



ProtoLaunch winners announced

Ace of Flaming Tree Hill Studios wins grand prize, an all-expenses paid trip to Montreal to tour Ubisoft studios

Sault Ste. Marie and surrounding area has six new up-and-coming video game studios to watch out for. Steel Rush Studios, Fear Da Cow Studios, Toad Shade Studios, Kwest Studios, Turbo Sloth Studios, Ace of Flaming Tree Hill Studios all showcased their video games today as part of the ProtoLaunch summer competition hosted by the Sault Ste. Marie Innovation Centre (SSMIC). Each studio is made up of four local high school students who act as game designer, art director, programmer and more. All 24 students competed in a five week video game design competition where they worked in teams to conceive, design and program a fully-playable original game. The competition concluded July 30 at Algoma University with presentations, live demonstrations of the games and an awards ceremony. The finished games will be hosted shortly and available to the public on the SSMIC website at www.ssmic.com.



Above: Algoma University President Dr. Richard Myers (left) and ProtoLaunch director Dwayne Hammond (right) present awards to top artist award co-winners Matthew Lowe and Samantha Luck.

Ace of Flaming Tree Hill Studios made up of Jordan Allard, Kang Wang, Matthew Lowe and Joshua Collins won the ProtoLaunch title and the grand prize for their game Prism Break. The premise of

Prism Break involves trying to escape from Prism (prison) by manipulating the forces of gravity to destroy guards and use their body parts to solve puzzles. In addition to the title, all members of the winning team received an all expenses paid trip to Montreal in August where they will tour Ubisoft, the largest video game studio in the world.

"Congratulations to Jordan Allard, Kang Wang, Matthew Lowe and Joshua Collins for winning the first ever ProtoLaunch summer competition title," said Dwayne Hammond, strategic advisor for computer games technology, SSMIC and director of ProtoLaunch. "We were truly

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Molly Media Studios joins SSMIC incubator

The Sault Ste. Marie Innovation Centre (SSMIC) is pleased to announce the addition of Molly Media Studios as a client of the Business Incubator. Based in Sault Ste. Marie, Molly Media Studios is a video production company owned and operated by Creative Director Darren Jorgensen. Founded in October 2008, Molly Media Studios works with clients to produce media for all manner of uses including: videos that will help enrich websites, videos that serve as a corporate calling card, videos which instruct and educate to get ideas across and more. Molly Media Studios collaborates with all of their clients throughout the video process; walking them through the steps from



project conception to finished product.

"Molly Media Studios came to the Innovation Centre's Business Incubator because I wanted to grow my business. I was looking for commercial space that I could afford so that the business could spread out, but I also knew that I was looking to "spread out" myself," said Jorgensen. "In other words, I was looking to grow as an entrepreneur and business professional, and I believe the Business Incubator can help me do that."

"We are pleased to welcome Molly Media Studios to SSMIC's business incubator. They bring with them great

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The Business of Cleantech Workshop, September 22

The Sault Ste. Marie Innovation Centre's (SSMIC) annual workshop series returns this fall with The Business of Cleantech workshop on Thursday September 22.

The workshop will be held at the Delta Waterfront Hotel and Conference Centre from 8:30 a.m. to approximately 12:30 p.m. Registration for the half-day event is just \$20 and includes a continental breakfast.

The speakers confirmed so far are Tom Rand, Advisor and Cleantech Practice Lead, from MaRS and Mike Brouillette, Senior Project Manager with the Vermont Centre for Geographic Information (VCGI). More details and speakers will be added soon.



Tom Rand has experience in the cleantech field both as a venture capitalist and from a policy perspective, which affords him insight into the challenges that entrepreneurs face. With MaRS, his focus is on new ventures based on low-carbon technology and the supporting infrastructure, including energy efficiency and renewable energy. He is also the author of *Kick the Fossil Fuel Habit: 10 Clean Technologies to Save Our World*.

Mike Brouillette has over 18 years of combined experience in the GIS field in



both the private and public sectors. Working out of Waterbury, Vermont with VCGI, Mike has been heavily involved with designing, modeling and managing databases used for the [Renewable Energy Atlas of Vermont](#). The atlas website identifies, analyzes and visualizes existing and potential renewable energy project locations in the state of Vermont.

To reserve your spot at The Business of Cleantech Workshop, contact Angie Wagner (awagner@ssmic.com) 942-7927 extension 3133.

