



MIDDEL & PARTNERS

EMPOWERING GROWTH THROUGH INNOVATION



CreaTech Interactive

Intelligent Digital Solutions

DON
DOC
STUDIOS



Talent Plantation

left



METHOD UNKNOWN

What is the Innovaders Interchange ?

The Innovaders Interchange is a collective of Middel & Partners Group Companies and external partners with a mission to provide an innovation oriented facility with a **deep understanding of human mechanics** and the technical ability to build **experiences that are intuitive, interactive, engaging** and have real world value.

Coenie Middel | Chairman



Who is the Innovaders Interchange

Innovation Lab – Middel & Partners

VR/AR/XR/ Mobile Apps – Dondoo Studios

Gaming – Method Unknown

Education and Training – Talent Plantation

Visual effects/ Branding – Left

Motion Capture – MocapSA

Learner Management Systems – Createch Interactive

Coenie Middel | Chairman | Innovaders Interchange

11 Mackay, Blairgowrie

“Old ideas can sometimes use new buildings. New ideas must use old buildings” – Jane Jacobs

Abandoned buildings are synonymous with neglect and decay. But what if they can be transformed into something beautiful? Coenie Middel and his team, devoted themselves the last few years in bringing new ideas to life, in a once abandoned space.

The Innovaders Interchange is a collective of companies in the Middel group and other collaborative partners. According to Middel "It gives you a sense of history as well as future possibilities. It also creates a playful atmosphere that you need for people to feel creative and inspired."

This remarkable creative space, now accommodates around a dozen businesses and one of the main reasons behind its unique design, is to create an ecosystem that would allow these companies to innovate, communicate, interact and share creative facilities.



The Old

11 Mackay, Blairgowrie

“It was very important to redevelop the building into an open atmosphere that encourages people to collaborate and run into each other regularly,” Middel explained, as innovation is important to all industries and the key to a businesses’ competitiveness, and perhaps even to its very survival. For most companies innovation can be very difficult to achieve.

Its part strategy and part execution; part human and part technical; part creativity, part methodology, and a big part of its culture. By applying a proven innovation methodology within companies, integrating digital solutions in a collaborative and creative environment is key to foster strategic changes and agility, to meet changing customer needs; hence the opening of the Innovaders Interchange.

The Innovaders Interchange is a centre for innovation excellence. With multidisciplinary teams and collaborative partners of excellence focusing on bringing innovation to the world .**The Innovaders Interchange** brings together the physical and virtual worlds to nurture collaboration and co-creation, provide workspaces to thinkers, labs to experiment, war rooms to debate, and ‘real world’ studios for ideas to be actualised.



The New Creative Working Studio



A work space designed to optimise innovation

Many executives realise they need to do things differently in order to enhance and build upon the creativity that already exists within their organisation.

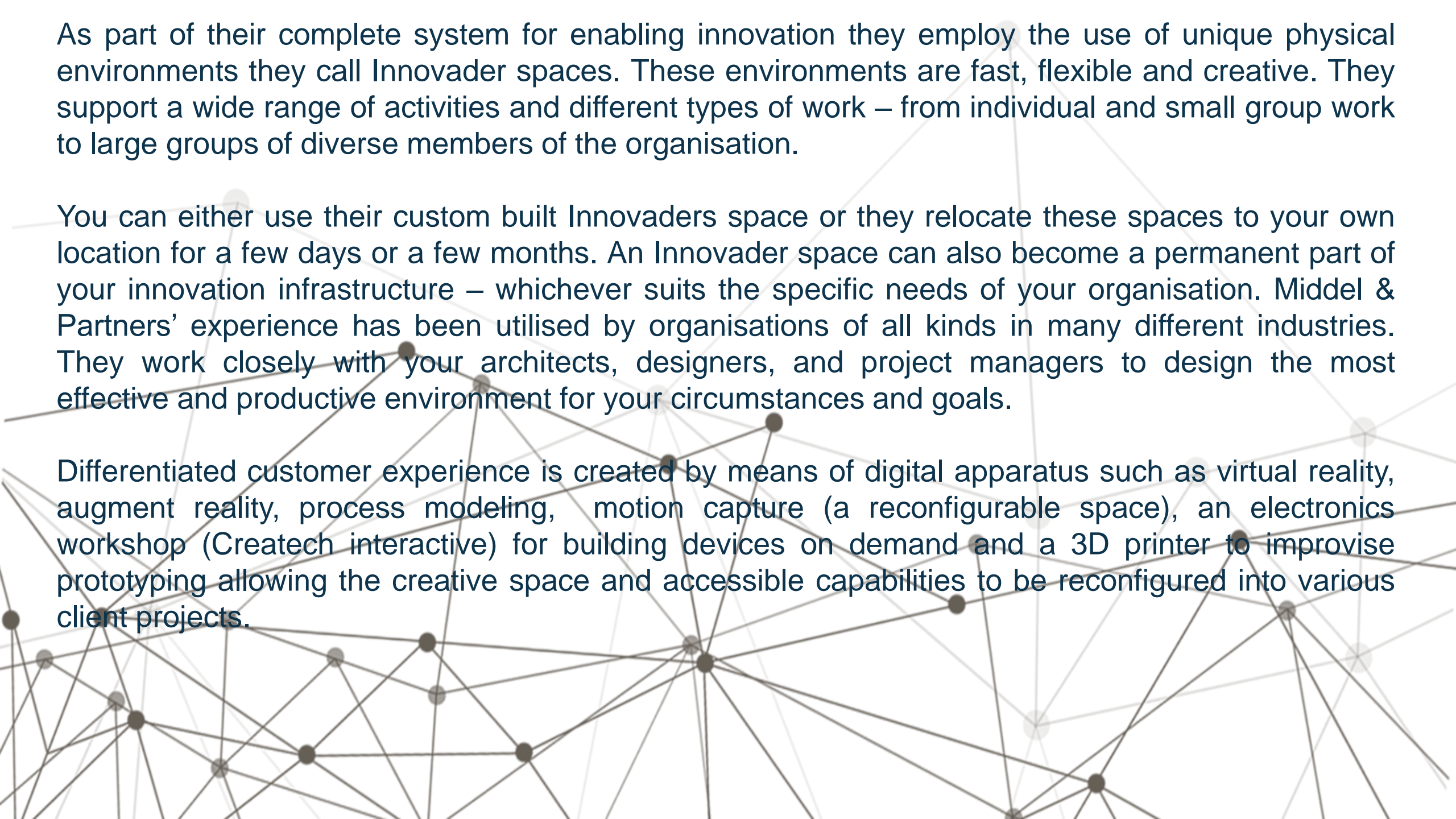
Most environments that people use for meetings and other types of collaborative work actually inhibit creativity, cooperation and performance. Middel & Partners have the experience in adjusting physical environments so that people are free to get the most out of collaboration and are able to expand their own boundaries of thought and interaction. Middel has built one of the most creative innovation facilities in Africa @ 11 Mackay street, Blairgowrie.

The environment is:

- A unique environment for creativity and information sharing, creativity, building new knowledge, creating alignment, and developing comprehensive solutions.
- Real-time concept modeling feeds new concepts into the design process.
- Furniture on wheels creates a fluid work space that adapts to the needs of the participants.
- Large, mobile whiteboards facilitate creativity and idea sharing.
- Illuminated display environment captures the key ideas.
- Presentation stage facilitates the exchange of complex ideas.
- Technology to enable and enhance conversations and decision making.



Creative Working Studio



As part of their complete system for enabling innovation they employ the use of unique physical environments they call Innovader spaces. These environments are fast, flexible and creative. They support a wide range of activities and different types of work – from individual and small group work to large groups of diverse members of the organisation.

You can either use their custom built Innovaders space or they relocate these spaces to your own location for a few days or a few months. An Innovader space can also become a permanent part of your innovation infrastructure – whichever suits the specific needs of your organisation. Middel & Partners' experience has been utilised by organisations of all kinds in many different industries. They work closely with your architects, designers, and project managers to design the most effective and productive environment for your circumstances and goals.

Differentiated customer experience is created by means of digital apparatus such as virtual reality, augment reality, process modeling, motion capture (a reconfigurable space), an electronics workshop (Createch interactive) for building devices on demand and a 3D printer to improvise prototyping allowing the creative space and accessible capabilities to be reconfigured into various client projects.

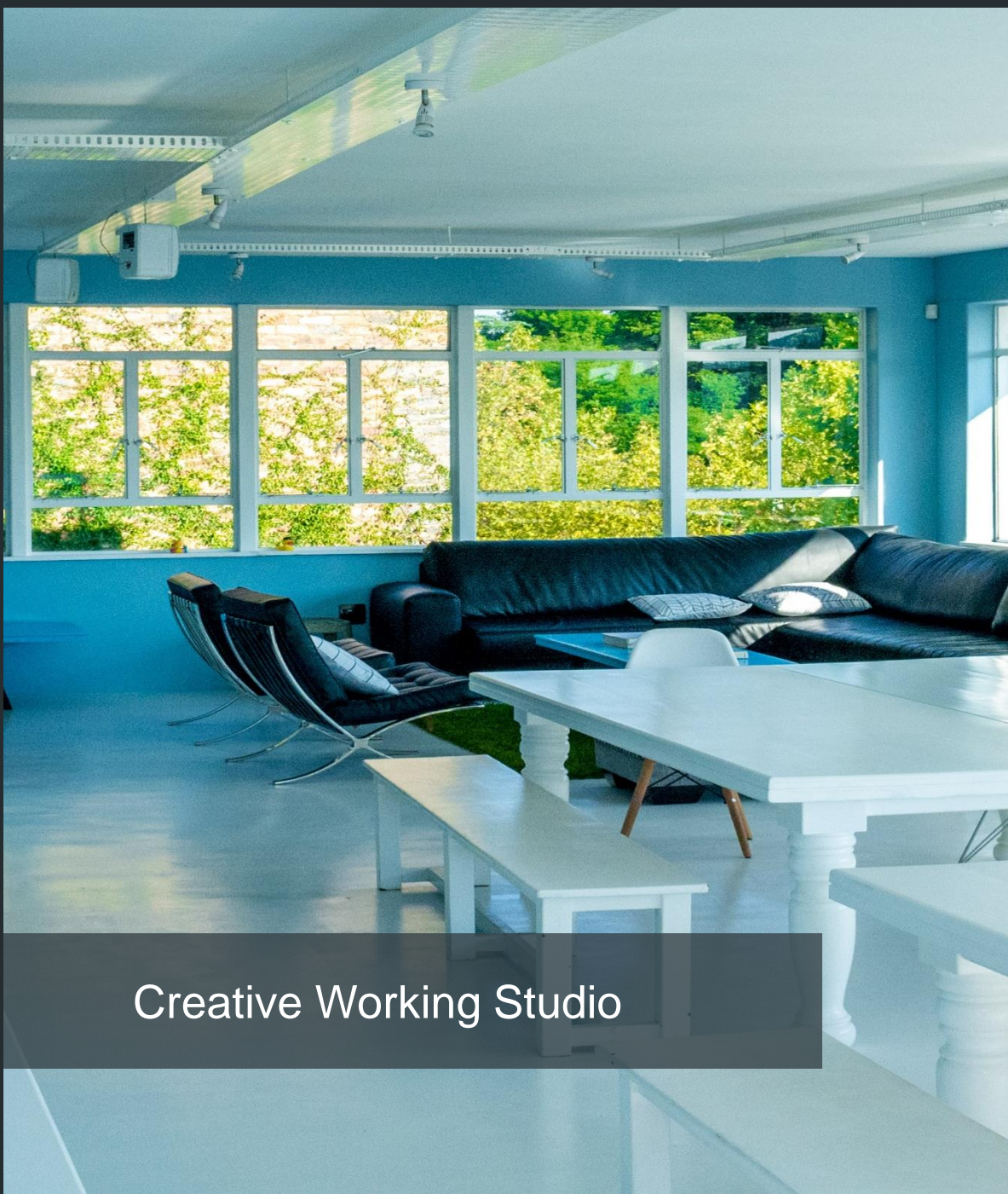
Experience

Having worked with hundreds of companies in just about every industry and sector, Middel & Partners helps their clients to collaboratively design the best future for their organisations.

