

# THE HYPERCONNECTED HUMAN

AN EXPLORATION OF THE 'CONNECTED PERSON'  
AND THEIR CONNECTED ENVIRONMENT



**02.11.2022**

# 2021 ANNUAL CONFERENCE

**5** HOURS OF NETWORKING

**35** EXPERT SPEAKERS

**55%** C SUITE/ DECISION MAKERS

**500+** PEOPLE ATTENDED

**"Stimulating, intelligent, informative, on highly topical and important subjects."**

*2021 delegate*

**"A yearly event that should not be missed if you are serious about driving your business forward using the latest thinking in mobile, wireless, internet and semi-conductor technology."**

*2021 sponsor*

**"Very high calibre networking and information exchange. I learnt something critical to the future of my business today!"**

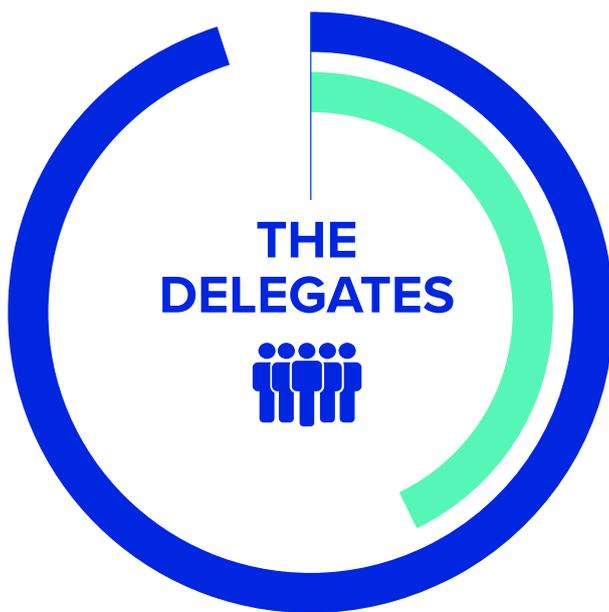
*2021 delegate*

**"This was one of the best events that I've attended. The quality of the event organisation and logistics was excellent, the content was relevant and well curated, and the speakers were excellent and spoke from a range of perspectives."**

*2021 delegate*

**"A great conference with excellent speakers, well attended, at a very modern, stunning conference centre. The exhibition allowed us to raise our profile and increase networking opportunities. Highly recommended to other like-minded ICT businesses and clients looking for our services."**