ProtoLaunch winners continued

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impressed by the high calibre of work by all of the ProtoLaunch participants. The judges certainly did not have an easy time deliberating due to the quality of all of the games. All ProtoLaunch participants worked incredibly hard during the summer competition and should be proud of what they accomplished. Any of these students who would like to pursue a career in video games certainly has the capacity and we hope that this experience gives them an added edge."

Achievement scholarships of \$1500 each were awarded to: Joshua Cappelli - Top Rookie award; Teddy Leger; Will Lannigan and Joshua Collins.

Dr. Richard Myers, president of Algoma University presented Algoma University scholarships of \$2000 each to: Samantha Luck - Top Artist award (co-winner); Matthew Lowe - Top Artist award (co-winner); Joshua Collins - Top Designer award; Jordan Allard - Top Programmer award.

"We are extremely excited by the potential of all of this year's ProtoLaunch participants. Not only do they continue to impress us and exceed our expectations, but they have blown away industry leaders such as Ben Mattes from Ubisoft with their knowledge and ability to grasp often complex video game concepts," said Tom Vair, executive director, SSMIC. "We congratulate all of the ProtoLaunch summer participants for their work and we're looking forward to seeing what local high school students will come up in the



Above: A screenshot from *Cyborg Soldier* by Fear Da Cow Studios.

following two years."

ProtoLaunch is funded with a \$461 800 grant from the Ontario Trillium Foundation. During the school year a series of free ProtoLaunch workshops are held featuring expert guest speakers from the gaming industry. The 2009-2010 year saw speakers from game studios such as Ubisoft, Electronic Arts, Rockstar Games, Flashbang Studios, Bedlam Games and Enemy Airship. When the school year ends, the five-week game design competition begins. In addition to having the chance to win prizes, participants in the competition are paid for their time (40 hours per week) and gain a unique summer job experience.

ProtoLaunch is run in partnership with SSMIC, Algoma University, Sault College of Applied Arts and Technology, YMCA Employment and Community Services, Anishinabek Information Technology Centre (AITC) and Children's Rehabilitation Centre - Algoma. The program has initially been funded for three years: 2009-2010, 2010-2011 and 2011-2012.

The new ProtoLaunch season will be kicking off in

October 2010. High school students interested in participating should contact **Dwayne Hammond**: Dwayne.hammond@algomau.ca or 942-7927 ext. 3186 or join the ProtoLaunch Facebook Fanpage: www.facebook.com/ProtoLaunch.



Dr. Nicola Shaw appointed chair of Health Informatics Institute

Algoma University, in conjunction with ESRI Canada, has announced the appointment of Dr. Nicola Shaw as Health Informatics Research Chair and Scientific Director for the Health Informatics Institute. In her role, Dr. Shaw will build on the health informatics (HI) research and potential that exists in Algoma region.

Dr. Nicola (Nikki) Shaw comes to the Health Informatics Institute from the University of Alberta, where she was named the first Research Chair of Health Informatics in Western Canada. Her expertise in applied health informatics positions her well to capitalize on the innovative HI solutions existing in the region. She will be looking to facilitate



significant local, national and international research and collaboration in health informatics. She will undertake fundamental and applied research that enables health system innovation, as well as improved and more efficient patient-centered care.

Dr. Shaw received her Post-Graduate Certification in Health Research Methods

at the University of Central Lancashire, UK 2001; PhD Health Informatics (University of Central Lancashire in collaboration with Oxford University Post-graduate Medical Education & Training, UK) 1997; Professional Certificate from the Market Research Society (UK) 1995; BSc (Hons) Business Information Systems with Management from the University of Central Lancashire, UK in 1994; and her HND in Business Information Technology from the University of Central Lancashire, UK in 1992.

She is a Fellow of the British Computing Society (FBCS), a Chartered Information Technology Professional

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Molly Media Studios cont'd

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energy and excitement and are a welcome addition to the incubator," said Tom Vair, executive director, SSMIC. "Having seen firsthand the growth they are experiencing, we're looking forward to supporting them and witnessing their accomplishments as they continue to gain momentum."

Molly Media Studios specializes in three main products: Impact Videos, Corporate Communications and Video Search Engine Optimization (VSEO). Impact Videos use a combination of original HD video, stock HD video, stock photography, professional voiceover, original text, etc. Molly Media Studios incorporates a client's preexisting branding/marketing program into the text and imagery of the Impact Video to create cohesion between the existing branding and the video.

Their second product, Corporate Communications includes all manner of corporate calling cards, video profiles etc. and differs from Impact Videos. Their third product, Video Search Engine Optimization (VSEO) is a service that they perform where they help increase SEO rankings as a means of increasing awareness and furthering marketing goals.

