

# PRESS RELEASE



**Ricardo plc**  
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**5 November 2014**

## **Ricardo launches Advanced Technology Development service at Innovate UK 2014**

**Ricardo has chosen the high-profile Innovate UK 2014 event, London, to launch its new Advanced Technology Development (ATD) service – aimed at accelerating customers’ technology development, and so helping to bring profitable ideas to market faster than ever before**

The ATD service will offer fast, fully tailored services, ranging from market studies through engineering solution development to demonstration and prototype hardware build. “We wanted to offer a laser focus on helping customers succeed in their efforts to bring new innovations to market efficiently, robustly and profitably,” explains head of Ricardo ATD Richard Gordon. “In doing so we have identified three service areas in which we believe that we can add most value: technology strategy formation, risk mitigation and technology demonstration. We can apply Ricardo’s outstanding independent knowledge of technology and markets in any or all of these areas – working either as extension of a customers’ team or as a turnkey programme.”

Ricardo has been providing services of this nature for many years, with highly successful outcomes for customers. However, the creation of ATD brings these advanced technology development services together for the first time in a dedicated innovation-focused environment, making the launch at Innovate UK 2014 entirely appropriate.



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For investors, start-ups, SMEs and global brands, the strategy service provides a comprehensive toolkit from technology road-mapping and market analysis, to technology assessment and risk identification. The risk mitigation service goes beyond the usual expectations to look at issues of intellectual property, the sourcing of external funding, training and development requirements, and networking. Finally the demonstration service takes promising technologies through to virtual and physical demonstrations and prototyping, including simulation, concept studies, rig-based testing and laboratory and field-based prototype demonstrators.

“From incremental product improvements to the next big thing in disruptive technologies, ATD has been conceived to help customers bring new ideas to market with minimum risk and maximum profit potential,” concludes Richard Gordon. “We look forward to introducing this new service to clients in all industries, and helping them to bring their innovations to market as efficiently as possible.”

Ends



## NOTES TO EDITORS:

**Ricardo plc** is a global, world-class, multi-industry consultancy for engineering, technology, project innovation and strategy. Our people are committed to providing outstanding value through quality engineering solutions focused on high efficiency, low emission, class-leading product innovation and robust strategic implementation. With almost a century of delivering value through technology, our client list includes the world's major transportation original equipment manufacturers, supply chain organizations, energy companies, financial institutions and governments. Guided by our corporate values of respect, integrity, creativity & innovation and passion, we enable our clients to achieve sustainable growth and commercial success. For more information, visit [www.ricardo.com](http://www.ricardo.com).

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