



The ESA Business Incubation Centre in Darmstadt, Germany, was founded in 2007 and is managed by Centrum für Satellitennavigation Hessen (cesah). The centre offers business start-up support as well as technical expertise in different space related areas, and in particular in satellite navigation, data systems, software systems and navigation test environments.

MockUp Studio UG (haftungsbeschränkt)

Your mobile interior designer



Website

Founded in 2014 by

- **Monica Riad**

Incubation period

01-12-2014 to 31-03-2016



About MockUp Studio UG (haftungsbeschränkt)

The team develops a mobile software solution that offers users decoration and furnishing ideas after recognizing already existing furniture and measurements via image recognition. The furniture is selected from a database containing various products from all types of suppliers and is presented on the mobile device via Augmented Reality.

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The challenge

The use of space technologies will be in the area of image recognition, numerical optimisation of the selection subject to measurements and price ranges as well as in

positioning objects indoor in the room or outdoor in the garden. Income is generated through monthly fees from furniture suppliers as well as through commissions of suppliers marketing their products.

The solution

MockUp Studio is hosted at ESA Business Incubation Centre (BIC) Darmstadt, run by the German company cesah. This has provided the opportunity to consult ESA experts who have supported with technology insights and ideas to improve the system.

In addition, especially the support provided by cesah in relation to general business activities has been very helpful.