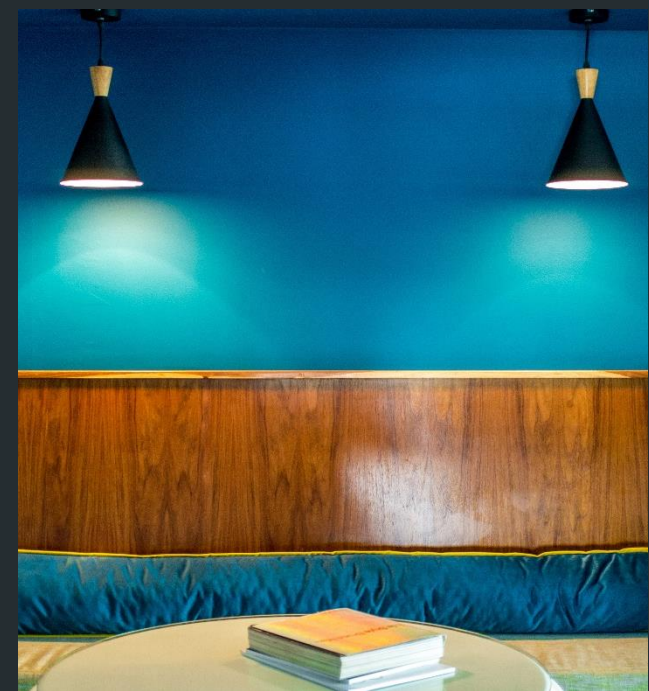
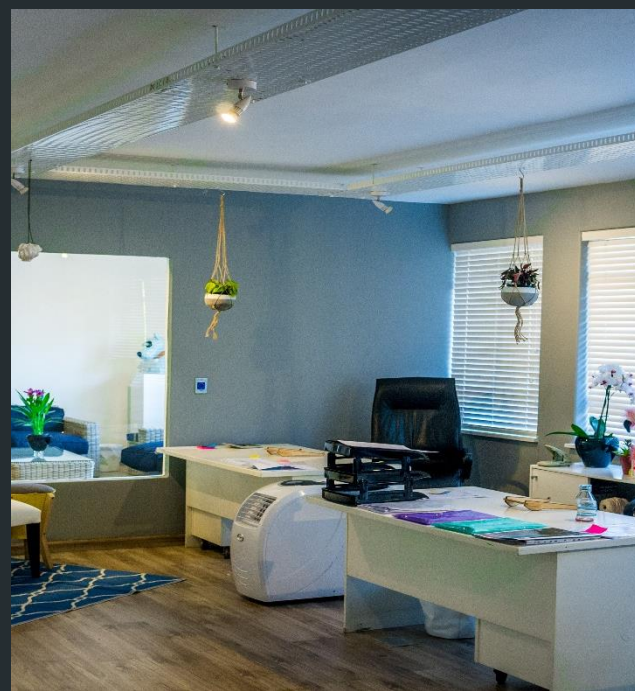
Innovaders Interchange focuses on embedding digital strategy into the fabric of every process to put digital at the forefront of business strategy early in the innovation decision making process instead of separating the digital team and solutions from the rest of the organisation.

Reliability

Middel & Partners have been selected as one of the most inspiring accountancy firms in the world. The individuals and organisations they work with entrusts them with their most pressing business challenges and Middel & Partners consistently produce results both client, and firm are proud of.



Creative Working Studio



A man and a woman are sitting on a rocky outcrop, wearing VR headsets. The man is holding a glowing, wireframe sphere in his hands, while the woman is looking at a tablet. The background is a sunset sky with a network of glowing lines and dots, suggesting a digital or virtual environment.

Results

Middel & Partners assist their clients to ideate hundreds of ideas and filter them down to the best ones. Several dimensions of innovation are brought together into practical understanding and meaningful action. Their clients produce results far beyond their own expectations – accomplishing in days or weeks, that which would otherwise take months or years to realise. Middel & Partners' methods are used with great success by organisations everywhere, therefore experts in designing and implementing effective innovation projects and facilitating collaborative processes that enable people to solve complex problems and create breakthrough solutions.

For Middel & Partners, a better working world means solving big or small, complex industry issues and capitalising on opportunities to help deliver outcomes that grow, optimize and protect their clients' businesses.

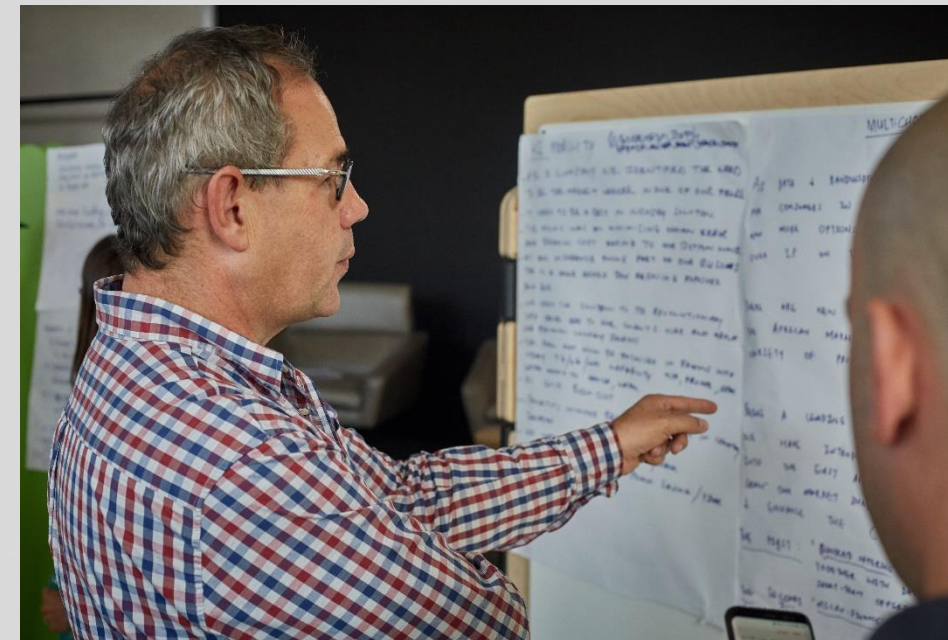
At the Interchange collaboration takes place with some of the most leading innovation facilitators in the world. Middel & Partners have active connections with more than 140 innovation facilitators internationally, and most of their inspiration comes from the Netherlands and the USA.

Collaboration



With Johannesburg, considered being the Africa hub, Middel & Partners have established strategic partnerships with technology advanced companies, start-ups and educational institutions. They also collaborate with academic institutions such as, The University of Pretoria, University of Miskolc in Hungary and Dutch Design School in the Netherlands.

Customer Experience

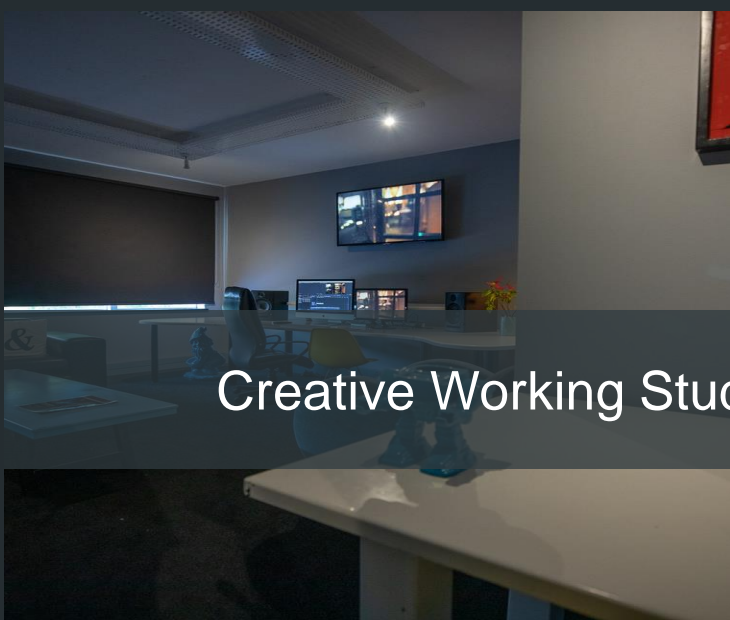
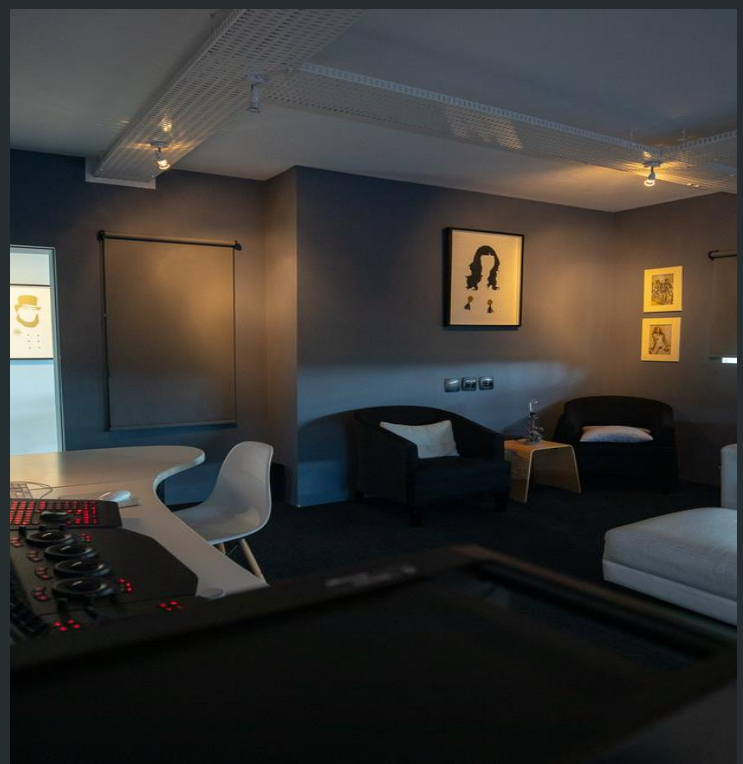


- At the Innovation Interchange, Middel & Partners brings together:
- Business
- Proven Innovation Methodologies
- Teach companies how to observe and learn, identify frictions and innovation opportunities.

The talent pool at the Innovaders Interchange include

- Industrial Designers
- Creative Directors
- Programmers
- App Developers
- Innovation Facilitators
- Business Strategists
- Deep Industry Experts
- Technology and
- Digitization Experts etc.