*Previous exhibitor*



**95%** were likely to recommend the conference

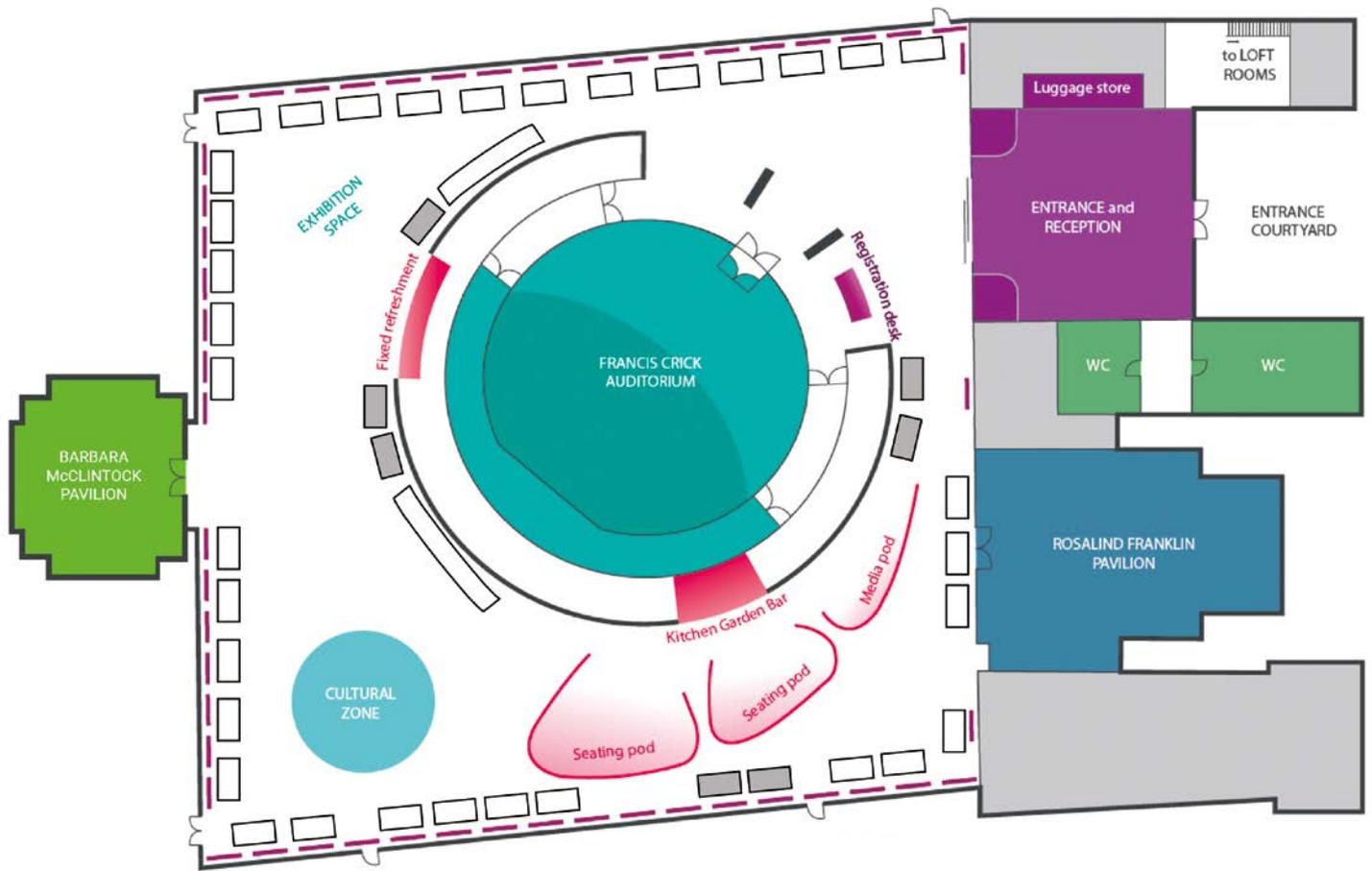
**43%** of delegates expected to gain new business

# THE VENUE



WELLCOME  
GENOME  
CAMPUS

CONFERENCE  
CENTRE



- Exhibitors & attendees on one-level
- Easy access
- Comfortable networking
- On-site accommodation

- poster board
- doors
- sliding doors
- table top exhibitor
- restricted table top exhibitor
- catering station



