

## Technology & Internet

### Kitchener's Digital Hub Opening Will Bring Expertise, Marketing Power To Innovation Start-ups

**Tom Jenkins: There's Nothing Like It In The World!**

By KW Now Local News



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#### ***The Hub Is Open For Business***

It has been less than a year since provincial support for a major digital media innovation centre was announced, The Communitech Hub has officially opened for business, ready to foster the next-generation of digital media innovation in Ontario.

The Hub's grand opening took place last night at The Tannery in downtown Kitchener. 250 invited guests assembled to witness the unveiling of a truly unique facility which can and will change the world as we know it. From the politicians who helped make it happen, to the local tech gurus and partners who did make it happen, there was an energy in the conference room which helps confirm a new optimism for growth and prosperity which is catching fire here in the region. Last night people were talking face-to-face.

The Hub, which occupies 30,000 square feet of a renovated downtown Kitchener Tannery building, is now home to start-up companies, small-medium enterprises, and global multi-nationals all aiming to accelerate the pace of development of new ideas and products in the digital media sector. Leaders from business, government, and community organizations gathered at The Communitech Hub today to recognize the expansive effort that has now created a leading-edge facility customized to meet the needs of its occupants.

Ian Klugman, President and Ceo of Communitech opened the ceremonies thanking the community partners but giving special thanks to his board of directors.

#### ***Let's Go For It...***

"Without the support of my board of directors this couldn't have happened," said Klugman. "When you're the CEO and you open a board meeting suggesting you'd like to raise 100 million dollars you're never sure what the response is going to be."

"In our case, they said let's do it, let's go for it, it's something we just can't pass up-- it's too big of an opportunity," said Klugman.

"Creating this facility has been a collaborative effort between community organizations, industry, all levels of government and the community itself, making this a truly remarkable achievement," Klugman said.

## **Many Praised The Hub**

Guest speakers included Mayor Carl Zehr, John Malloy Minister of Training, Colleges and Universities; Glen Murray, Minister of Research and Innovation, Kevin Tuer, Tim Jackson, Tom Jenkins.

"I travel the world: Europe, Japan, South America, and I have seen nothing which comes close to what we have created right here in Waterloo Region," said Tom Jenkins, Executive Chairman & Chief Strategy Officer at Open Text, and Chair of the CDMN.

"Open Text and the other founding industry partners are committed to innovation; The Communitech Hub will enable R&D projects that might not have been possible without this unique environment," said Jenkins.

### **Go Big...And Go Home (It's a Hometown Digital thing)**

Going Big is the Communitech mantra and with the vision of its board and community partners it has fertilized ideas, fostered growth and through these bold initiatives has built Communitech into the powerhouse of innovation which exists today. But its really about the future. The Digital Hub is but the first shipment of digital know-how which has resulted from their vision, mentoring and hard work.

Some of the fruits of their efforts are apparent in the success of companies like Brad Ball's Loyalty Match. Ball's Accelerator incubated company now shows great promise in the loyalty market which has recently signed contracts with global giants such as L'Oreal. And this is merely the beginning, there are more deals coming up the pipeline to be signed. Ball credits the support of Communitech for the success of Loyalty Match.

"Ontario has a tremendous legacy of innovation in digital media and ICT, and this sector is exploding around the world. The Communitech Hub will help launch more made-in-Ontario companies, create good jobs and better lives for families," said Glen Murray, Minister of Research and Innovation.

"This facility is a dream come true for many of the people who celebrated The Communitech Hub opening today who can now envision the innovative technologies that will undoubtedly have their start in this facility," said Kevin Tuer, VP Digital Media of Communitech and CDMN Managing Director.

### **The HUB**

Renovating the 30,000 square foot space in the former Tannery building and transforming it into a state-of-the-art facility for digital innovation was no small undertaking, given the size and scope of the project. The facility features unique amenities such as a four-sided 3D 'immersive environment' provided by Christie Digital powered by Christie's 3D stereoscopic projectors, enabling display of vast amounts of data. The Hub has an open concept area for the established companies to brainstorm and collaborate, and private office areas for entrepreneurs to 'incubate' ideas in close proximity to tools and services they need to succeed. Companies have access to a suite of expert resources including entrepreneurs in residence, project manager support, and marketing & branding expertise.

### **About Now Media**

Now Media (which owns this website) creates and maintains hyper-local online news portals and business marketing directories. We are excited and feel fortunate to have our head office working out of this magnificent facility called The Hub. Communitech and the Accelerator Centre has had a tremendous impact on how we do business. We look forward to collaborating with many of the potential partners here in The Hub... and across the nation.

### **About Communitech**

Communitech [www.communitech.ca](http://www.communitech.ca) is the regional hub for the commercialization of innovation in Waterloo Region, creating economic prosperity by removing barriers to the creation and growth of tech companies. For more information about The Communitech Hub, go to: [www.communitechhub.ca/](http://www.communitechhub.ca/).

### **About The Canadian Digital Media Network:**

The Canadian Digital Media Network (CDMN) [www.cdmn.ca](http://www.cdmn.ca) is dedicated to establishing Canada as a world leader in Digital Media by enabling connections and collaboration of people across the country – entrepreneurs, companies, research institutes and government – and bringing more digital solutions to market. The CDMN comprises Canada's largest concentration of business-driven digital media research, technology development, and digital commercialization expertise; it connects digital media expertise and capability from coast-to-coast, creating a digital convergence corridor. Digital Media covers a broad spectrum of technology and services, and includes any information created and shared virtually.

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