

Connected Devices SIG
'Big Data – Big Opportunities'
16th February 2012

Lunch Sponsored by:  **ROHDE & SCHWARZ** Facilitated By:  **CabinetOffice**

This SIG is championed by Antony Rix of TTP, Tim Whittaker of Cambridge Consultants, Nick Hunn of Onzo and Paul Green of Arkessa.

Venue –The Cabinet Office, North Entrance, Admiralty Arch, London SW1A 2WH

AGENDA

12:00 Registration over a Networking Lunch

13:00 Introduction to the Cambridge Wireless Connected Devices SIG by **Tim Whittaker of Cambridge Consultants**

13:10 Welcome from **Nigel Brown** of the **Cabinet Office**

13:15 “Big Data: Smart Tools for Smart Cities”

Jonathan Burr, President of the Traveller Information Services Association (TISA)

- Getting millions of us from A to B everyday: how sensors already help
- The impact of the Open Data initiative
- The city as a factory - how do we avoid information overload?
- Who will pay? - the business case

13:35 Q&A

13:40 “Emerging Technologies for a Smarter Planet”

Rick Robinson, IT Architect at IBM

Longstanding trends such as demographic changes and environmental challenges are combining with acute financial pressures to drive dramatic changes in the way we think about the infrastructures and systems - such as cities, transportation, communications and energy - that support our lives. At the same time, advancing technologies have made it possible to instrument, interconnect and interact intelligently with our physical environment in ways that would not have been possible - or economically viable - until recently. In this presentation I will give some examples of the ways in which advanced technology is making possible systems that enable companies, individuals and societies to create sustainable wealth and wellbeing - and some of the challenges that have to be overcome in order to do so.

14:00 Q&A

14:05 “Beyond Smart Metering and Smart Homes”

Nick Hunn, Onzo

Smart Metering is considered by many to be little more than an attempt to make estimated bills obsolete. What few realise is that it makes available a vast volume of data for both consumers and utilities, opening up opportunities to provide many other services to the home, including energy management, heating control and assisted living support. This talk reviews the current status of the UK smart metering process and specifications and examines what can be achieved with the wealth of data that this will generate.

14:25 Q&A

14:30 Refreshment Break

15:00 “Facebook, Smartphones and Customer Data”

Harry Holmwood, Consultant, Heldhand

How the video games industry has used new platforms, business models and data analysis to attract millions of new players and billions of new dollars.

15:20 Q&A

15:25 Panel Session with All Speakers and Nigel Brown, Chaired by Antony Rix of TTP

16:10 Fill in Evaluation Forms and Event Closes

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Organiser

Cambridge Wireless

Cambridge Wireless is a leading industry forum and vibrant community with a rapidly expanding network of companies actively involved in the development and application of wireless technologies. In addition to high level networking dinners, educational events and business development activities, Cambridge Wireless runs an annual Future of Wireless International Conference along with the Discovering Start-Ups initiative to support emerging, innovative wireless companies. Over 15 Special Interest Groups focused on specific technologies and market sectors, also provide opportunities for members to meet, form partnerships to exploit new commercial opportunities, and share knowledge and information about the latest industry trends and hot topics. Cambridge Wireless has partnerships with other leading industry clusters and organisations around the world to extend its international reach and to keep members up to date with the latest global developments and business opportunities. For more information, please visit: www.cambridgewireless.co.uk

Profile of Lunch Sponsor

Rohde & Schwarz UK Ltd

Rohde & Schwarz UK Ltd has been the UK subsidiary of Rohde & Schwarz GmbH for 40 years. Based in Fleet, RSUK employs 105 people to provide dedicated sales, services and support to customers across the UK and Ireland. Rohde & Schwarz has designed and manufactured the highest-quality specialist products in Germany for 77 years across a wide range of technologies and industries, including wireless, broadcast, aerospace, defence and security markets. For more information please visit: www.rohde-schwarz.com

Facilitated by

The Cabinet Office

The Cabinet Office sits at the very centre of government, with an overarching purpose of making government work better. We support the Prime Minister and the Cabinet, helping to ensure effective development, coordination and implementation of policy and operations across all government departments. We also lead work to ensure the Civil Service provides the most effective and efficient support to Government to help it meet its objectives. For more information visit: www.cabinetoffice.gov.uk

Profiles of SIG Champions

Dr. Antony Rix, TTP

Dr. Antony Rix is a Senior Consultant in the Communications and Wireless group at TTP, Europe's leading independent technology consultancy and product development company. He has led projects in areas including mobile TV, phone apps, network planning, and novel short-range and wide area wireless technologies. Antony is currently engaged in business development and programme management in wireless healthcare and in safety-related radio systems, where he focuses on developing breakthrough products and services for TTP's clients based on applications of technology.