# PAST ATTENDEES

- 31ten Consulting
- 42 Technology
- 5G Analytics
- 5G3i Ltd
- 5GAA
- 8 West Consulting
- 8power
- Acisa
- ADVA
- AEL Crystals
- Africa Mobile Networks
- Agilis Ai
- Akendi UK
- Altium Associates
- Amazon
- Amdeo
- Anchored In
- Anglia
- Anglia Ruskin University
- Anglian Water
- Anritsu
- Anthem Corporate Finance
- APImetrics
- Appleyard Lees IP LLP
- Arm
- Artagnan Tech
- Ashtons Legal
- Assured Wirelless
- AstraZeneca
- Astutim
- AT&T
- ATS Global
- Ballast Networks
- Bango
- Beko
- Bikal
- Biorbyt Limited
- British Telecommunications
- BSC Associates
- CableLabs
- Cambridge Consultants
- Cambridge Data Insights
- Cambridge Design Partnership
- Cambridge Spark
- Cambridge University Hospitals NHS
- CPCA
- Camgile
- Capita PLC
- CBRE
- Cellnex Telecom
- CGI
- CircuitBuilder
- Clavister AB
- Climate Associates
- Cofinitive
- Committee
- Commscope
- Connected Kerb
- Connecting Cambridgeshire
- ConvergedLinks Inc.
- CorrosionRADAR Ltd
- CPI
- Createc
- Cyphere
- D C Intelligence
- DCMS
- D&FG Elements
- Dataswift
- DBS Group
- Decision Evaluation
- Delivery Management
- Dell UK
- Deloitte LLP
- DIT
- Deutsche Telekom UK
- Device Authority
- Digital Catapult
- Digital Health Cambridge
- Disruptive Analysis
- Dorset County Council
- Dovetailed
- EDF Energy
- EIRA
- Element Energy
- Emsol
- EnSilica
- Ericsson
- Espansivo
- Essor Labs
- Factoree
- Fenland District Council
- Flex
- Fluidic Analytics
- Ford
- Forge
- Genesis Technology Services Limited
- ghd Cambridge
- GKD Technologies
- Google
- Government of British Columbia
- Greybrook
- GSMA
- Howes Percival LLP
- Huawei
- IC Creative
- IC Resources
- Ignite Exponential
- Imagination Technologies
- IMMERSION
- Immersive Rehab
- Infocomm Media Development Authority
- INSEAD
- Inside Telecom
- Intel
- Intelsat
- Iotic
- IP Group
- IP21
- Ixion Holdings
- J A Kemp LLP
- Jonesthphone Consulting
- Kao Data
- Keima
- Keysight Technologies
- Klickdigital Limited
- KLM
- La Playa
- Lancaster University
- Lark
- Leonardo
- Liberty Global
- Liverpool 5G Testbed
- London Stock Exchange
- Lucet
- M1 Limited
- Magna International
- Mandrel Systems
- Maritime and Port Authority of Singapore
- Marks & Clerk
- Martlet
- Mason Advisory
- MATRIX Software
- Maximus Networks Ltd
- Menta
- Metall
- Microchip
- Microsoft Research
- Mini-Circuits
- Ministry of Foreign Affairs of Denmark
- Miralis
- Modus Operandi
- Myriofoam Limited
- National Digital Twin Programme
- NPL
- NCR Global
- NetRing
- Neurowave AI
- New Street Research
- NIHR Brain Injury MedTech Co-operative
- Nodens Medical Ltd
- Nokia
- Nvidia
- Octopus Ventures
- Odine Solutions
- Ofcom
- One Nucleus
- Open Networking Foundation
- OpenUK
- Orange
- Orbitil
- Orca Scan
- Parallel Wireless
- PCTEL
- Perform Green
- Plextek
- Plum Consulting
- Pod Group
- PolyChord
- Position Systems
- ProtectBox
- ProVenture
- pureLiFi
- PwC UK
- QCT
- Qualcomm
- Queens University Belfast
- Radio Led Partner
- RAK Wireless
- Raspberry Pi Foundation
- Ravensbourne
- Real Wireless
- Redtail Telematics
- Renfrew Group
- Rethink Technology Research
- RN Electronics
- RoboK
- Rohde and Schwarz
- RTT Online
- Ryff Europe Ltd
- Sagacity Consultancy
- Salesforce
- Samsung
- Satellite Applications Catapult
- Sedgefox Consulting
- Sepura
- SGInnovate
- Siameetric Systems
- Sierra Wireless
- Signpost 2 Grow
- Singapore Technologies Engineering Ventures
- Singtel
- Smithsonian
- Sony Europe B.V.
- Spark EV Technology
- SSE Enterprise Telecoms
- SSN School of Advanced Software Engineering
- St John's Innovation Centre
- StarHub
- S-Tech Insurance Services
- Stephen Unger Consulting
- STL Partners
- Suttrue
- Synergy Solutions
- TalkTalk
- TE Connectivity
- Team Consulting
- Tech Mahindra
- Tech Velocity
- Telecommunications Industry Association
- Telefonica O2 UK
- TestFyra
- The IEEE
- The KTN
- The Scotland 5G Centre
- The Silicon Eye
- Tinnoco
- Toga Networks
- Trik
- TTP plc
- Turkcell
- Tuspark UK
- u-blox UK
- Uhuru United
- UK5G
- Unbounded Future Ltd
- University College London
- University of Bristol
- University of Cambridge
- University of East Anglia
- University of Edinburgh
- University of Essex
- University of Kent
- University of Reading
- University of the Highlands and Islands
- University of Warwick
- University of Wolverhampton
- Utility Technology Council
- Uventor Ltd.
- Vecta Consulting
- Veea Systems Ltd
- Verizon
- Viatic Associates
- VIAVI Solutions
- Vilicom UK
- Vision Formers
- VISION
- Vodafone
- Webb Search
- West Midlands 5G (WM5G)
- Westminster City Council
- WiFore Consulting
- Xpllore
- Zizo Software