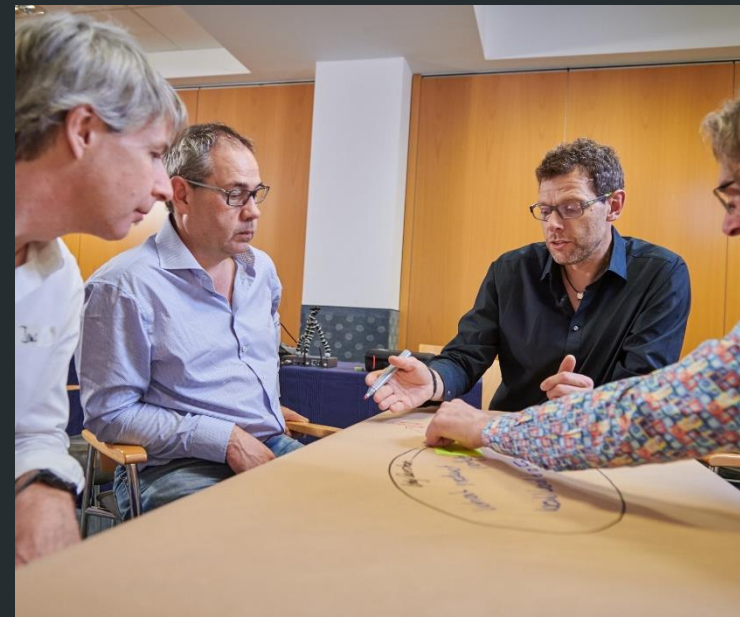
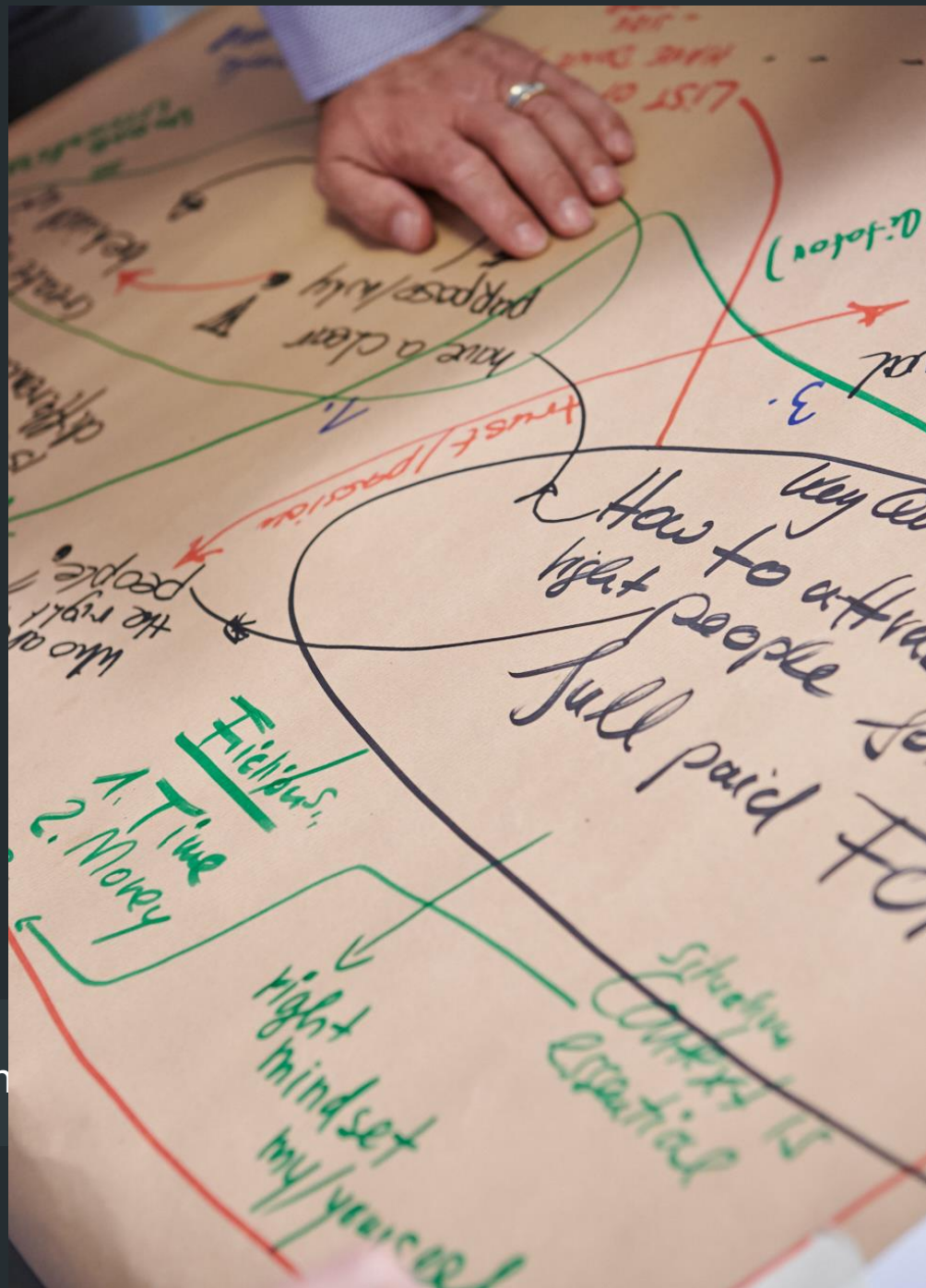
Creative Working Studio





