

Cambridge Wireless Software and Open Source SIG

“The Reality of Augmented Reality”

15th March 2012

Hosted by: **MEDIA TEK**

The Software and Open Source SIG is championed by David Roberts of **Ogma Solutions**, Andrew Savory, Phillip Burr of **Mentor Graphics** and Kevin Rolph of **MediaTek**

Venue – MediaTek, Building 2030, Cambourne Business Park, Cambourne, CB23 6DW

AGENDA

13:45 Registration & Networking over coffee

14:20 Welcome to the SIG from SIG Champion David Roberts

14:25 Welcome from our host, Henry Vickers, Software Development Group Manager at MediaTek

Speaker sessions chaired by SIG Champion Andrew Savory

14:35 **Kevin Rolph, Software Architect at MediaTek**

“Tennis, Pizza, X-rays and ASBOs”

Is ‘Augmented Reality’ a solution without a problem, or a solution to cause a problem?

Put on your virtual specs for a big-picture, whistle-stop tour of AR, a backgrounder: some application areas (useful, less-useful and just plain scary); real world technical, practical and social issues; and just where ‘software’ fits into all this.

14:55 Q&A

15:00 **Srikanth Iyer, Ecosystem Manager (User Experience and GPU Compute) at ARM**

“Enhancing the Mobile AR ecosystem using ARM GPUs and CPUs”

An AR system is complex and can be highly demanding of the underlying HW platforms and Middleware. An AR system exercises several aspects of a system: camera sensors, ISP, CPU, GPU and memories. In addition an AR system requires long battery life to deliver a sustained experience. Working with its strong ecosystem of partners, ARM is able to help them extract more value from the complete AR value chain by providing the partners with highly scalable, low power combined CPU and GPU technology.

This talk focuses on how the forward looking ARM platform, complemented by its broad ecosystem of partners will shape the evolution of AR applications on mobile platforms.

15:20 Q&A

15:25 **Refreshment break**

15:50 **Adrian Leu, CTO at Holition**

16:10 Q&A

16:15 **Julian Harris - Qualcomm**

**Qualcomm’s Vuforia™ Augmented Reality Platform
Using AR Apps to Change How We Shop, Learn, Play and Interact**

Developers worldwide are using Vuforia, Qualcomm’s Augmented Reality (AR) Platform, to create entertaining marketing and advertising applications. Showcasing AR apps on some of the latest smartphones and tablets, Julian Harris will explore how AR might influence how we consume and manage media, enhance social networking, play games, augment learning experiences, and shop.

Included in this presentation is a short video of multinational brands that are using Qualcomm’s Vuforia augmented reality platform.

16:35 Q&A

16:40 **Panel Discussion with all speakers**, chaired by SIG Champion Philip Burr

17:10 **Closing remarks**

17:15 Fill in Evaluation Forms / Event closes

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 Our Host

MediaTek

MediaTek is not a household name in Europe but our technology is in most homes. MediaTek is the market leader in SOC chipsets for mobile phones, home-networking, high-definition TV, optical storage, DVD and Blu-ray products. Our headquarters are in Taiwan with operations centres throughout Asia and R&D centres in the UK, Denmark and the USA. MediaTek's software R&D site in Cambourne, Cambridge focuses on cellular protocol stacks, 3D graphics systems and system-level test automation. The R&D site in West Malling, Kent is part of a worldwide team developing RF multimode cellular transceivers. For further information please visit: www.mediatek.com

Profile of SIG Champions

Philip Burr, Mentor Graphics

Phil is Mobile Product Marketing Manager for Mentor Graphics where he is driving strategy and business development in the mobile space for Mentor's Embedded Software Division. He currently has a particular focus on helping OEMs differentiate their Android products by creating innovative and compelling advanced 3D UIs using Mentor's Inflexion product. He also has an interest in LTE. Prior to Mentor, Phil co-founded Octymo, a Cambridge start up focused on licensing a mobile phone applications platform. Prior to Octymo Phil was living in Asia where, as TTPCom & Motorola's Operations Director for Asia, he established TTPCom's operations in the Asian region; setting up & then running the offices and operations in Shanghai, Shenzhen & Taipei. For further information please visit: www.mentor.com/uk/

Andrew Savory

Andrew Savory was until recently the Open Source Manager for LiMo Foundation, where he worked to ensure understanding of and compliance to open source principles and to facilitate contributions back to open source communities. He has over a decade of firsthand insight of working with industry leaders using and engaging with open source. Andrew has worked with open source software for more than 15 years. He was the founder of one of the earliest open source software solutions providers in the UK, Sourcesense. An active contributor to the open source community, Andrew is a Member of the Apache Software Foundation.

David Roberts, Ogma Solutions

David has been around the software industry for more than 20 years and has worked in some of the UK's top software companies. His experience and interest in mobile platforms goes back nearly 10 years when he first joined Symbian, initially as head of a technical consulting group which assisted Symbian customers and shareholders in creating products and platforms based on Symbian OS and then as head of a small research team looking at possible disruptions to, and opportunities in, Symbian's business models and practices. David is currently CTO of a stealthy start-up.

Kevin Rolph, MediaTek

Kevin is a software and process architect with over 25 years experience in specialised embedded software design in diverse application areas. Kevin works for Mediatek, the world's number 1 supplier of chipsets for mobile handsets. He is based at MediaTek's R&D centre in Cambourne and is currently working on 3D graphics software for enhancing the UI of Android handsets. In his previous roles Kevin managed customer-facing multimedia projects at Analog Devices Inc; drove code re-use for embedded device software at Motorola and TTPCom; re-engineered speech recognition servers for Intelligent Network (IN) deployment and designed fail-safe radar tracking systems and user interfaces for the UK coastguard. For further information please visit: www.mediatek.com

Profile of Speakers

Srikanth Iyer, ARM

Srikanth Iyer is the Ecosystem Manager (User Experience and GPU Compute) at ARM Ltd., Cambridge, UK. Sri's primary focus has been to grow ARM's software ecosystem around Augmented Reality, next-generation User Interfaces, 3D Navigation and GPU compute using the Mali family of GPUs. He has over 10 years of experience in mobile technologies and multimedia systems having previously worked at MediaTek and Analog Devices (USA). He has authored several technical papers and patents on using CPU/DSP/GPU architectures for multimedia acceleration in mobile devices. He has a masters in Computer Engineering from The University of Texas at Austin and a MBA from University of Oxford. He currently lives in London. For further information please visit: www.arm.com

Julian Harris, Qualcomm

Julian Harris manages developer relations for Qualcomm in Europe, India, China, and Latin America. His team is responsible for recruiting application developers to supply a distribution network which includes 250m+ addressable devices, 70+ device manufacturers, 1,400+ handset models and 50m+ transactions per month. In addition, Julian and his international team scout for content/applications/'services' suppliers who optimise apps for Qualcomm technologies such as Qualcomm Snapdragon chipsets and Qualcomm's vision-based augmented reality platform, Vuforia™. For more information, please visit: www.qualcomm.com

Adrian Leu, CTO, Holition

Bio to follow shortly. For further information please visit: www.holition.co.uk

Kevin Rolph, MediaTek

Please see bio above.