# THE HYPERCONNECTED HUMAN

**The CW International Conference (CWIC) is a must-attend conference for business leaders in the wireless industry. Each year it attracts hundreds of Founders, Directors and C-Suite Executives to network and influence the topical issues of the industry.**

Connectivity is now a ubiquitous part of our lives, round the clock we are connected; from wearables and smart devices to connected cars, houses and cities, people are ever more 'plugged in'. CWIC 2022 will explore the 'connected person' and take a tour around their connected environment.

Not only are humans externally more connected to their environment, we now have the possibility of robotic body augmentation. The human augmentation market is currently worth almost 90 billion dollars (2020) and is expected to reach over \$290 billion by 2028 with the largest slice from wearable devices. Can the human brain adapt to controlling an extra robotic digit added to the body by using the 'third thumb'?

CWIC will explore the societal impact of being ever more connected. How are we teaching our kids about technology? Is it through the tech itself, are they learning about the world and social values through Alexa, Google and TikTok?

Are there marginalised groups being left out (such as the elderly) or does this uber-connectivity allow for more inclusion?

And let's not forget the Metaverse! The nebulous term for a group of interoperable technologies that encompasses augmented reality and virtual worlds where people play, work, shop and that live on even when you aren't actively in them. How is the human being changed by or changing this 'metaverse'? Does the metaverse go beyond gaming and by its adoption is it adapting to the 'self' or the 'self' adapting to the metaverse? Will the metaverse be the next tech watershed or is this just a second stab at Second Life?

But, with our lives relying so heavily on connectivity, what happens if we pull the plug, and the network goes down? And does all this connectivity come with increased vulnerability with cyberspace and data security. Who controls all this connectivity and how securely?

# PLENARY THEMES

## Living in the Metaverse



Experts have predicted that by 2030 a sizable percentage of people will 'live in' the metaverse somehow, but what is the metaverse and what technological developments are needed to make it a reality? How will we regulate the technology and who will govern the metaverse? How will developing technologies such as AI, 5G, XR, Web 3.0 and Distributed Ledgers combine to deliver the metaverse and what else might be needed along the way? In this session we will explore these questions and what the future of the metaverse may hold.

## Health & Wellbeing

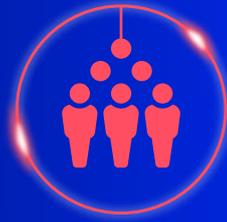


Innovation in medical technology is transforming the global healthcare landscape with unprecedented speed, engendering the most fundamental changes in a generation. The medical technologies shaping our future will fundamentally change the way in which every-day healthcare is delivered to us, such as sensor applications, wearable technology, enhanced communication systems and virtual reality, which will radically improve healthcare delivery and user experience.

For the hyper-active and health-conscious, there are exercise programmes and training routines that can be joined in virtual locations around the world. But can the virtual personal trainer-avatar hone our health as effectively as Sven in the local gym? Will always-on health monitoring in AI training apps replace the local doctors' advice, and further improve our 'digitally-enhanced' lives?

# TRACK THEMES

## Society & Community



What does a hyperconnected society look like? We continue to interconnect people and in the last few years we have seen an accelerated appetite for video meetings, telemedicine, online retail and connected entertainment. How do we evolve from these successful but disparate services to a broad societal change, in which we all share a better citizen experience, better utilisation of asset capacity, better care and health services? How can we avoid leaving people behind? How do we provide for people who wish to remain unconnected?