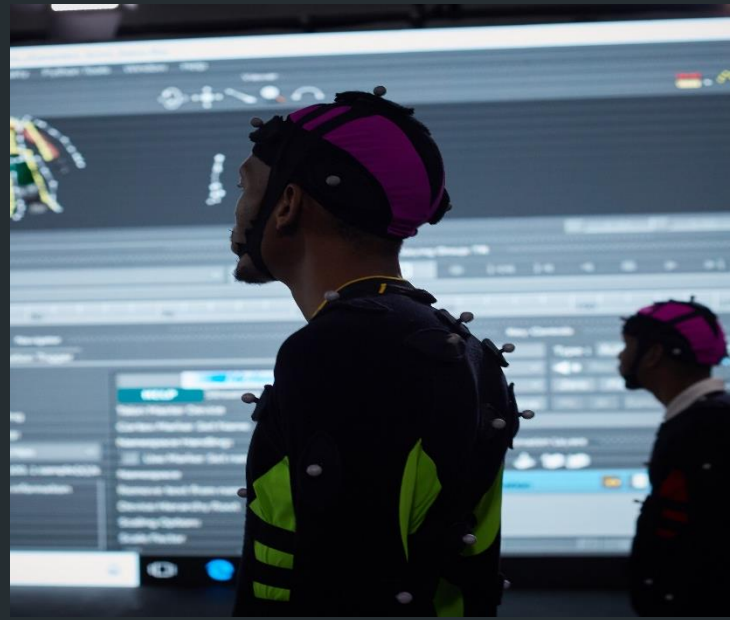
Ideation Studio

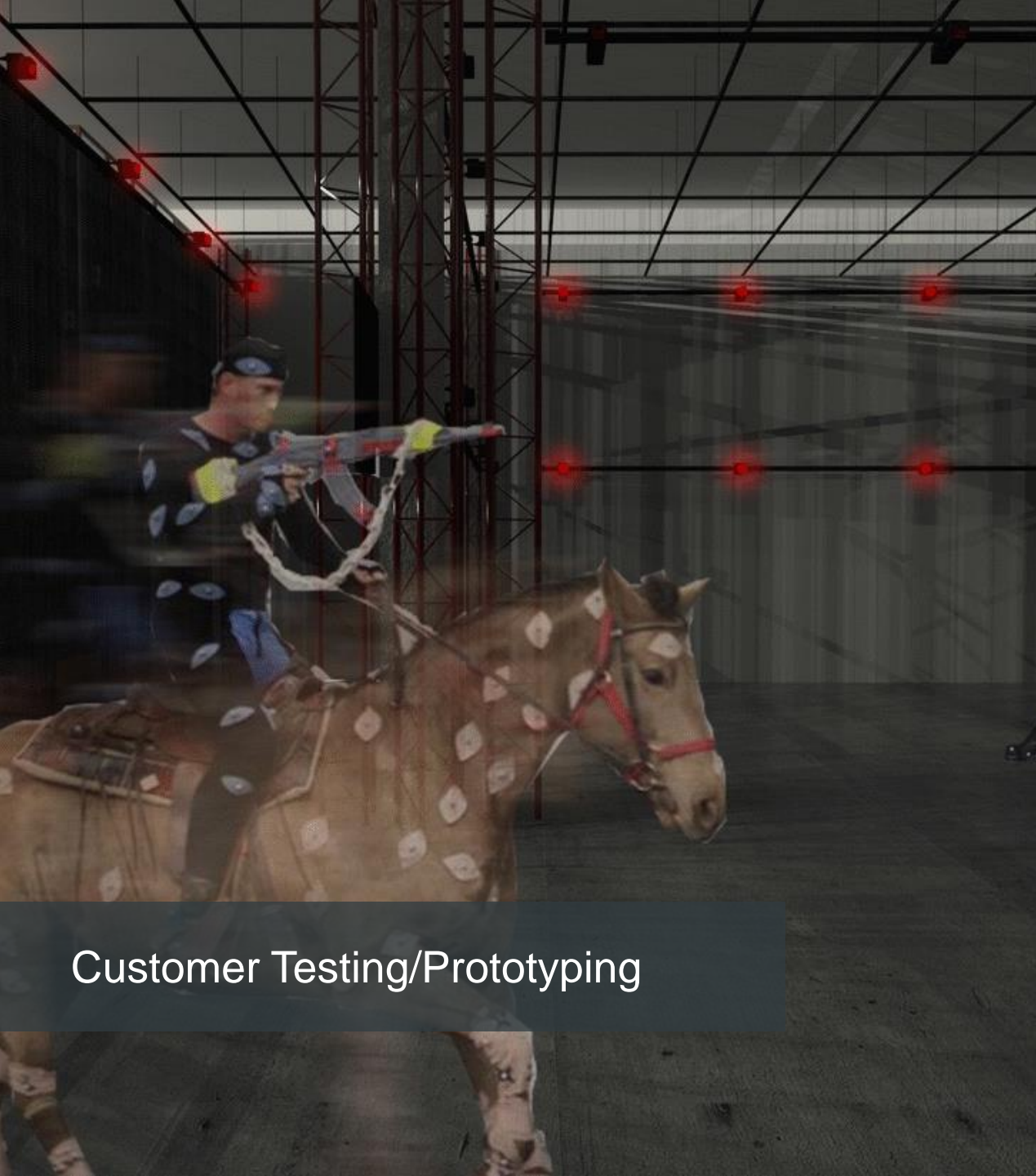






Customer Testing





Customer Testing/Prototyping





Prototyping in our Motion Capture Studio



Prototyping in our Motion Capture Studio

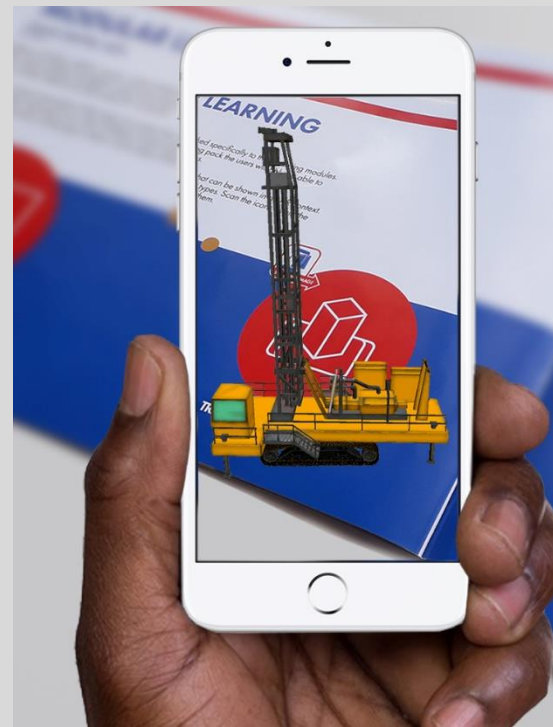
Innovation Excellence

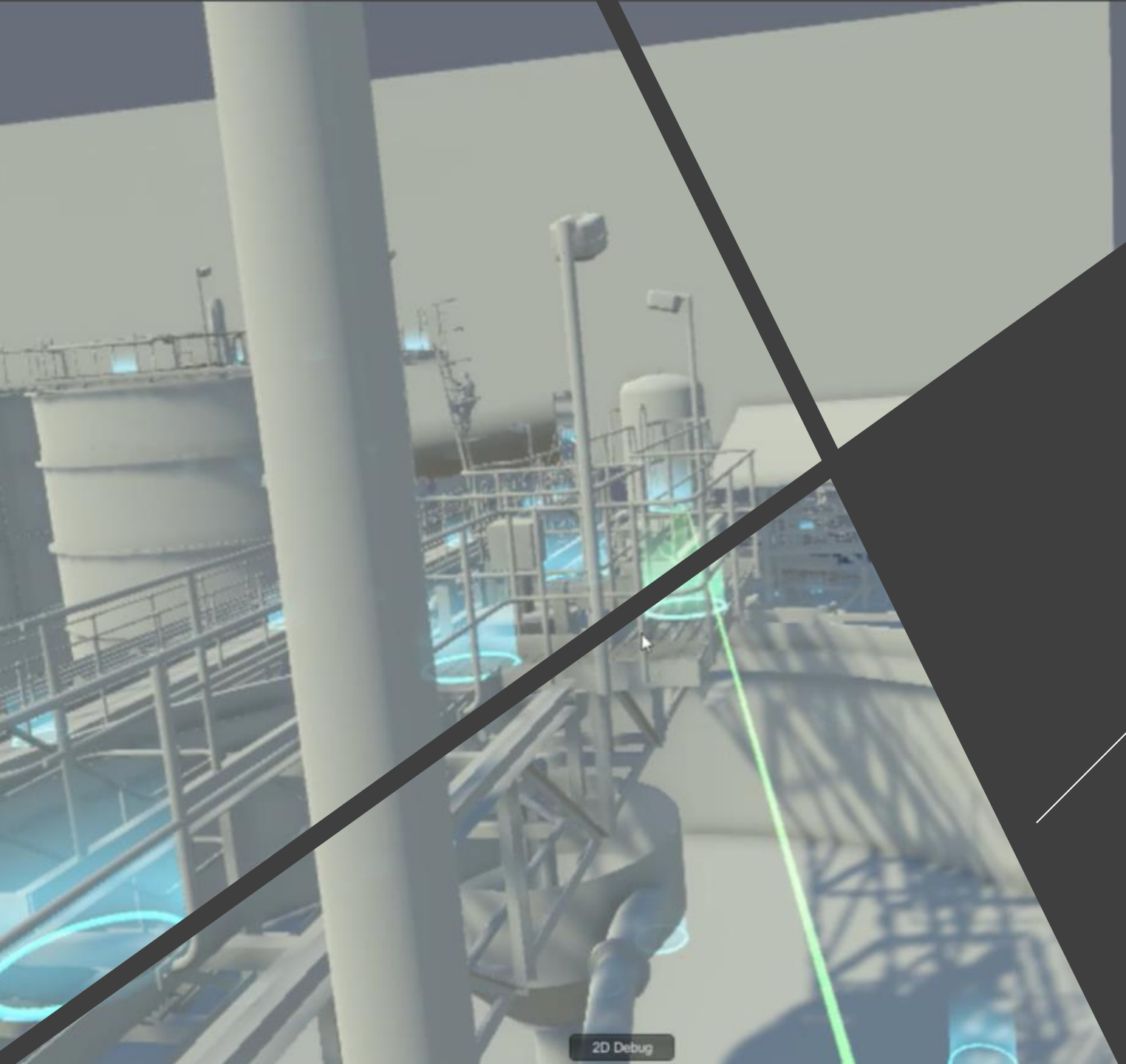
Innovaders Interchange's team members provide clients with the imagination and creative skills to create new products, as well as with services to solve problems, combining deep industry and business expertise to deliver transformative ideas to market.

The Innovaders Interchange also leverages top thinkers and leading practices from a variety of alliance partners, plus relationships with leading universities and tech start-ups. From cross-industry capabilities around digital strategy, technologies, or analytics, to more specific industry solutions focused on customer experiences that reimagine and redefine the future of a business, Innovaders Interchange's solutions can meet the full needs of its clients.

Innovaders Interchange's approach allows Middel & Partners together with its partners to leverage its unique set of skills to help clients move faster, create more compelling experiences, and position themselves to win in today's digital-first world.

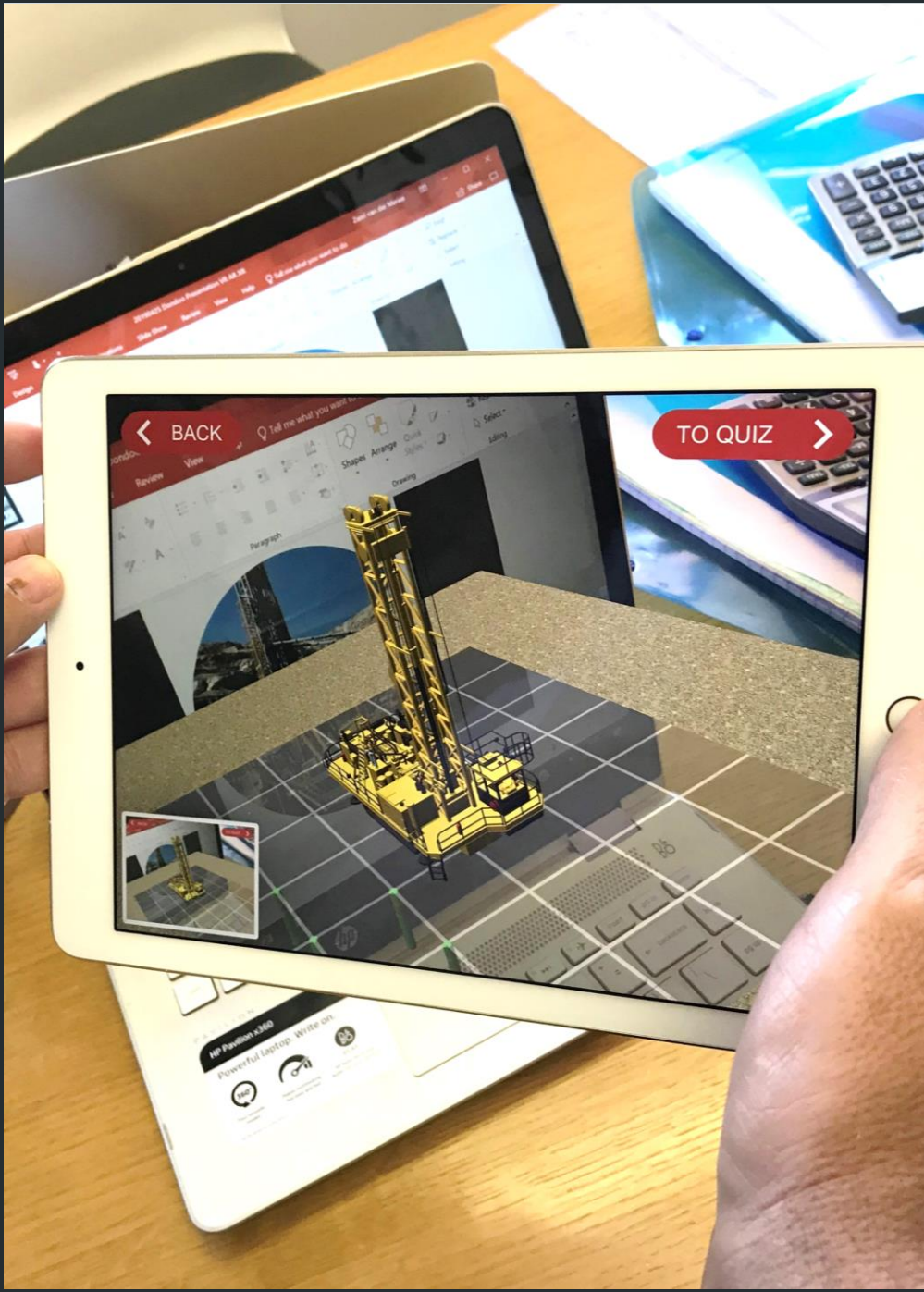
Featured Work Showcase



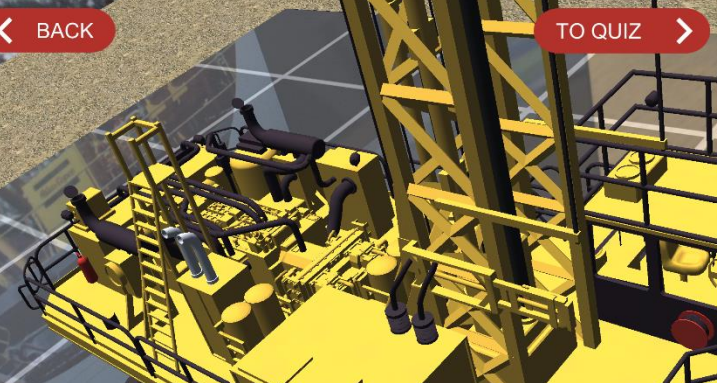


MOPANI
VR Design

2D Debug



[← BACK](#) [TO QUIZ →](#)



AUTONOMOUS DRILLING

AngloAmerican

Whilst drilling the drill will detect the rock types and record the data. This will assist in informing the placement of explosives.

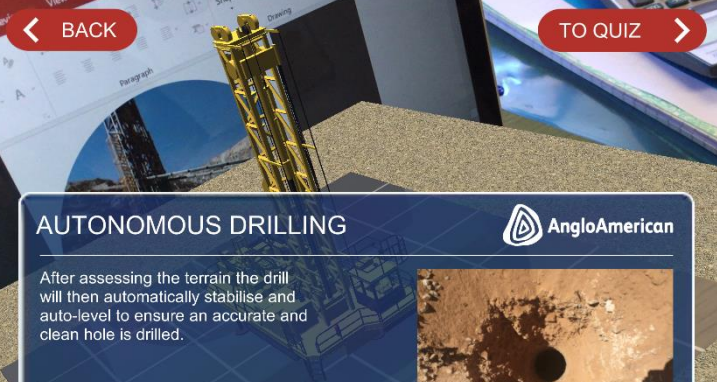
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AUTONOMOUS DRILLING