Jorgensen founded Molly Media Studios after relocating to Sault Ste. Marie. "Molly Media Studios grew out of necessity. I was looking for a smaller city to move to, but realized early on that I would have great difficulty finding work in



Above: Darren Jorgensen and Molly.

my field of expertise. Molly Media Studios was born out of several needs then: the need to find a personal income, the need to fulfill myself and the need that existed in the marketplace for excellent quality, high-definition video products," said Jorgensen.

"We soon identified other needs in the market for additional services we could offer. But I can't deny that a big part of the reason I formed Molly Media Studios was for the creative challenge it offered. I really love overcoming challenges."

Molly Media Studios was the 2010 recipient of the Best Website Award at

SSMIC's 5th Annual SSMARt Innovation Awards for their website which was designed in collaboration with Fuzednotions Creative Studio. Jorgensen was also featured as a guest speaker at SSMIC's monthly TAG Luncheon in May on the topic of Video Production and SEO.

Jorgensen holds an A.B. (Bachelor of Arts) in Art/Semiotics from Brown University and a MFA (Master of Fine Arts) in Film and Video Production from the University of Michigan. Prior to founding Molly Media Studios, Jorgensen worked on a number of films and video pieces and taught film classes at the University of Michigan. In addition to film experience, Jorgensen also worked for the United Nations in New York City and was even stationed out of the United Nations Special Commission office in Baghdad, Iraq for a year.

Jorgensen decided to move to Sault Ste. Marie for a number of reasons. "I was tired of big cities. I had lived in Montreal, Toronto, Providence and New York during my adult life, and I was looking for a smaller city with a developing IT sector and one in which an entrepreneur like myself could grow," said Jorgensen. "Sault Ste. Marie offered everything I was looking for, and also seemed like a great base from which to market my wares."

Since Molly Media Studios opened its doors in 2008, Jorgensen has worked on several projects including videos for Tree Top Adventures, ARCH Hospice, the 2009 documentary film "Stepping Forward" and more. For more information visit www.mollymediastudios.com.

Study examines alder's ability to regenerate

Science
Spotlight

Summer has been a busy time with research and field work for SSMIC Bio Resources Development Coordinator Ross MacLeod. Ross checked in with *Eye on Innovation* to provide an update on his on-going alder harvesting project:

"The project is designed to study the effect of different harvest methods on the ability of alder to regenerate. There are four different treatments, summer flail harvest, summer saw harvest, winter flail harvest and winter saw harvest. The flail vs. saw simulates the two most common types of harvesting machinery on the



Top Left: Alder stumps post-harvesting.
Above: Ross MacLeod operates a chainsaw.

market, while the seasonal differences indicate the (perceived) two best times of the year for harvest in terms of location accessibility and limiting site damage."

"The plots have been set up in a random fashion and have been carefully marked out using compass bearings in an over-grown field at the Thessalon community pasture. The summer plots were harvested in July using hand harvesting with brush axes on the flail plots, while the saw plots were and harvested with a chainsaw. The cut stems were removed from the cut area and piled. Each treatment was replicated three times in a random distribution."

"The winter harvest plots will be completed in late fall/ early winter, pre

heavy snow, during plant dormancy. We will monitor re-growth and take a second harvest and weights after three years of growth. The summer plots were cleared with the help of numerous volunteers, the Ontario Rangers (McCreight's Ranger camp) and the Ontario Stewardship Rangers. We would like to thank everyone who helped out and encourage anyone interested in the study, or volunteering for the winter harvest to get in touch with us."

For more information or to volunteer, contact Ross MacLeod at rmacleod@ssmic.com or 942-7927 extension 3135.



Above: Volunteers assist with harvesting.

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(CITP) and a Registrant Level 3 (Highest) of the UK Council for Health Informatics Professionals (UKCHIP).

The research chair is funded for five years through support from the Northern Ontario Heritage Fund Corporation (NOHFC), ESRI Canada and Algoma University. The Sault Ste. Marie Innovation Centre (SSMIC) worked in partnership with Algoma University on the development of this project. SSMIC's strong relationship with ESRI Canada helped facilitate their contribution to the project, and SSMIC also collaborated with the National Institutes of Health Informatics (NIHI) to support and develop this initiative. Health informatics is an important sector for development in SSMIC's strategic plan. As a result, SSMIC recognizes the need to bring in academic researchers, such as the health informatics research chair, to help further the work of local researchers in health informatics.

