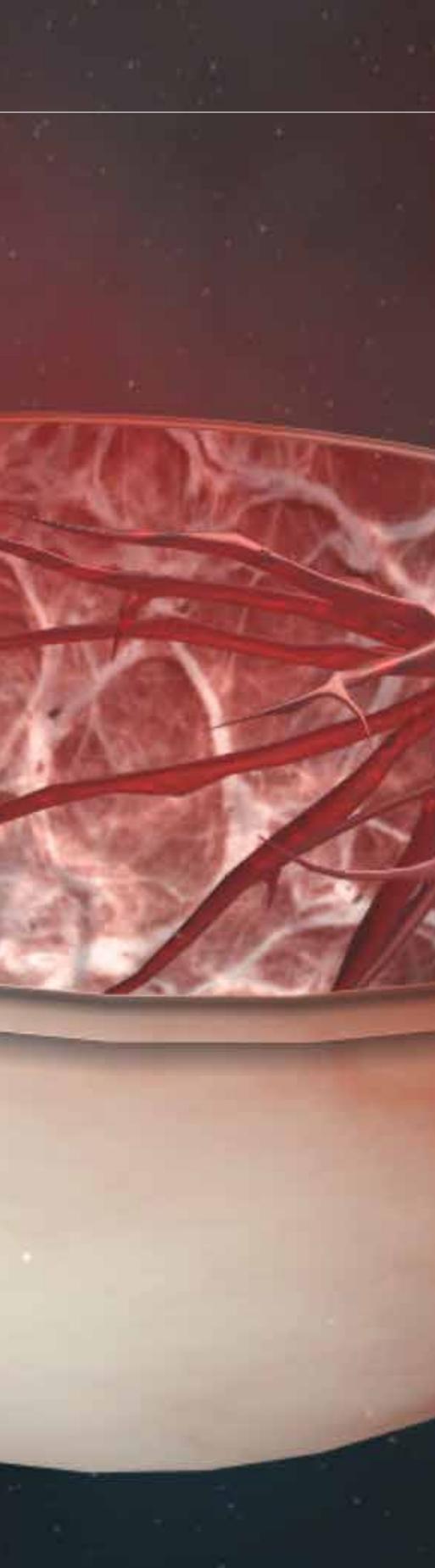
*for innovative solutions*

- ▶ Offering creative solutions to traditional problems through marketing, training, websites, public policy campaigns, app development and emerging technology.



# MISSION

Tennessee Tech's iCube is a place where students and faculty imagine, inspire, and innovate. Our goal is to provide creative solutions to traditional problems through marketing, training, website and app development, public policy campaigns, and the application of emerging technologies, such as virtual reality.





# WHY A UNIVERSITY?

iCube is a leader in using technology to solve complex public policy problems. We accomplish the goals of our clients through critical thinking, long term solutions, and by leveraging the talents of our interdisciplinary team. The students, faculty, and staff of iCube use marketing

strategies and emerging technologies such as virtual reality to advance collaborative solutions for education, training, public policy campaigns, and other statewide, regional, and national initiatives.

CASE STUDY

# Diabetes *in your body*



After seeing our Respiratory System Tour, a virtual reality simulation that follows the flow of oxygen through the body, the TN Department of Health asked if we could use a similar approach for tackling the diabetes epidemic in Tennessee. With grant funding from the Tennessee Institute of Public Health and Cookeville Regional Medical Center, we worked with local health professionals from the Diabetes Center to create an innovative solution for demonstrating the physical, internal effects of diabetes on the body.

funding by:



Also featuring the **DIABETES IN YOUR BODY APP**

Available to download at:

