

## Benefits of Hub partnerships for the Heritage and Cultural sectors



Heritage and cultural organisations involved in the co-production of Hub outputs have access to a network of innovative SMEs and corporations whose expertise and resources are crucial to maximising the impact of digital outputs.

Partners can also draw upon a vast array of academics' expertise to develop original and highly engaging research-driven content, as well as benefitting from the work of scholars who are leading experts in, for example, Human Computer Interaction, psychology, massive dataset analysis, or visualisation.

All Hub outputs can be tested in the globally unique Prototyping Hall, ensuring that the finished solution really does work for partners' diverse users.