AngloAmerican


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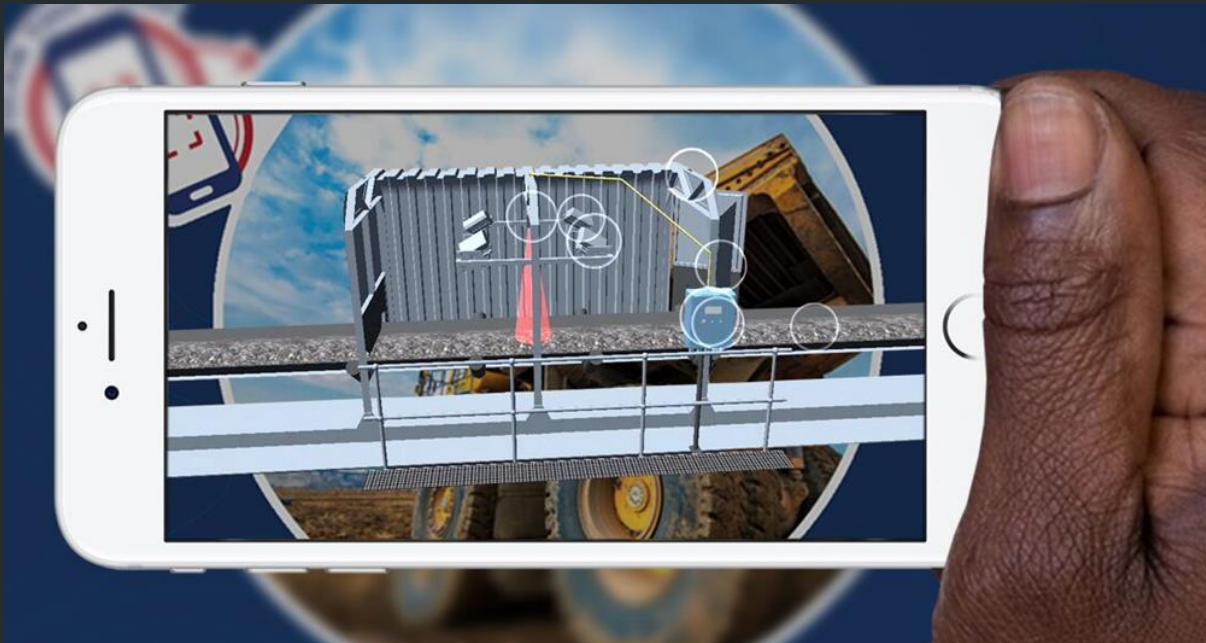
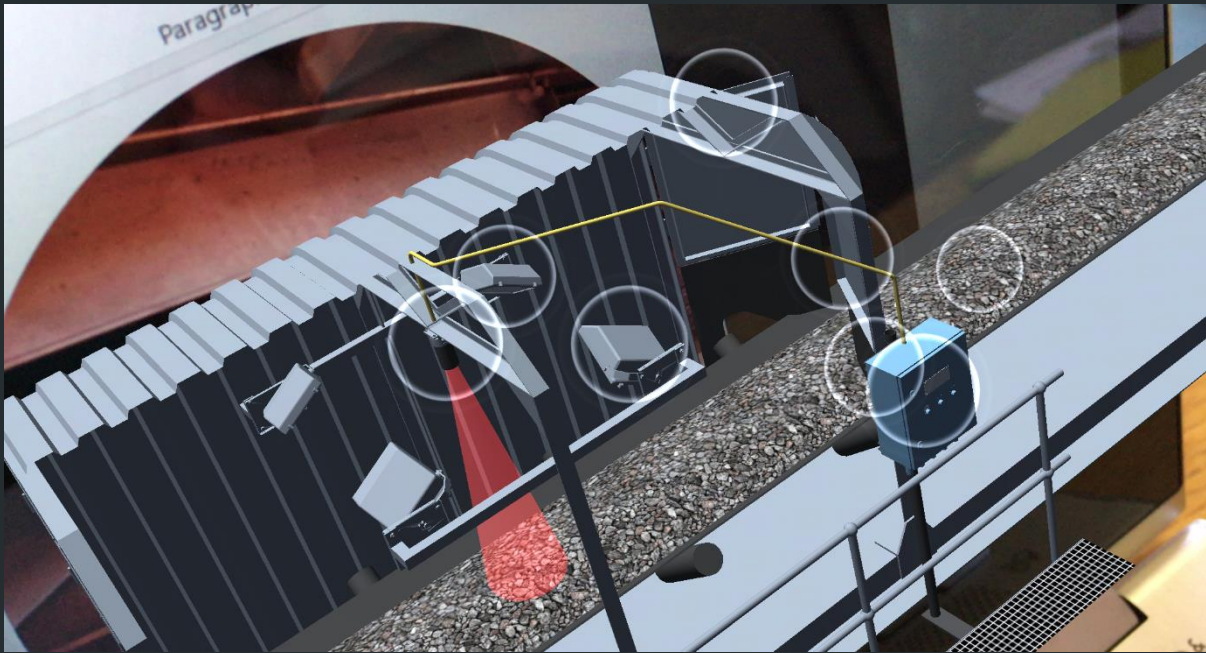



AUTONOMOUS DRILLING

AngloAmerican


After assessing the terrain the drill will then automatically stabilise and auto-level to ensure an accurate and clean hole is drilled.





APC - PSA Lights 

LED floodlights are used to illuminate enabling a camera to capture the quality image to accurately fragment the particle size distribution.



LED Lights



SPEED ASSIST



LAUNCH ASSIST



Only once the object has been removed from the truck's path will the system disengage and the normal operation resumes. And if a threat is detected behind the truck, the truck will