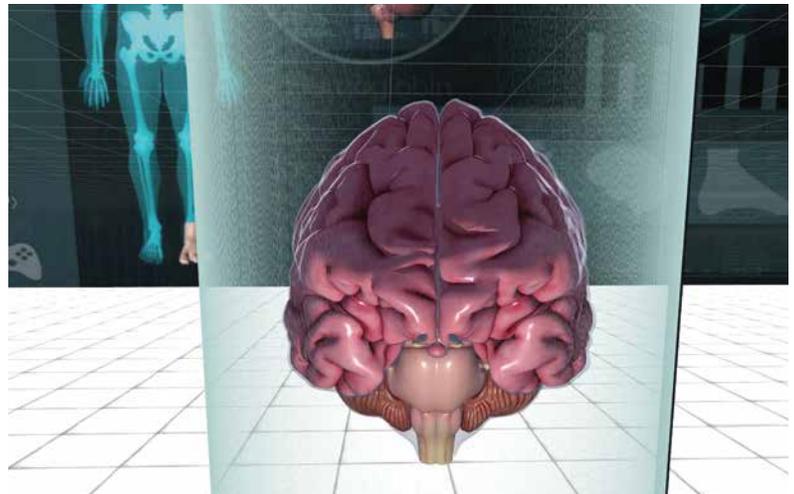






## VIRTUAL REALITY

The iCube team created a virtual reality simulation optimised for the Oculus Rift headset that shows the effect of diabetes on the heart, brain, eyes, and feet. The project highlights the “point of no return,” where diabetic patients go from at risk to diagnosis, and prevention turns to maintenance.



## MOBILE APP

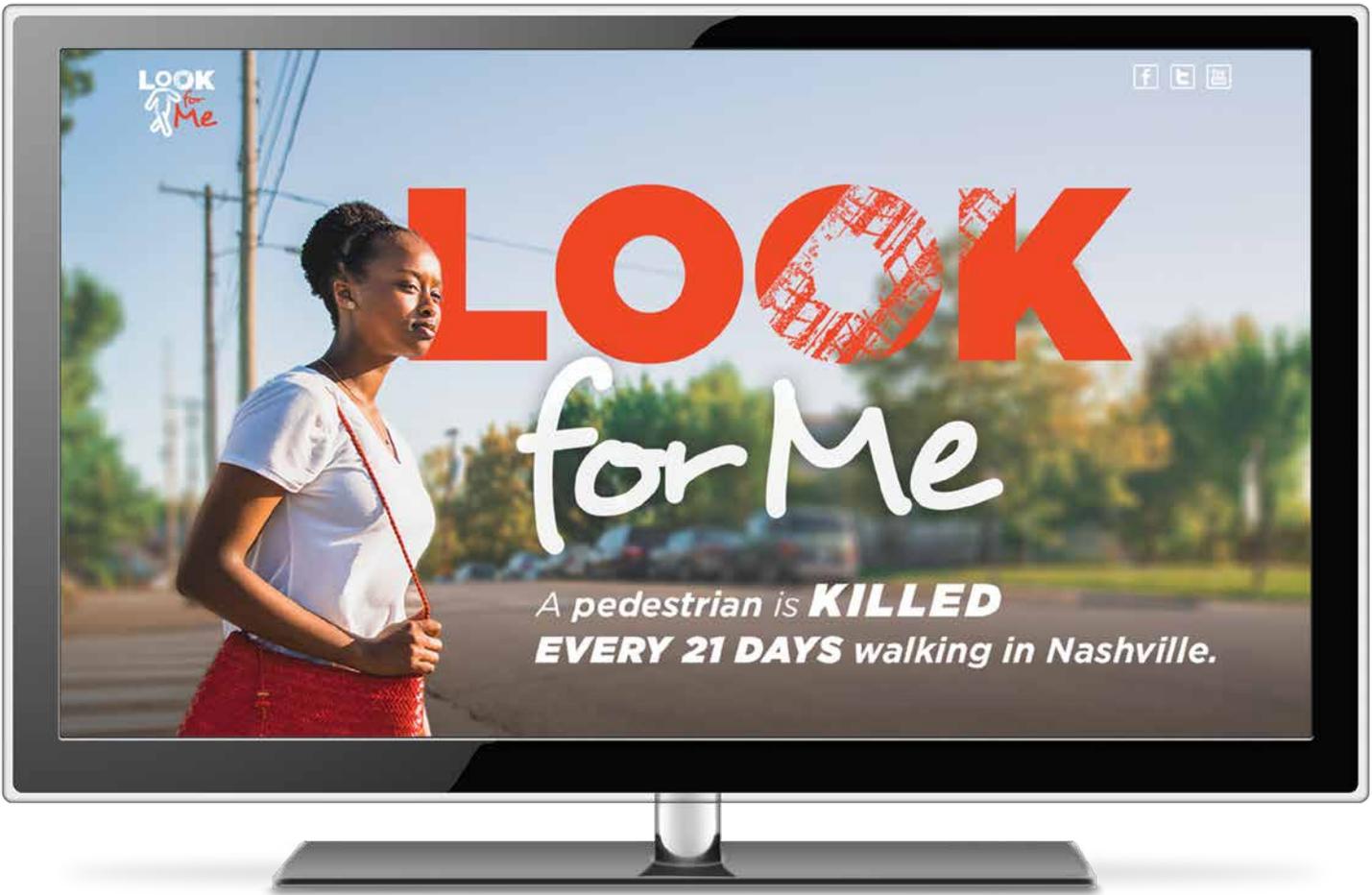
To supplement the diabetes project, we used the 3D content created for the simulation to develop an app, free to download on the Google Play and Apple App stores. Diabetes in Your Body takes the education component of the project a step further to link the symptoms and effects of diabetes directly to recommendations and explanations of the disease from the American Diabetes Association.



