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Discovering Start-Ups



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The Future of Wireless International Conference St John's College, Cambridge Agenda

Monday 27th June 2011

09:00 Registration over refreshments/exhibition

Session A-1: Opening of The Future of Wireless International Conference

09.50 Conference Welcome from **Dr David Cleevly, FEng, FIET, Chairman of Cambridge Wireless**

10:00 **Keynote; Roberto di Pietro, VP Product Marketing and Business Development, Qualcomm CDMA Technologies**

So Where Did All This Network Stress Come From – and What Happens Next?

What has caused data usage to take off so dramatically and why? What happens next? How do we manage growth and deliver the vision of the mobile connected world?

10:20 Q&A

Session A-2: Growing International Businesses – Transforming Stress into Business Success

Chaired by **Peter Whale, Director, Product Management, Qualcomm and Cambridge Wireless Board Member & SIG Champion**

10:25 **Mr. BongGoon Kwak, Senior Vice President, The head of Mobile Business Fast Incubation Business Department Mobile Business Group in Korea Telecom**

The mobile data “Big Bang” – new business opportunities in the Smart Era

We are currently witnessing a “Big Bang” explosion in the uptake of mobile data usage, as increasing numbers of users migrate to smart phones and mobile broadband services. What models help us to understand the speed and disruption of this shift, from a personal, economic, business and value chain perspective? In this new and emerging Smart Era, what do value chains look like, and how should network operators change and adapt their business models?

10:50 **Mr. Edward Zhou, CMO of Western European Region, Huawei Technologies Co. Ltd.**

Local Manufacturer, Global Market Player – Capitalising on a Large Domestic Market in order to win Globally

How does being a successful player in a large home market translate to growth on the global stage? What are the stresses of scaling globally and understanding the different needs and dynamics of a number of different markets?

11:05 **Refreshments & Networking**

11:35 **Mr. R. Swaminathan, Senior Executive Vice President, Reliance Communications Ltd**

Wireless Connectivity for Rural Communities: Opportunities for driving Economic Growth

What has been the economic and social impact to date of providing cellular capability to rural areas in India? What are the opportunities of extending this to mobile broadband services, and how significant an impact could this bring to India's economic growth in the coming years?

11:50 **Kanwar Chadha, Chief Marketing Officer and Board Member of Cambridge Silicon Radio**

Growing Business Internationally – Lessons from the Frontline

Learn some valuable lessons in international business which you won't find taught at most Business Schools! Explore key lessons from a respected global industry leader, who has won through and demonstrated success, but also has the scars to show!

12:05 Panel Session with Speakers

Session A-3: Innovation Hothouse: Pitching to a Global Market: Future Applications for Future Networks

Chaired by **Kevin Coleman, Project Director, ‘Discovering Start-Ups’,**

12:35 Introduction from Session Sponsor, **Mr. Christian Leicher, Member of the Executive Board at Rohde & Schwarz GmbH & Co. KG**



12:45 **Innovation Hothouse – Featuring Discovering Start-ups 2010 competition winners**

A set of fast-moving three minute elevator pitches from a range of exciting UK SME's / Start-up businesses showcasing a range of future applications for future networks, with the potential to make a major impact on global markets.

- **Augmentra, Craig Wareham, Director**
- **OXEMS, Kevin Gooding, CEO**
- **Cambridge Temperature Concepts, Dr. Shamus Husheer, CEO**
- **PneumaCare Limited, Ward Hills, CEO**
- **MagicSolver.com Ltd, Emmanuel Carraud, Co-founder & CEO**

Session A-4: Specialist Group Breakout Sessions

14:30 **Group 1: “Networks Under Stress - The Limits to Growth”**

Chaired by Dr John Haine, Cognovo and Cambridge Wireless SIG Champion

In future, could every information appliance communicate without wires? Suppose a universal fibre infrastructure provided broadband everywhere, enabling any mixture of radio technologies to be rolled out, macrocells through femtocells (or even “attocells”), using a mixture of white space, cellular, and licence-exempt spectrum from perhaps 300 through to 3500 MHz. What are the limits and where will we need to push regulations and technology to reach them? Presentations will focus on why the current way we allocate spectrum and regulate communications is a decade or more out of date; how the allocation of “new” spectrum such as TV white space requires new approaches to radio design to be used successfully; and explore some of the physical fundamentals of radio communications to suggest new approaches to system and equipment design and perhaps new directions for research and development.

