

Future Technology SIG 'Living in a Virtual World'

9th December 2014

Hosted by Cambridge Judge Business School and lunch sponsored by u-blox



This SIG is championed by **Richard Claridge** of PA Consulting, **Ross Davison** of Atkins, **Sylvia Lu** of u-blox and **Daria Taylor** of Talented Heads

Venue: Cambridge Judge Business School, Trumpington Street, Cambridge, CB2 1AG

AGENDA

12:00 Registration & Networking over lunch

13:00 Introduction to the CW Future Technology SIG from SIG Champion **Sylvia Lu of u-blox**

13:10 Welcome from our host, **Cambridge Judge Business School**

13:20 Welcome and presentation from our lunch sponsor, **Tony Milbourn**, Director, **u-blox**
'When will Augmented Reality be Reality Reality?'

13:40 Q&A

Session chaired by SIG Champion, Sylvia Lu of u-blox

13:45 **'Bringing products to life with Augmented Reality'**

Mikko Martikainen, CEO, **Sayduck**

An overview to the current state of Augmented Reality and how it's being used for engaging consumers in retail. Additionally, Sayduck will showcase some fun examples and explore where AR is going in the future.

14:05 Q&A

Session chaired by SIG Champion, Ross Davidson of Atkins

14:10 **'Taking AR out of the labs and into the mass-market'**

Caspar Thykier, CEO, **Zappar**

Augmented reality technology has been technically feasible for 40 years and commercially available for over five years, but until now it's not really become mainstream. As a number of factors coincide, augmented reality stands ready to enter its third phase: coming within the reach of the small and medium-sized enterprises (SMEs) who make up the vast majority of businesses. Zappar will present the life lessons they've learn at the coalface of AR.

14:30 Q&A

14:35 **Coffee/Tea & Networking**

Session chaired by SIG Champion, Daria Taylor of Talented Heads

15:05 **Ashraf Samy Hegab**, Founder, **Playir**

15:25 Q&A

Session chaired by SIG Champion, Daria Taylor of Talented Heads

15:30 **'Future Media Today'**

Callum Rex Reid, Director, **Digital Consultancy**

Engaging media has never just been about innovative delivery platforms. New delivery platforms such as augmented reality and virtual reality are just one part of the equation. What kind of content will or should these new delivery platforms be used for? Callum talks about his work in creating innovative content and unlocking the full potential of this 'future media'.

15:50 Q&A

15:55 Panel Session with all speakers chaired by SIG Champion, **Ross Davidson of Atkins**

16:40 **Closing remarks** from SIG Champion **Sylvia Lu of u-blox**

Profile of Organisers

Cambridge Wireless (CW)

CW is the leading international community for companies involved in the research, development and application of wireless & mobile, internet, semiconductor and software technologies. With 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises the annual Future of Wireless International Conference and Discovering Start-ups competition along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. For more information, please visit www.cambridgewireless.co.uk

Profile of Host

Cambridge Judge Business School

Cambridge Judge Business School is a department of the University of Cambridge. Since its inception in 1990, the School has forged a reputation as a centre for as a centre of rigorous thinking and of high – impact transformative education. We are situated within one of the world most prestigious universities and in the heart of the Cambridge Cluster, the most successful technology entrepreneurship cluster in Europe. The school has a world class faculty of around 55 members representing all continents, whose research interests span the globe and the full spectrum of business issues. Cambridge Judge Business School attracts students of the highest calibre from around the globe to its world-class programmes. For further details about our programmes please refer to our website on www.jbs.cam.ac.uk

Profile of Lunch Sponsor

u-blox AG

u-blox is the global leader in positioning and wireless semiconductors for the consumer, industrial and automotive markets. Our solutions enable people, vehicles and machines to locate their exact position and wirelessly communicate via voice, text or video. For more information, please visit www.u-blox.com

Profile of SIG Champions

Richard Claridge, PA Consulting

Bio to follow shortly. For more information please visit: www.linkedin.com/in/richardclaridge