## TRAINING

Through cross-campus collaboration, students from TTU’s Whitson-Hester School of Nursing take the simulation into the community at various events and health fairs. Pre-med and nursing students discuss diabetes with those standing in line before and after they experience the simulation to practice communicating with the public about the importance of healthy lifestyles for both prevention and maintenance of diabetes.





# Pedestrian safety



WALK BIKE  
NASHVILLE

TENNESSEE HIGHWAY SAFETY OFFICE  
helping you **ARRIVE**

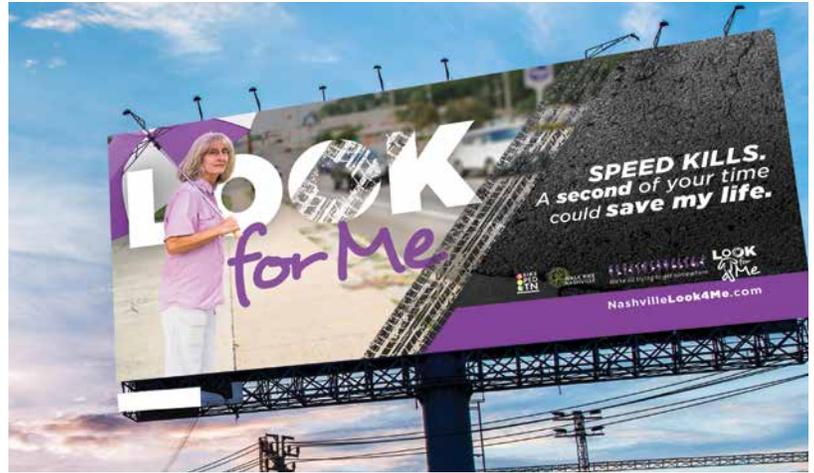
Nashville, Tennessee is focusing on reducing serious injuries and fatalities of bicyclists and pedestrians as the city expands with new housing, businesses, and citizens. As part of our long-standing partnership with the Tennessee Highway Safety

Office, we created a pedestrian safety campaign for Walk Bike Nashville that included targeted marketing, social media posts, and the development of a website, NashvilleLook4Me.com.