- **Stephen Temple, Independent Consultant** on *“The Case for a Revolution in UK Mobile Regulation to Power-up High Speed Mobile Broadband”*
- **Tim Newton, Neul Limited** on *“Why Whitespace Spectrum is Really Grey”*
- **Dr John Haine, IP Operations Manager, Cognovo** on *“Physical limits and possibilities for new radio technology”*

14:30 **Group 2: “Amazing Devices, Immersive Experiences – High Data Rates and High Expectations?”**

Chaired by Abhi Naha, Zone V, and Cambridge Wireless SIG Champion

This session takes a look at the key question of how future and emerging technology will change the overall user experience of mobile broadband and the impact that this is likely to have on network traffic. Topics to be covered include: software platform evolution, the degree to which web technology within devices disintermediates the network operator. Beyond the iPad – what experiences will the next generation of tablet deliver? What’s the next revolution in user interface technologies?

- **Hampus Jakobsson, Research in Motion (RIM)**
- **Sam Leinhardt, President of Penthera Partners Inc, USA**
- **Kumi Thiruchelvam, Director, Strategic Business Development, Broadcom**

14:30 **Group 3: “Networks under Stress – Capacity, Resilience and Accessibility”**

Chaired by Mike Bowerman, Alcatel Lucent

This session takes a look at the capabilities which new network technologies are set to deliver to support high data usage over networks and how the technology can be utilised to reduce the costs associated with traffic carriage. Topics covered include the status and role of LTE, an examination of the different viable approaches to backhaul upgrades, and a look at the role femtocells have to play.

- **Andy Sutton, Principal Network Architect, Everything Everywhere**
- **Walter Grethe, Head of NGMN Program Management, Deutsche Telekom**
- **Professor Ed Candy, Technology Strategist, 3**

14:30 **Group 4: Emerging Services for Busy Networks - Healthcare and Sensing**

Chaired by David Cudby, Networks for Independent Living and Robert Blake, Philips Research,

With the backdrop of an aging population and increased budgetary pressure, this session takes a look at the changing nature of healthcare service provision. Home and mobile healthcare, facilitated by the development of novel sensing technologies, ubiquitous wireless broadband and machine to machine communications services looks to offer a solution. This session explores the current situation in the UK and Europe and looks at how these technologies and services are going to evolve over the next 10 years.

- **Michael Reilly, formerly Director of Orange Healthcare**
- **Frank Wartena, Senior Scientist, Philips Research Europe**
- **Paul Green, Marketing & Technology Director, Arkessa**

16:45 Afternoon tea party, hosted by the *Discovering Start-Up Project*

**Discovering
Start-Ups**

17:15 Free time / International Partnering opportunity

Gala Dinner, St John's College, Cambridge

Drinks Reception

18:15 Networking Drinks Reception courtesy of **Dorsey & Whitney**



Gala Dinner: The Hall, St John's College

Gala Dinner kindly sponsored by:



19:15 Seated for Dinner

19:25 Welcome from the Chair, **Dr David Cleevly, FEng, Chairman of Cambridge Wireless**

19:35 Welcome from the **Gala Dinner Sponsor, James Maynard President of Wavefront**

19:40 Dinner served

21:10 After-dinner speaker, **Rory Cellan-Jones, BBC Technology, 'My Life in Handsets...' followed by Q&A**
Rory will provide some after-dinner thoughts on how the mobile revolution has changed the way we all live and work.