Ross Davison, Atkins

Ross is a communications engineer within Atkins, spending the last three years designing radio networks for telemetry, security and next generation broadband applications. Currently working on communications infrastructure projects and spectrum management in the UK whilst sitting on the innovation council within Atkins. For more information please visit www.atkinsglobal.com

Sylvia Lu, u-blox

Sylvia is a Senior Algorithm & DSP Engineer with u-blox. Sylvia spent her past six years actively contributing to the algorithm design and DSP development of wireless technologies from 2G to 4G. Her recent focus is leading the link-level-simulation activities and transforming algorithmic designs into efficient LTE modem implementation on u-blox's Software Defined Modem platform. She also represents u-blox attending 3GPP RAN1 & RAN4 meetings. For more information please visit www.u-blox.com

Daria Taylor, Talented Heads

Bio to follow shortly. For more information please visit: www.talentedheads.com

Profile of Speakers

Mikko Martikainen, Sayduck

Mikko began his career as a graphic designer and programmer in his native Finland and eventually found the combination of the two in 3d animation and visualisation. Mikko has worked in several leading advertisement post

production companies in London, LA, New York, Paris and Helsinki and held creative managerial roles in many of them. Prior to co-founding Sayduck he ran his own visual effects consultancy serving the advertising sector in London. As the CEO of Sayduck, Mikko is responsible for overseeing the direction of the company from development to sales. For more information please visit: www.sayduck.com

Dr Tony Milbourn, Director, u-blox UK

Tony Milbourn is responsible for strategy at u-blox, a Swiss company selling modules and chips that support cellular communications and location in consumer products. Tony has worked in the wireless industry for 25 years, based almost entirely in Melbourn. He was Executive Chairman at Cognovo, a spin-out from ARM recently acquired by u-blox, for 3 years. Previously Tony was CEO of TTP Communications from the time that it started in 1988 through an IPO on the London Stock Exchange in 2000 and onward to its acquisition by Motorola in 2006. Over that time the team grew from a handful to 700; revenues peaking at \$120m per annum. From 2000 to 2006 Tony was also Chairman of ip.access, the femtocell business spun out from TTPCom, and sat on the boards of international subsidiaries of TTP Communications plc. For two years, 2008/9, Tony was also a non-executive Director at Light Blue Optics, also based in Cambridge. For more information, please visit: www.u-blox.com

Caspar Thykier, Zappar

Caspar has spent the last 15 years working across different areas of marketing starting in advertising. He has served as the youngest ever Board Director and Group New Business Director at AMV BBDO, become a co-Founder and Managing Director at the marketing agency Campbell Doyle, then went on to become the Chief Operating Officer at the leading PR firm Freud Communications before moving into the world of digital where he is a Co-Founder and Director of two pioneering companies – VEEMEE and Zappar. VEEMEE was founded in 2009 and specializes in avatar systems and virtual social networks. Zappar, founded in 2011, is a leader in AR-enabled product and entertainment experiences on handheld devices. Zappar recently launched the Zapcode Creator, an online solution that has democratized AR making it readily available for anyone on the planet to create their own experiences providing the highest quality and the lowest price point. For more information please visit: www.zappar.com

Ashraf Samy Hegab, Playir

Bio to follow shortly. For more information please visit: www.playir.com

Callum Rex Reid, Digital Consultancy

With more than 10 years in the digital media industry and five years as a chief executive of a digital experiential agency, Callum has worked with international and household brands, created award-winning apps, pioneered new media technologies and delivered exciting digital content gaining critical acclaim around the globe with media reach incl. Sky News, BBC Click, Wired to name a few. Callum's passion for creative digital visual content, using cutting-edge technologies including 3D, augmented reality, virtual reality, computer vision and cloud computing, are matched only by his knowledge that even greater things are just around the corner. For more information please visit: www.callumrexreid.com