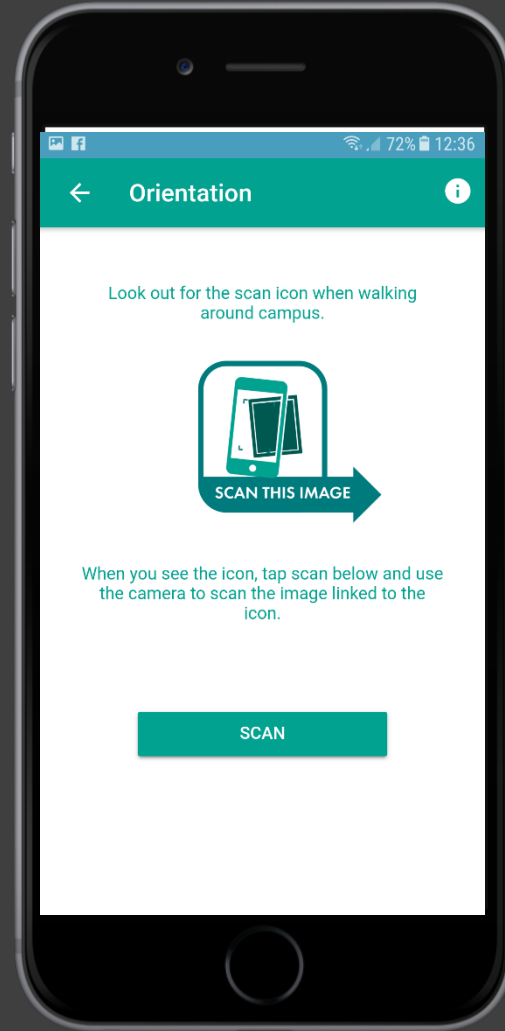
AR - Training

Marker Based AR

Native app



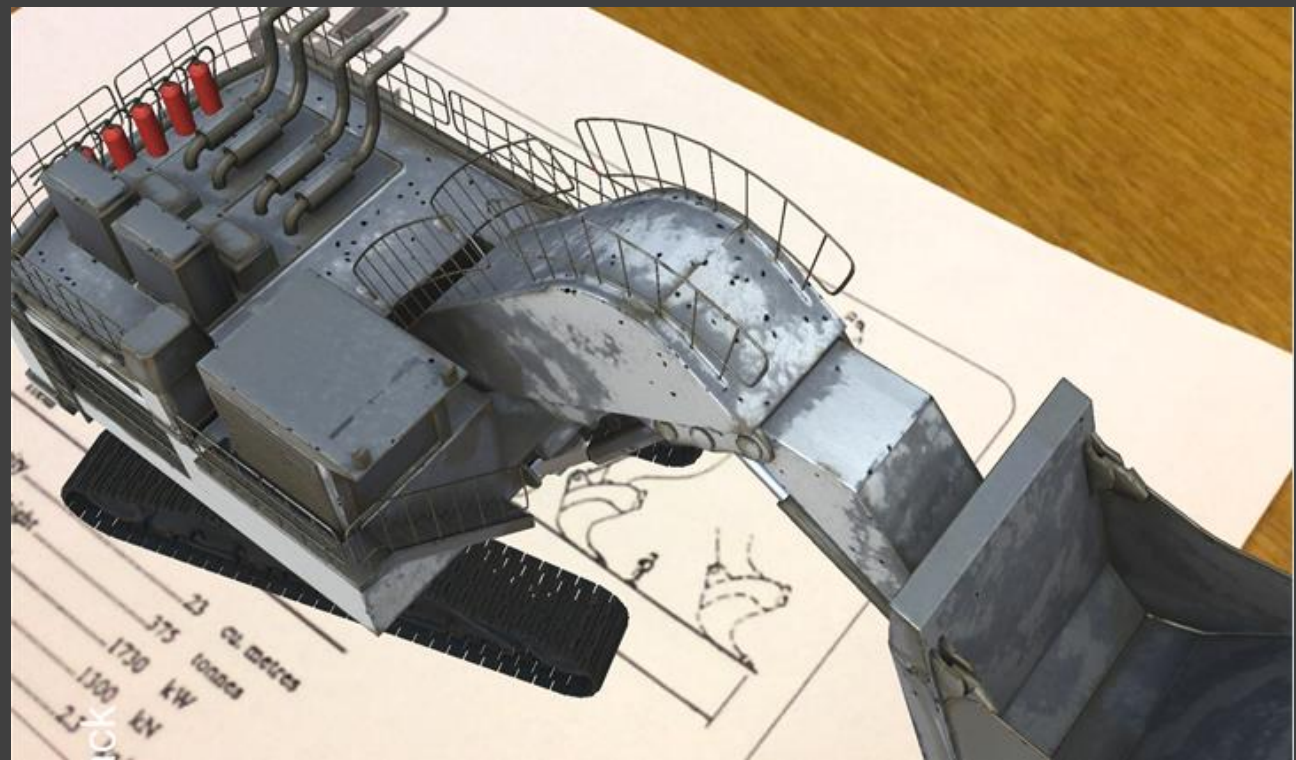
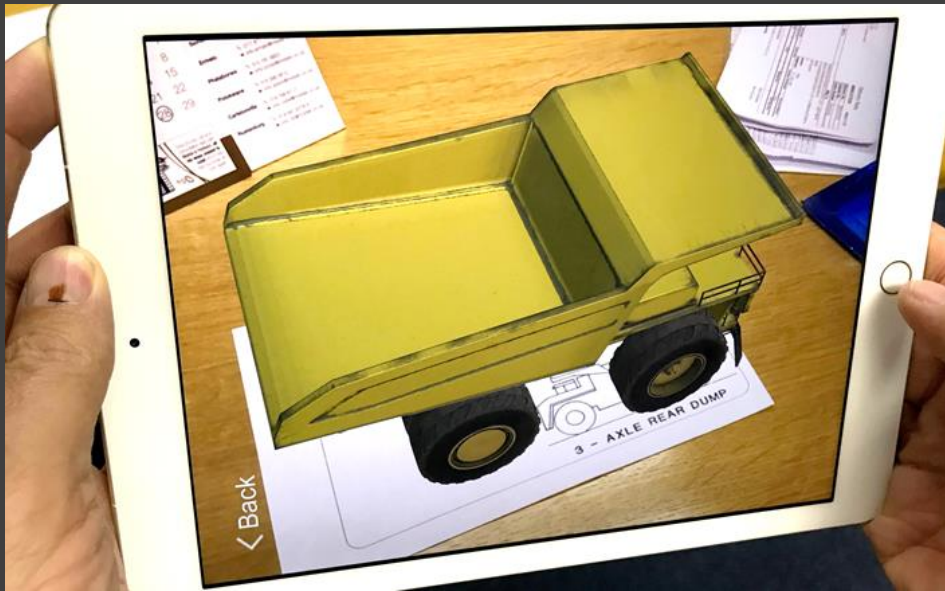
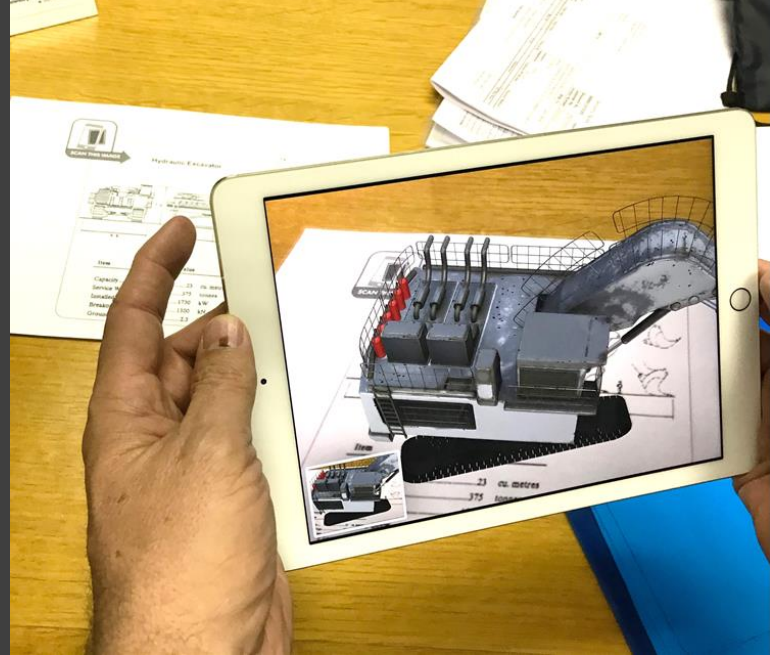
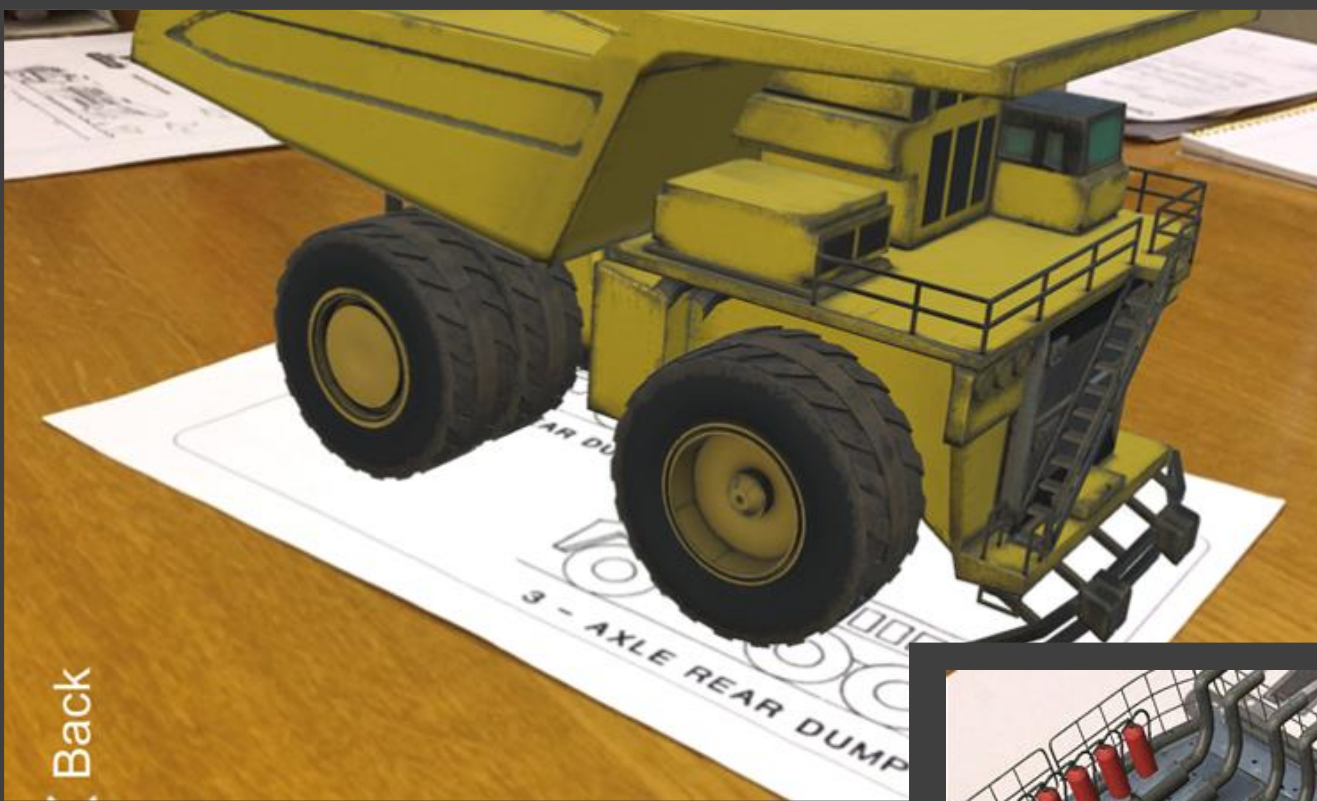
Game Engine



Cloud based content



User tracking



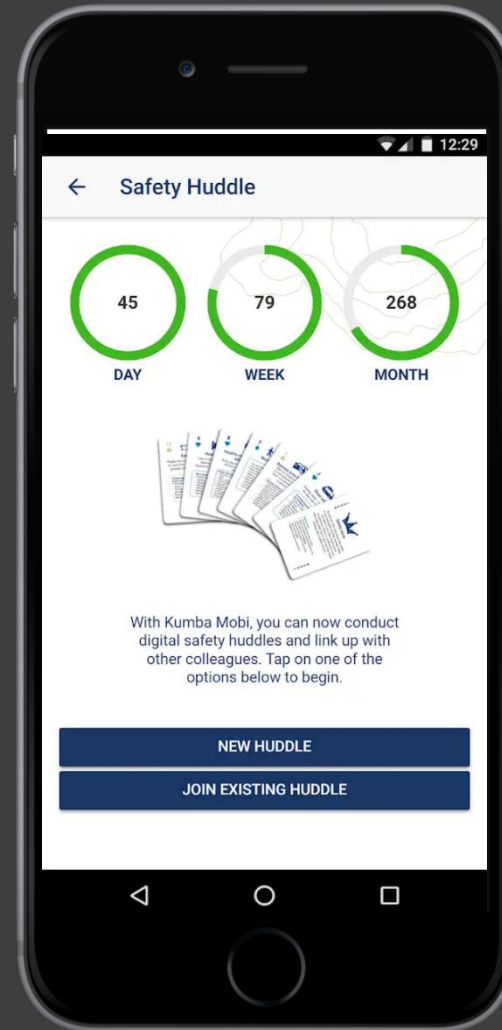
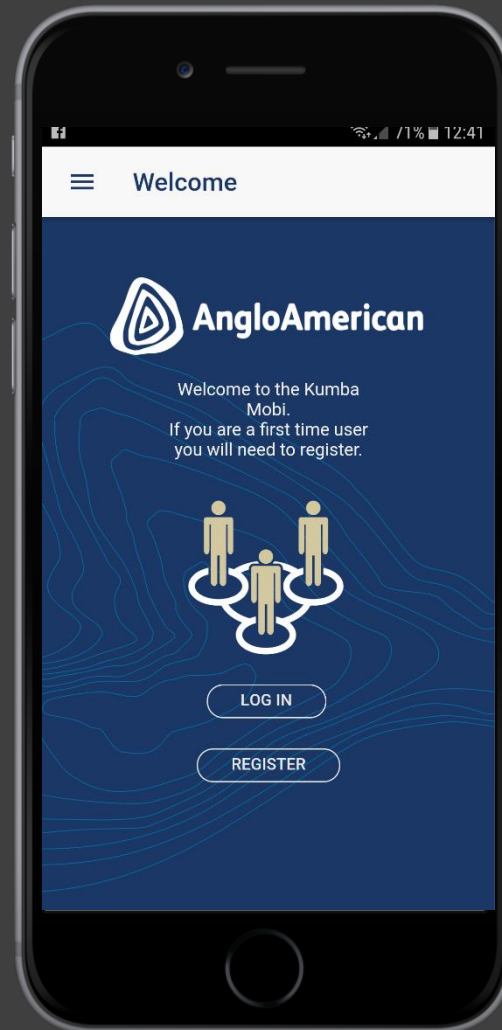
AR - Operations

Marker Based AR

Safety/ User tracking



Real time



Data collection



Mobility

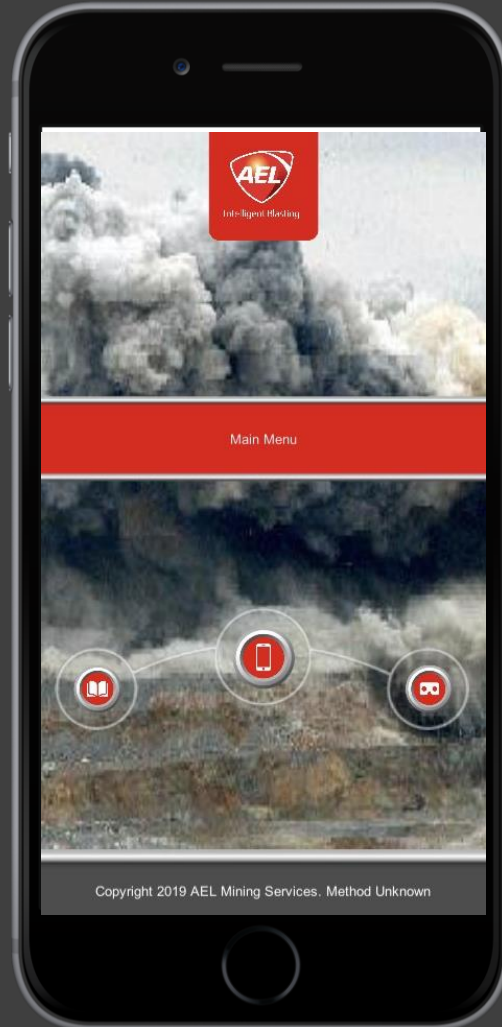
AR in Operations

Markerless AR

Motion tracking



Place objects anywhere



Interactive



Visual-Inertial Odometry (VIO)