"Sault Ste. Marie has achieved significant success in applying health informatics to address community health goals, including improving access to services and preventing the spread of disease," said Alex Miller, president, ESRI Canada. "We are proud to support Dr. Shaw in building on the city's success in leveraging geospatial technologies to advance health research and improve the health of all Canadians."

Dr. Shaw will build a health informatics research program based on the community's strengths, pursue an active research program and teach one to two courses per year during her tenure as research chair. The research program will focus on the area of Primary Care Informatics and will engage local expertise in the applications of geospatial technologies, health system management and serious games for health, e.g., for training, health promotion and rehabilitation. Academically, the health informatics research chair is important in helping Algoma University pursue the

development of educational programs and research projects that will contribute to the health informatics cluster.



Above: Dr. Nicola Shaw.

UPCOMING EVENTS:

SEPTEMBER

Sault Ste. Marie Innovation Centre
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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

- **Sept 06, 2010**

Labour Day—SSMIC offices closed

- **Sept 09, 2010**

Innovation Breakfast
Gran Festa Ristorante

RSVP: mward@ssmic.com

- **Sept 22, 2010**

Business of Clean Tech Workshop

RSVP: awagner@ssmic.com

- **Sept 24, 2010**

TAG Luncheon

RSVP: mward@ssmic.com

Visit www.ssmic.com to view an updated calendar of events.

For more information
about any of the events
or to RSVP contact

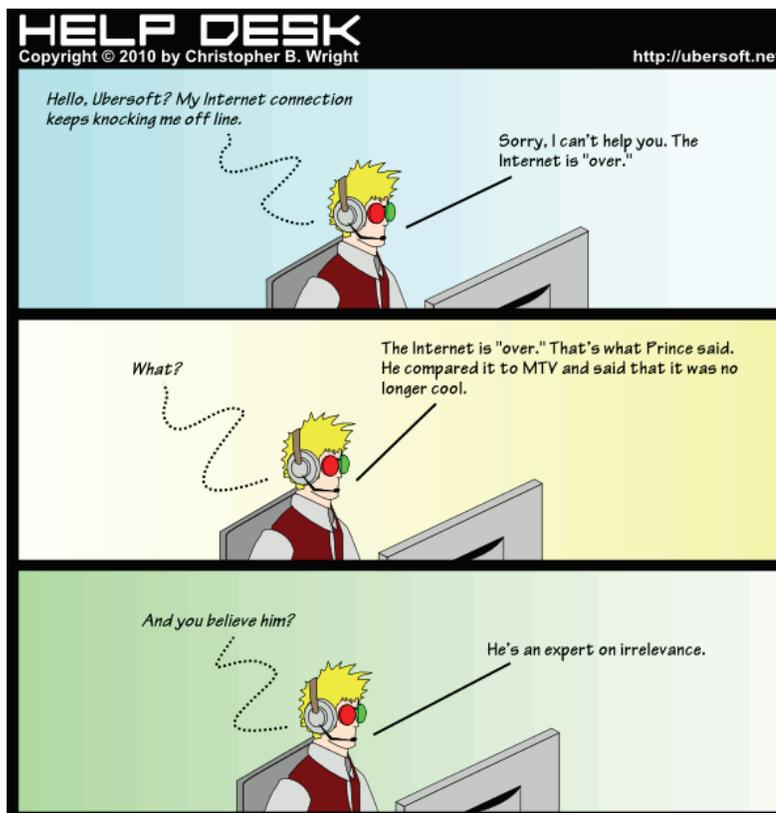
Mike Ward at: 942-7927 X3132 or
mward@ssmic.com

Verbatim

“The science of today is the technology of tomorrow.”

- Edward Teller,

Hungarian-American Nuclear Physicist



Algoma U begins offering courses in Timmins

Beginning this September, Algoma University will begin offering two university courses on the campus of Northern College in Timmins, Ontario.

The two courses initially being offered are "The Political Economy of Social Welfare" and "Introduction to Community Economic and Social Development." Both classes are core course offerings in a



proposed Bachelor of Social Work degree that Algoma University is in currently the process of seeking approval for. The courses are already a part of the curriculum for Algoma U's Community

Economic and Social Development program.

The social welfare course will be taught on evenings throughout the fall semester, via videoconference from Algoma's main campus in Sault Ste. Marie, while the community economic and social development course will be taught in person on the Northern College campus over two four-day weekends.

Are you an entrepreneur or part of a SME that would like to be profiled in a future edition of Eye On Innovation?

Contact: mward@ssmic.com

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