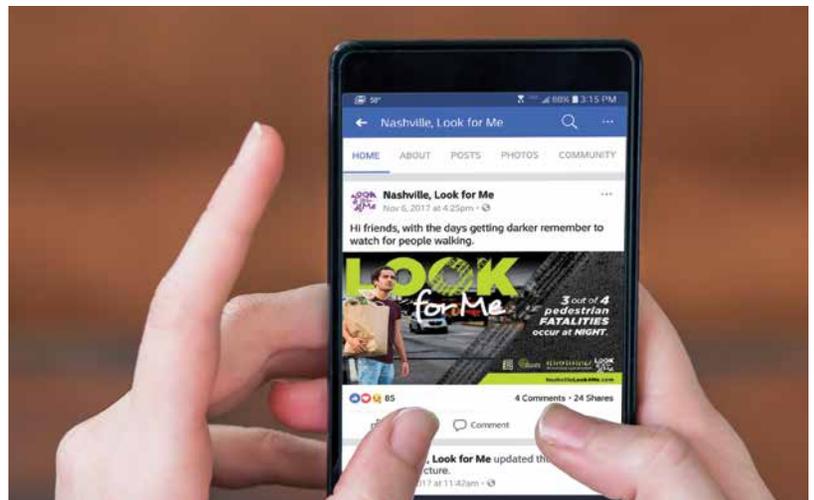
## CAMPAIGN

As part of the city-wide safety initiative, iCube developed and implemented the Look for Me campaign to raise awareness for both pedestrians as they traverse the city on foot and drivers as they navigate the roadways, including the branding and virtual implementation of the program.



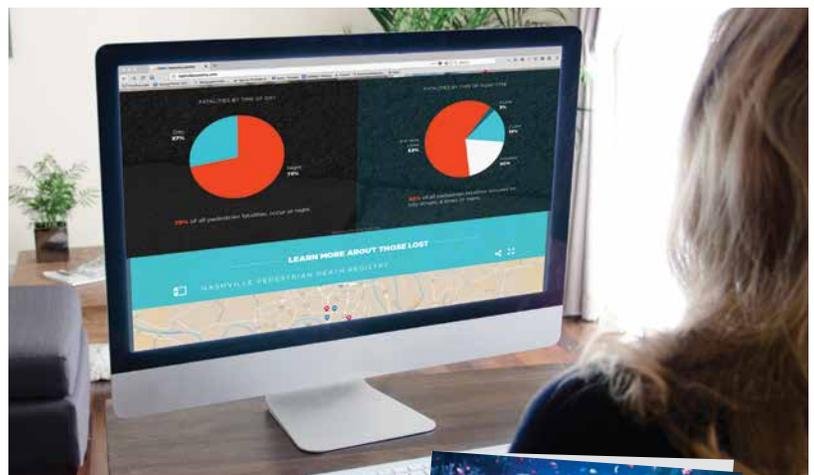
## MARKETING

Targeted marketing focused on placing Look for Me billboards at high incident areas in Nashville and other Metropolitan Transit Authority ad spaces such as buses, benches, and shelters. We also developed traditional print materials and graphic content for social media posts through the Look 4 Me Facebook, Twitter, and Instagram pages.



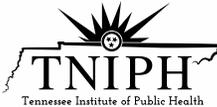
## WEBSITE

NashvilleLook4Me.com was created to house educational content and information about pedestrian safety, including statistics, reminders for both pedestrians and drivers about safely navigating the streets of Nashville, and a memorial for honoring pedestrians who have lost their lives in the area.



# OUR CLIENTS

Whether they already had an idea of what they wanted when they walked through our door or they were only in the beginning stages of identifying a need, we've accepted challenges to create solutions for a wide range of clients throughout the years.



Find us at [TTUICUBE.COM](http://TTUICUBE.COM) to see all of our projects, apply for an internship, or give us a problem to solve!



@TTUICUBE

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