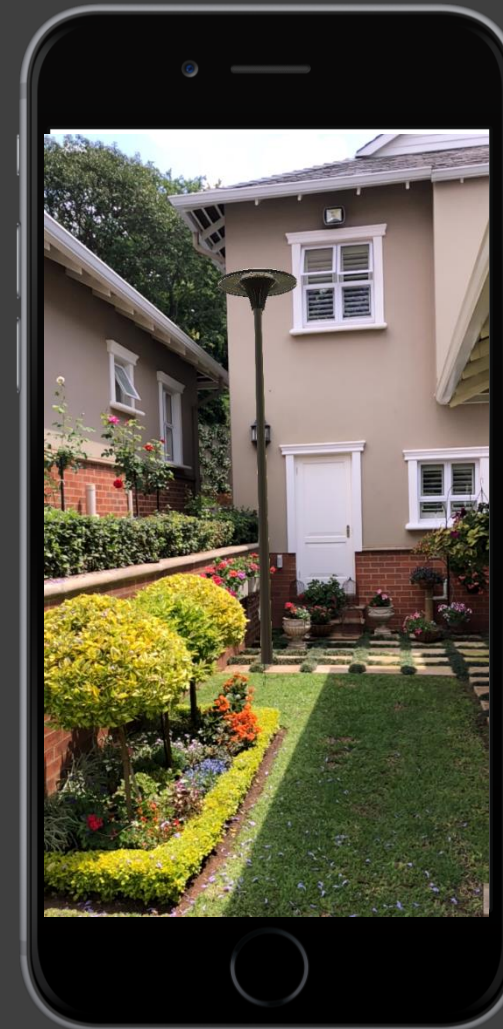
AR in Operations

Markerless AR

Motion tracking



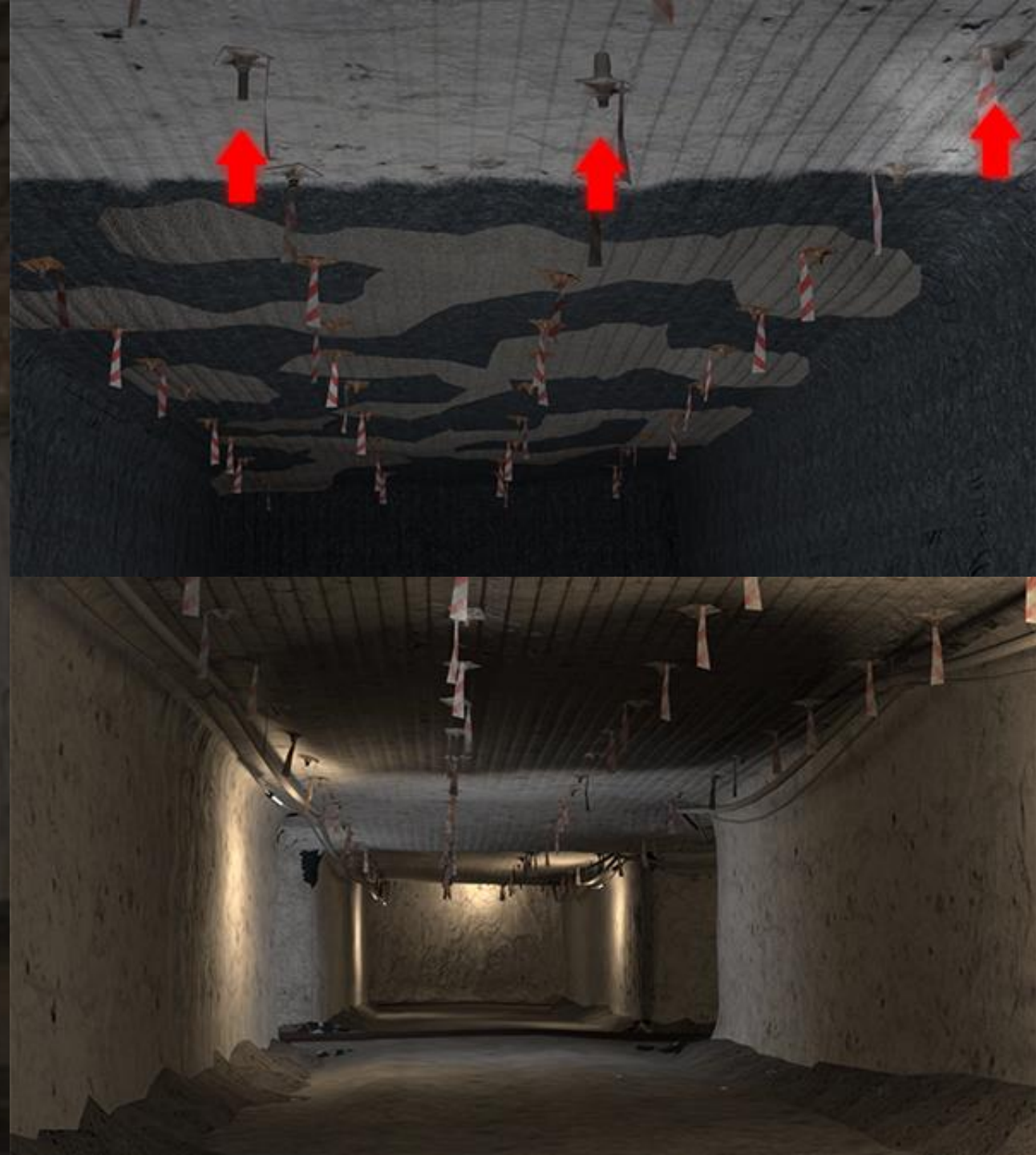
Place objects anywhere

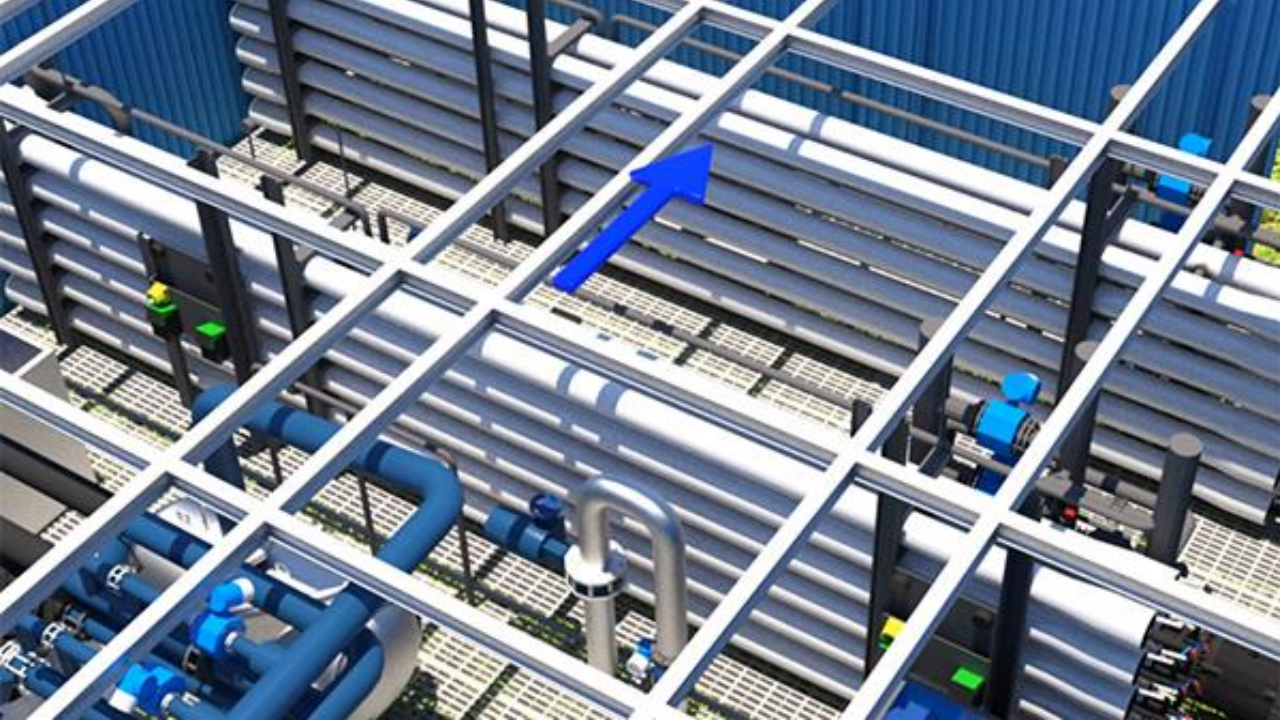
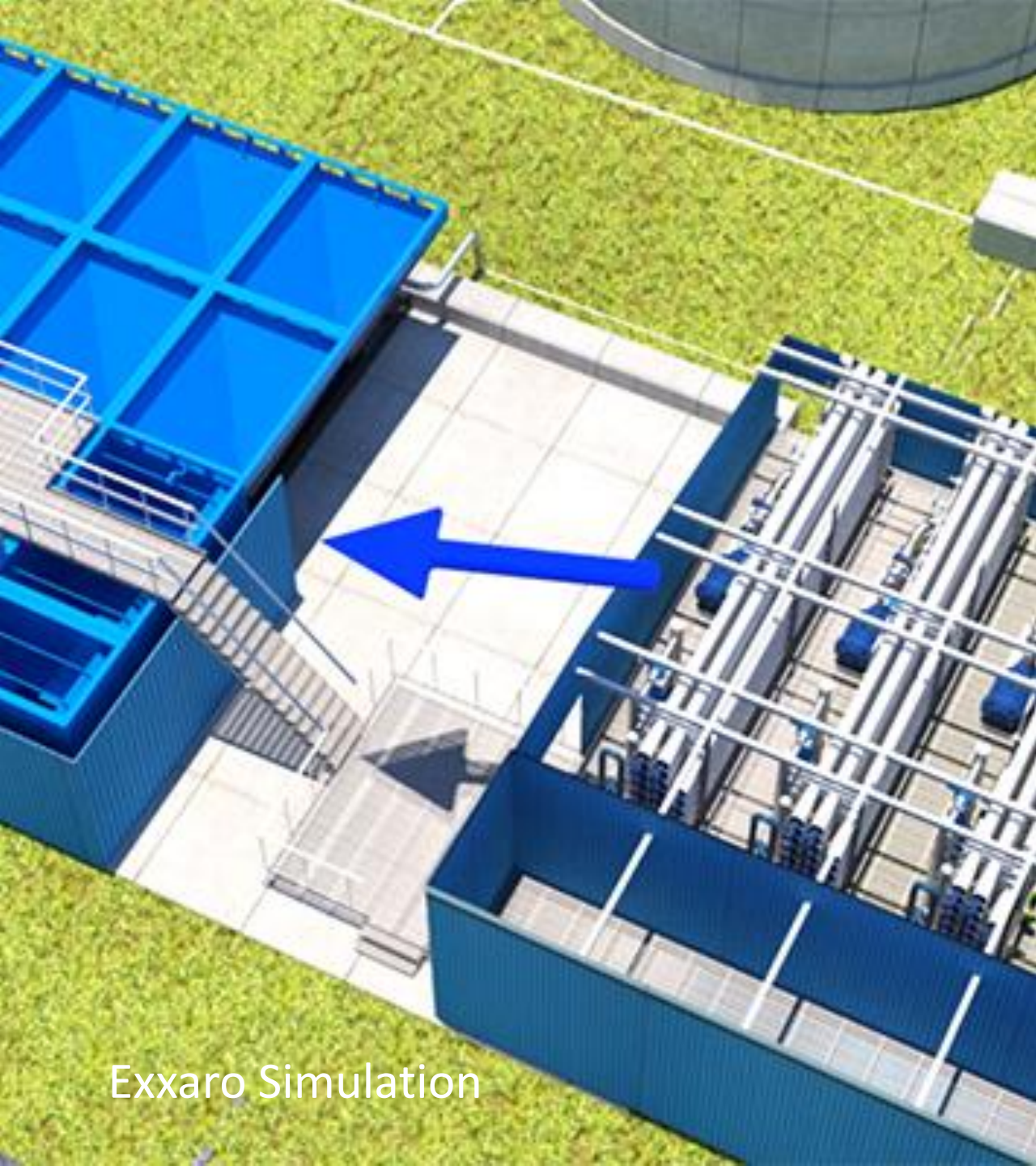


