

# LOCAL ENTERPRISE WEEK 2022

07-11 March

## Event Speaker

Nigel O'Leary of Dimension88 in Fingal



## A NEW DIMENSION

*In the past few decades, technology has evolved to such an extent that ideas which once seemed outlandish are now part and parcel of everyday life. And developments in the digital world haven't finished yet, as the sector is continually evolving and adapting to meet modern and future requirements.*

Nigel O'Leary has over 30 years of experience within the IT industry as from an early age he had a passion for technology and ensured that his career path took him along the route of the fast-paced advancement within the sector.

Having been involved in the innovation, creation, selling, and delivery of new services throughout his career, this has helped him to develop a keen eye for innovative solutions and their requirements. And most recently, he had a key role in a software and service firm, delivering client innovation services to multi-national companies.

It was here that he had his first experience of working with Virtual Reality (VR) and Augment Reality (AR) and was both inspired by this new technology and saw its endless potential as a game-changing technology.

Discussing the idea with his wife Catriona, the couple decided to create a company which would focus on Digital Twinning and the use of Mixed Reality (MR) technology, allowing businesses to adopt VR and AR, which would bring them into the cutting edge of technology and the 21st century, or as Facebook has coined, the Metaverse.

And so in 2018, Dimension88 was established offering Digital Twinning services primarily to Property Developers and engineering companies to allow for better decision-making.

"We specialise in the high-quality creation of a 'digital twin', which according to Wikipedia is 'a digital replica of a living or non-living physical entity'," he says. "Therefore, this allows the bridging of the physical and the virtual world – and these services lend well with the emergence of the Metaverse announced by Facebook

"So for example, a property, apartment block, or even an estate can be created and fully furnished virtually prior to building. This can be available through our application, or through video, images and also with the full virtual reality experience."

Based in Dublin, the company is comprised of 14 staff – 10 who are fulltime, two on a freelance basis and two others who are used

in an ad hoc capacity when specialised skills are required.

As the CEO, or CVO (Chief Visionary Officer) as he prefers to be known, Nigel and his team spent a year testing their technology to create a POC (Proof of Concept) before selling to their first client.

And although the company was still in its infancy when the Pandemic struck, the nature of its product meant that while they did encounter some issues, they were easily able to pivot to having staff work remotely in order to keep things ticking over.

"We were fortunate not to be affected by Brexit, so it really wasn't an issue for us as we weren't doing any trade with the UK," says Nigel. "But when Covid hit we lost out on revenue – so we decided that we needed to increase our customer base on our Digital Twinning service and focus on developing our first application.

***"Then when the full impact of the Pandemic hit, we decided to make some adaptations and firstly hired a dedicated business development manager which allowed us to focus on new markets both here and in other countries. Then, with this in mind, we concentrated on forging partnerships and channel partners."***

"So when travel was allowed once again, we went over to Dubai for Gitex 2021 and were on the Lenovo stand. And while we were there, we signed up to partner with Team Viewer to provide IoT services with the Digital Twin and since we have signed up with BuiltSpace and Vector to provide end to end Digital / Service twin."

This is very positive news for the innovative company and its boss says that support from their Local Enterprise Office has played a crucial role in their success.

"Fingal Local Enterprise Office has been amazing, and we were delighted to receive funding for staff and equipment along with funds to fit out an office," he says. "Right from the start they have been incredibly positive (regarding ideas and proposals), and I would highly recommend this route to other companies – I would say that once you have your business plan in place, don't hesitate to approach your LEO."

After a flying start, Dimension88 is continuing to make plans and the future is looking good.

"We are in the process of launching the first application which we have built-in conjunction with Ballymore Property group and have started winning business outside of Ireland," says the CEO. "And we have also signed up to new partnerships which will bring to market a truly end-to-end service and solutions for property."

**FREE SPOTLIGHT EVENT: 11th March 2pm to 3.45pm**  
**Show Me The Money: Raising Finance for Business**