Before he joined TTP in 2004, Antony worked at BT's Research Laboratories and then co-founded Psytechnics, a successful start-up company developing quality of service and network monitoring software.

Antony has a Ph.D. from the University of Edinburgh and a Masters in Engineering from the University of Cambridge. He is a member of the American Telemedicine Association, Institute of Engineering and Technology and Audio Engineering Society, and he co-chairs the Cambridge Wireless Special Interest Group on Connected Devices. For more information please visit www.ttp.com

Tim Whittaker, Cambridge Consultants

Cambridge Consultants was started in 1960 to pioneer the delivery of independent design and development services in electronic, mechanical and product engineering: we are one of the founder companies of the high-technology Cambridge phenomenon. Our history of world-class services is augmented by our development of intellectual property in telecommunications, software, silicon and medical devices, and by more than 20 successful spin-out ventures. Today Cambridge Consultants employs 350 engineers, scientists, project managers and technicians with offices in Cambridge, UK and Cambridge, MA in the USA; we provide the full range of services for excellent product design to a worldwide client base in the wireless, consumer, industrial and medical markets. Tim Whittaker is a System Architect in the Wireless business unit, where he has taken the technical lead in projects using radio standards like Bluetooth, ZigBee, DECT, and in the creation of specialist communications schemes for new applications, or to use new spectrum allocations. For more information visit www.cambridgeconsultants.com

Nick Hunn, Onzo

Nick Hunn is Development Director of Onzo, and the founder and CTO of WiFore Consulting. For the past twenty years he has been closely involved with short range wireless and communications, designing technology that helps to bring mobility to products, particularly in the areas of telematics, M2M smart energy and mobile health.

He has been closely involved with the Bluetooth SIG, the Continua Alliance and other medical and wireless standards bodies. He is the author of "The Essentials of Short Range Wireless" - a book attempting to explain the application of wireless technology to product developers. Nick can be contacted at nick@wifore.com

Paul Green, Arkessa

Paul originated Arkessa in 2006 – the business that provides remote internet services to multitudes of machines. He is currently creating the services Arkessa will offer in five year's time. His professional life combined engineering and science has taken him through a variety of roles, including design and production engineering, business planning, marketing and corporate sales, mainly in the telecommunications sector. Interestingly, the first product he introduced to manufacture is now in the Science Museum in London. A passionate and committed Christian, Paul is as excited about materials science and quantum physics as he is interested in railways, walking, skiing and the natural world. For more information please visit www.arkessa.com

Profiles of Speakers**Jonathan Burr, President of the Traveller Information Services Association**

Jonathan Burr graduated from the University of Oxford in 1982 and, in 1985, qualified as a Chartered Accountant with Touche Ross Management Consultants. In 1987, Jonathan joined Avis Europe PLC and in 1993 became Director of Business Development Europe for GE Capital Fleet Services ("GECFS"). He served as Managing Director, Benelux of GECFS and later as its Managing Director of UK. In January 2000 he became a director of ITIS Holdings plc where he served as Chief Operating Officer until December 2011 and pioneered the world's first commercial floating vehicle data system. Jonathan is now working on another start-up in big data.

Jonathan was appointed President of the Traveller Information Services Association ("TISA") in December 2009. For more information please visit www.tisa.org

Rick Robinson, IT Architect, IBM

Rick Robinson is an Executive Architect working for IBM Software Group's Chief Technology Officer for Europe, responsible for the development and delivery of new solutions for IBM's public sector clients in Europe. In this role Rick works predominantly with regional and city government organisations and their partners to exploit technologies such as Cloud computing, the "Internet of Things" and Analytics. Prior to this he held positions responsible for first-of-a-kind project delivery and technology strategy for IBM across many of the most important developments in Information Technology over the last decade including Web 2.0, Social Media, Service-Oriented Architecture, mobile internet and distributed computing. Prior to working for IBM Rick completed a PhD in the Physics of Superconducting Devices at the University of Birmingham. For further information please visit: www.ibm.com

Harry Holmwood, Consultant, Heldhand

Harry Holmwood started his career as a games programmer, designer and musician, working for a start-up developer before heading to Sony to help them launch their first PlayStation. In 1996, he founded a game development studio, which was listed on the AIM market of the London Stock Exchange in 1999 with a £20m valuation and went on to launch an online service which was sold in 2001. He was also a director of a pioneering motion gaming company sold to US group PDP in 2008, and spent two years in San Diego, California, as PDP's VP of Software and Licensing. He advises numerous companies and investors in and around the entertainment and technology sector, lectures at industry and academic seminars, helps troubled businesses survive and healthy ones grow. For further information please visit: www.heldhand.com