# South West tech firms lead charge in AI-powered healthcare and social innovation



The South West tech community continues to drive innovation and collaboration, positioning the UK as a hub for responsible AI and healthcare technology.

A major step forward in assistive technology comes with Bristol-based Smartbox Assistive Technology’s acquisition of Australian Augmentative and Alternative Communication (AAC) leader Zyteq. This move builds on nearly two decades of partnership between the companies and aims to expand global access to AAC solutions. Despite an estimated 46 million people worldwide who could benefit from AAC technology, only 1 to 2 percent currently have access. Smartbox’s acquisition of Zyteq follows its earlier purchase of the UK’s ATtherapy, strengthening its portfolio and ability to address this accessibility gap. This development reinforces the region’s reputation for fostering innovations that improve quality of life and advance communication assistance technologies.

Meanwhile, Bristol’s Neuronostics is transforming epilepsy care through advanced diagnostics and partnerships. It recently secured $125,000 at the 2024 Epilepsy Foundation Shark Tank Competition to develop its BioEP software, a clinical decision support tool that enhances the accuracy and speed of epilepsy diagnosis through data analysis. With an NHS launch planned for 2025 and a US FDA submission to follow, BioEP highlights how AI can drive better health outcomes.

Neuronostics has also partnered with US-based Stratus, a leading EEG service provider. This collaboration supports data collection and scale for US market entry, alongside Stratus’s distribution of EEG technologies such as BioSerenity’s disposable IceCap EEG net, designed for cost-effective, point-of-care testing in critical care settings. The combination of software and hardware promises improved patient care and streamlined epilepsy management.

In addition, Neuronostics has joined forces with Neuroelectrics to develop integrated EEG solutions for clinical trials and pharmaceutical research. By combining BioEP’s diagnostic tools with Neuroelectrics’ EEG hardware, the partnership aims to boost neurological research, improve clinical trial design and enhance patient cohort selection. This collaboration reflects the region’s forward-thinking approach to AI and neurotechnology in medical innovation.

Elsewhere, Bristol-based Neighbourly is addressing the AI skills gap in the charity sector. Through in-person digital training sessions across the UK, delivered in partnership with Microsoft and Onside, Neighbourly is helping more than 150 charity representatives build essential AI literacy. The initiative ensures community organisations are not left behind in the evolving tech landscape, encouraging more inclusive and responsible AI adoption. Neighbourly’s platform also helps businesses deliver resources and measure social impact, showing how technology can support positive societal change.

On a wider international scale, the UK and France have launched a supercomputing partnership, led by the Bristol Centre for Supercomputing and France’s GENCI centre. The collaboration aims to boost AI research and support tech industry growth in both countries. It aligns with the UK’s AI Opportunities Action Plan, highlighting the government’s commitment to establishing the UK as a global leader in AI and advanced computing.

As these developments unfold, the South West’s tech scene shows how responsible innovation can deliver social and healthcare impact. Efforts to expand accessibility, improve clinical outcomes and bridge skills gaps point to a positive trajectory for the UK’s inclusive and high-impact AI ecosystem. With events like the upcoming SPARKies celebrating such achievements, the region continues to inspire those committed to building an ethical, forward-looking AI environment.

Created by [Amplify](https://www.hbmadvisory.com/amplify): AI-augmented, human-curated content.

## Bibliography

1. <https://techspark.co/blog/2025/07/11/tech-news-jul-07-11/?utm_source=rss&utm_medium=rss&utm_campaign=tech-news-jul-07-11> - Please view link - unable to able to access data
2. <https://thinksmartbox.com/news/welcoming-zyteq-to-the-smartbox-family/> - Smartbox Assistive Technology has acquired Australian AAC market leader Zyteq to enhance global access to Augmentative and Alternative Communication (AAC) solutions. This acquisition aims to address the significant gap in AAC accessibility, where only 1–2% of the estimated 46 million individuals who could benefit from AAC currently have access to it. The partnership between Smartbox and Zyteq, rooted in nearly 20 years of collaboration, is expected to strengthen their combined efforts in providing essential communication assistance worldwide. ([thinksmartbox.com](https://thinksmartbox.com/news/welcoming-zyteq-to-the-smartbox-family/?utm_source=openai))
3. <https://www.med-technews.com/news/medical-device-news/neuronostics-wins-125-000-at-2024-epilepsy-foundation-shark-tank-competition/> - Neuronostics secured $125,000 at the 2024 Epilepsy Foundation Shark Tank Competition to support the development of its patented Software-as-a-Medical-Device, BioEP. BioEP is a clinical decision support tool that provides an objective assessment of epilepsy diagnoses using clinical data. The funding aims to accelerate the technology's development, with plans to introduce BioEP to the NHS in 2025 and seek FDA approval for the U.S. market in 2026. ([med-technews.com](https://www.med-technews.com/news/medical-device-news/neuronostics-wins-125-000-at-2024-epilepsy-foundation-shark-tank-competition/?utm_source=openai))
4. <https://stratusneuro.com/stratus-to-become-us-distributor-of-icecap/> - Stratus has partnered with BioSerenity to become the U.S. distributor of the IceCap® product line, a disposable EEG net designed for cost-effective point-of-care EEG testing. This collaboration aims to enhance EEG testing efficiency and improve patient outcomes, particularly in intensive care settings. The IceCap product line offers a time-saving application and high-quality data collection, integrating seamlessly with existing EEG systems and workflows. ([stratusneuro.com](https://stratusneuro.com/stratus-to-become-us-distributor-of-icecap/?utm_source=openai))
5. <https://setsquared-bristol.co.uk/news/neuronostics-forms-strategic-partnership-to-deliver-integrated-eeg-solutions-for-clinical-trials/> - Neuronostics has formed a strategic partnership with Neuroelectrics to deliver integrated EEG solutions tailored for pharmaceutical companies, contract research organisations (CROs), and academic partners. This collaboration combines Neuronostics' proprietary BioEP tool with Neuroelectrics' EEG hardware to streamline clinical trials and enhance neurological research. The integrated platform aims to improve cohort identification, optimise protocol design, and provide precise EEG analysis, ensuring efficient and impactful trials. ([setsquared-bristol.co.uk](https://setsquared-bristol.co.uk/news/neuronostics-forms-strategic-partnership-to-deliver-integrated-eeg-solutions-for-clinical-trials/?utm_source=openai))
6. <https://med-techinsights.com/2024/12/17/neuroelectrics-and-neuronostics-partner-to-deliver-integrated-eeg-solutions-for-clinical-trial/> - Neuronostics and Neuroelectrics have partnered to deliver integrated EEG solutions for clinical trials, combining Neuronostics' BioEP tool with Neuroelectrics' EEG hardware. This collaboration aims to streamline clinical trials and unlock new possibilities in neurological research by providing an integrated platform that accelerates research and improves outcomes. The partnership addresses the critical need for high-quality, actionable data in clinical trials, enhancing cohort identification, protocol design, and EEG analysis. ([med-techinsights.com](https://med-techinsights.com/2024/12/17/neuroelectrics-and-neuronostics-partner-to-deliver-integrated-eeg-solutions-for-clinical-trial/?utm_source=openai))