Light estimation

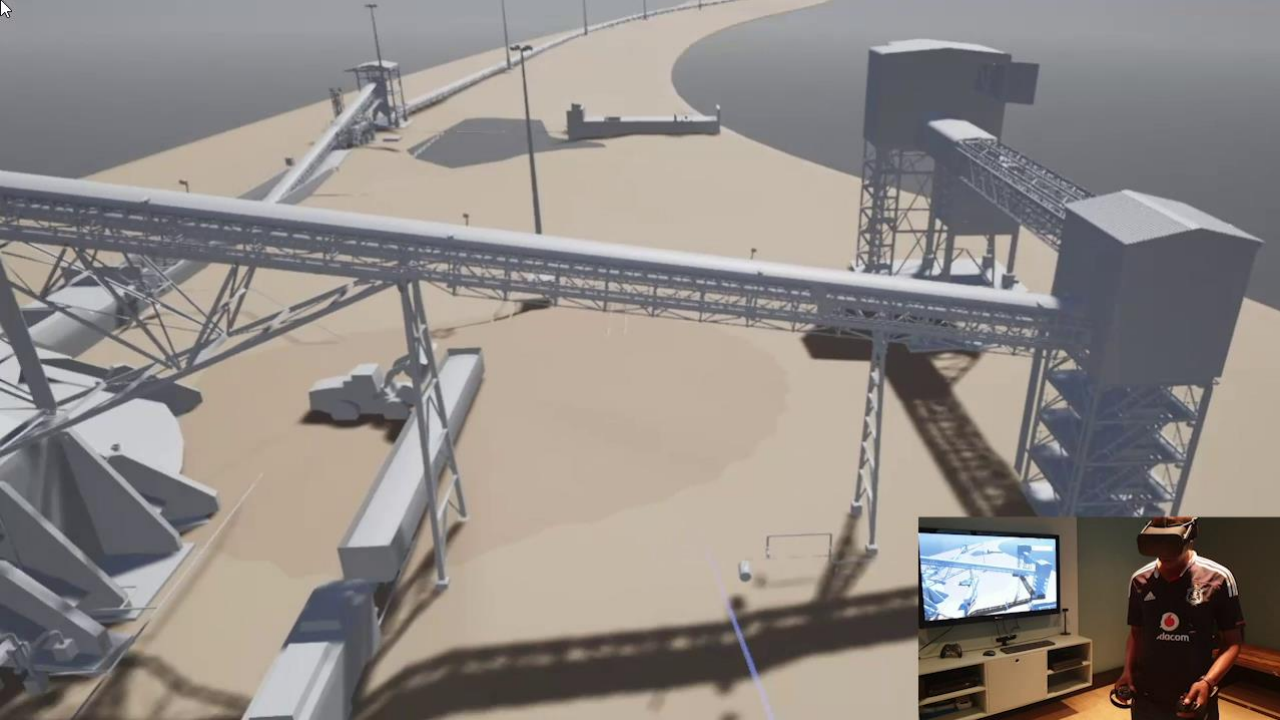


Visual-Inertial Odometry (VIO)





Exxaro Simulation



Mopani Copper Design



GLENCORE
 KATANGA
MINING LIMITED

Training

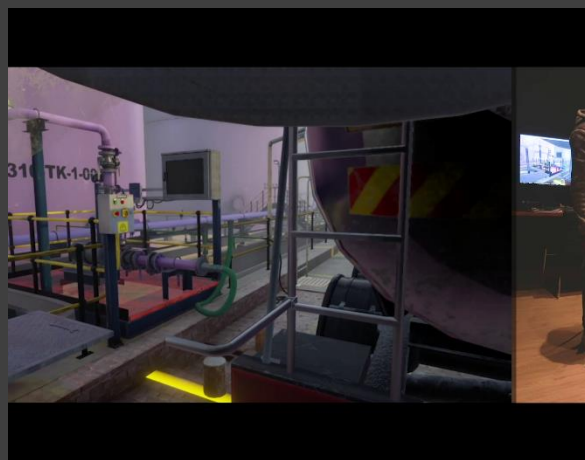


KATANGA

MINING LIMITED

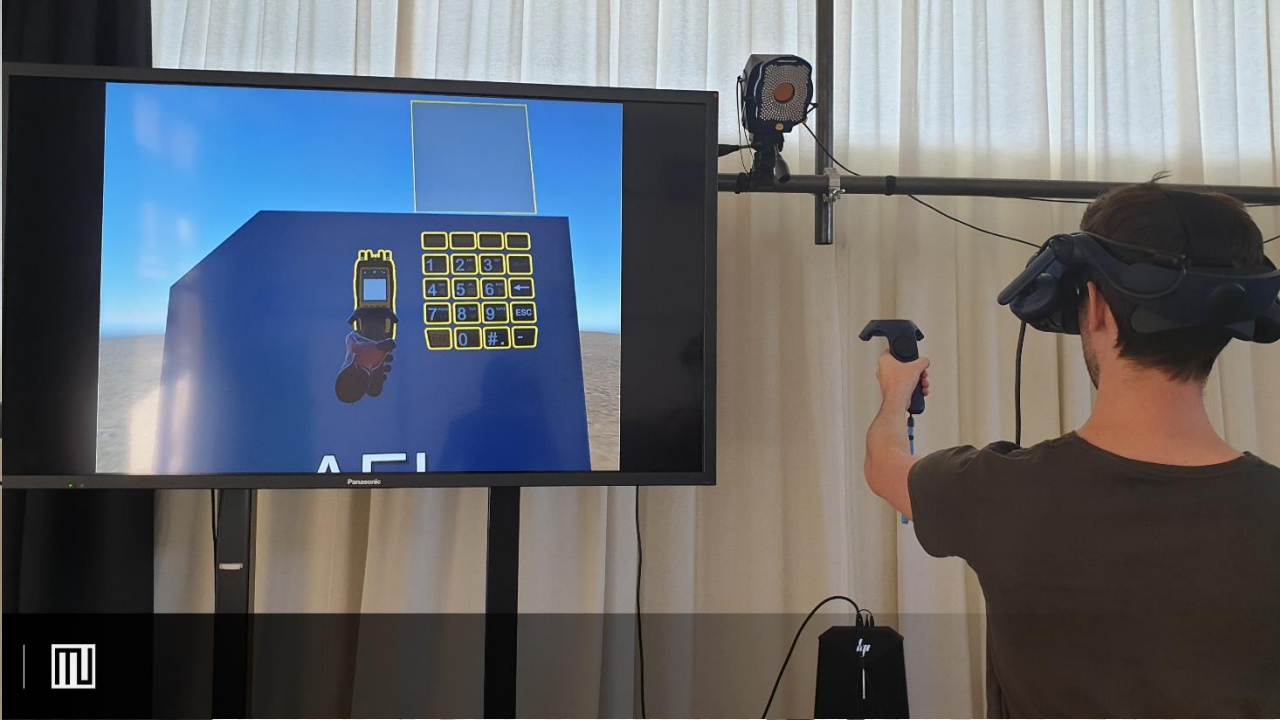


VR training

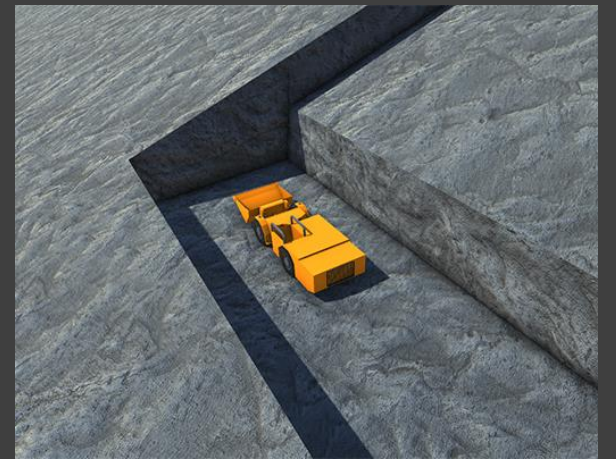
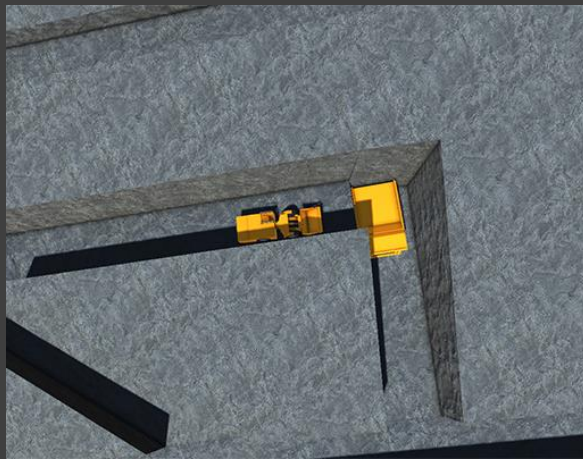
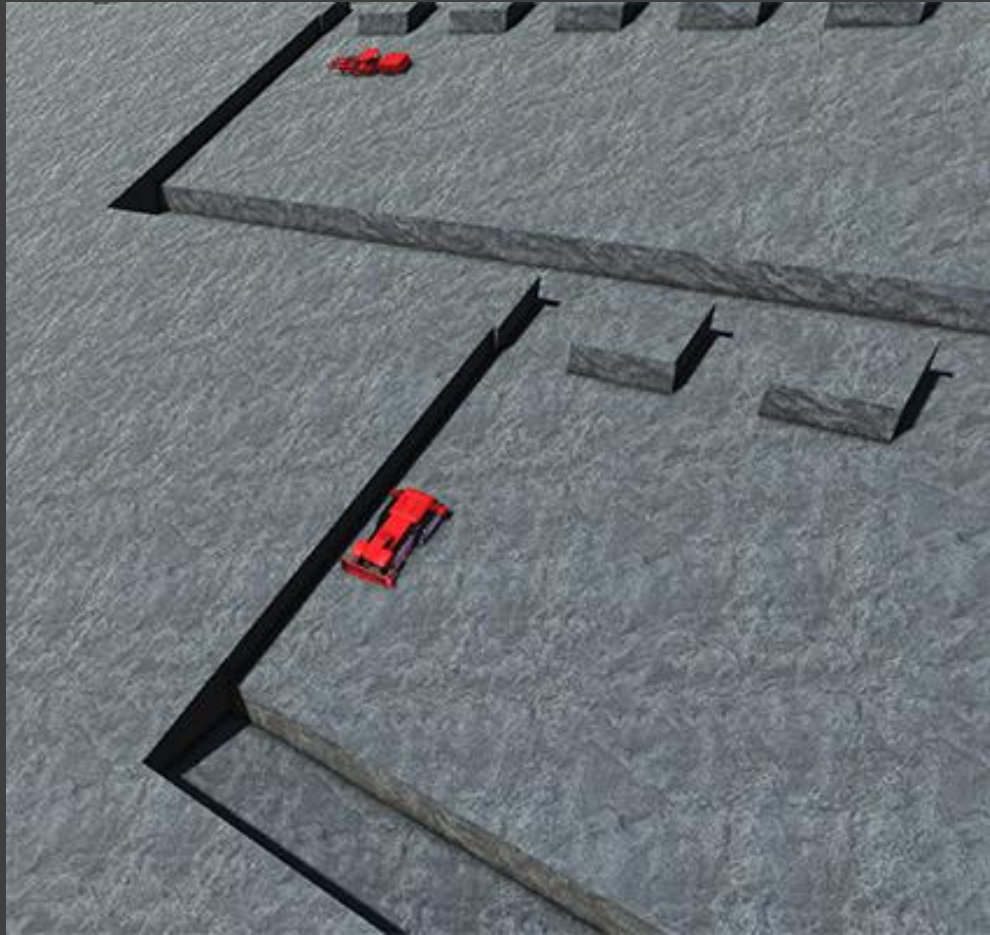




AEL on the bench



Hatch Scheduling





Designed and built in the VR studio