21:30 Chairman closes the Dinner; Further Networking until **22:00**

Tuesday 28th June 2011

08:45 Registration over refreshments

Session B:1 Welcome and Keynote

09:30 Introduction from Chair, **Dr David Cleevly, FEng, Chairman of Cambridge Wireless**

09:35 **Keynote Speaker: Stephen Baily, General Manager, BBC R&D.**

'The role of Wireless in the future distribution of TV'

A vision of how mobile could and should play a role in the distribution of mainstream TV content to users together with an assessment of the challenges content players face in achieving their goals in this area. The presentation will consider user reaction to wireless distributed long form content, the impact of device fragmentation, the need for real time feedback on available service quality, and the availability of wholesale products from operators on the ability of content players to meet consumer demand.

09:55 Q&A

Session B-2: Imagining Tomorrow's Devices - Creating Technology Today

10:00 **Dr. Tapani Ryhänen, Laboratory Director, heading Eurolab (Cambridge and Lausanne) of Nokia Research Centre**

An opportunity to gain insights into the research work being undertaken by Nokia R&D in Cambridge which could define the shape and feel of future mobile devices. Understand the implications of research into areas such as Nanowire Sensing, Stretchable Electronic Skin and Electrotactile Experiences.

10:20 Q&A

10:25 **Refreshments & Networking**

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Session B-3: Policy Panel Debate - Can 'big wireless' deliver on the promise of a big society?

11.10 **Panel Session in association with ICT Knowledge Transfer Network**

Chaired by Stuart Revell, Chairman, ICT KTN Wireless Technology & Spectrum Working Group

In theory it should be possible to achieve substantial efficiency savings in sectors such as the health, transportation, education and emergency services through the application of telecoms and ICT technology both at a national, regional and local level. Today, the 'Big Society' – a new approach to delivering localized services – is political ambition, not current practice.

Are there new models of private and public sector cooperation which should be explored? Is 'Big Wireless' part of the answer?

Panellists:

- **Mark Adams, Director, Chief Architect Network, Northrop Grumman Information Technology**
- **Prof. William Webb, Member, Ofcom Spectrum Advisory Board**
- **Donna Bethea Murphy, VP of Regulatory Engineering, Iridium**
- **David Chater-Lea, Senior Technologist, Motorola Ltd**



12.15 **Lunch & Networking**

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Session B-4: Can the Mobile Industry deal with the Stress of Success?

13:25 **Chaired by Mike Grant, Caru Ventures Ltd**

A final debate to bring together key themes and observations from across the conference on demand, and supply side issues. What conclusions (if any) can we draw regarding which parties are likely to be in the commercial driving seat moving forward? Will device manufacturers through form and function define the shape of tomorrow's mobile ecosystem? Will content rights owners and new media players in shaping the nature of tomorrow's services determine industry business models and network structures? Or will the underlying financial strength of operators and the economics of mobile broadband result in network operators continuing to define the future of mobility? How will the mobile ecosystem evolve to deal with the stress of success?

13:30 **Mike Walker, Vodafone Fellow and Executive Technical Advisor, ex-Group R&D Development Director**

13:45 **Dan Reed, Corporate Vice President, Technology Policy and Strategy and eXtreme Computing Group at Microsoft**

14:00 **Ken Blakeslee, Chairman of WebMobility Ventures**

14:00 Panel Session with all speakers

Closing remarks

14:45 Closing remarks from Geoff Varrall of RTT Programmes & Cambridge Wireless Board Member and David Cudby of Networks for Independent Living and Cambridge Wireless SIG Champion

14:55 Complete feedback forms

15:00 Conference concludes

With permission of the speakers presentations will be made available on the Cambridge Wireless website 48 hours after the conference.

About Cambridge Wireless - www.cambridgewireless.co.uk

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.

Cambridge Wireless would also like to acknowledge and thank the following lead SIG Champions for their significant contribution to this conference agenda;

- Peter Whale of Qualcomm
- David Cudby of Networks for Independent Living
- Mike Grant of Caru Ventures Ltd
- Kevin Coleman of Alliantus