We will consider how the technology curve can be harnessed for societal transformation, through ubiquitous services, pervasive standards, strong governance and robust privacy protection. We will examine the role of central and local government in redefining social norms and in promoting – and funding – universal hyperconnected services. We will also explore national visions, international references and the role of multinational cooperation.

Societal change is measured in generations and will be regulated by political and social appetite rather than Moore's Law. But can we define an endpoint with a clear value proposition, which makes sense to the children of today? And what about the valuable data harvest we derive from being hyperconnected – how does this benefit society at large?

## Security, Identity & Privacy



Our cyberspace life has already become irrevocably entwined with real life. The Metaverse offers a world of even greater promise, but also, of great peril. Pirates, predators and hackers galore. How will we keep ourselves and our virtual identities safe in the mixed reality frontier we are heading into?

Communications and/or connectivity has evolved through the ages to bring us to the age of the hyperconnected individual or 'thing' (with and without a screen). As our senses have been exploited, from sound to sight, the platform that was mobile, is now accelerating towards a virtual, augmented reality platform where identity could not be more crucial. The Identity of Things (or IoT) and The Identity of Humans (IoH) are coalescing to create an avatar-led world, where our own digital twins are being intertwined with the digital twins of the world around us.

This track will examine the possibilities for identity being used in constructive, educational and commercially beneficial manners, but also consider how identities can be stolen, spoofed or cloned. As society becomes more interconnected, the lines between reality and virtual reality are becoming blurred to the extent where deep fakes are being used regularly in mainstream blockbusters, to the point where audiences cannot distinguish true identity. Come along to be wowed on a rollercoaster security ride, perhaps a virtual one!

### Mobility & Logistics



The movement of people and goods has always been a fundamental human need, however, several issues are driving a fundamental re-think of what mobility means: Increasing traffic congestion, Unviability of rural public transport, Increasing demand for fast-delivery of goods, Rising fuel costs and Climate change. To address these, we are deploying new technologies, such as hyperconnectivity between vehicles, infrastructure and people, Intelligent automation and Electrification. And as a result, we are blurring the boundaries between different transport modes to deliver smart, connected, cooperative, multi-purpose mobility systems where automated vehicles transport individuals, passenger groups and goods on demand, safely, reliably and efficiently, whilst doing so in a fully carbon-neutral manner.

In this session, we will discuss the drivers for this vision but also look at key requirements and challenges, such as vehicle connectivity, smart roads, sensor fusion, electric powertrain, smart grid, functional safety and vehicle cyber security. We will also consider new uses cases and business models, such as mobility as a service, on-demand robotized delivery, future human to vehicle interfaces, on-demand transport pods and smart fleet management.

### Hyperconnected Entertainment



The hyper-connected humans of today have a huge array of games and pass-times available for entertainment and relaxation.

For the hyper-active, there are on-line training routines that can be joined in virtual locations around the world; and on the other side of the bitcoin, for the digital 'couch potato', there is an array of immersive and interactive experiences available for hyper-connected entertainment, all at the touch of a button. Sports and theatre fans can share, in real-time, the excitement of matches and shows, from the best virtual seats in the house. What are the latest technologies and techniques in virtual production, that can create these multi-dimensional audio/video experiences so realistically? How are multi-user games engines and the present generation of extended reality headsets supporting/limiting these developments?

Hyperconnectivity extends the opportunities for ever more innovation and commercial applications in the entertainment ecosphere. And now the metaverse is approaching – enabling content consumers to further share and adapt their hyperconnected virtual worlds for wider experiences and deeper social interaction. Will storytelling's foundations in the written word and illustrations be displaced by the like of Star Trek's Holodeck and the metaverse's network of 3D virtual world experiences.

# SPONSORSHIP BENEFITS

## THOUGHT LEADERSHIP

There are several speaking opportunities providing sponsors with the chance to present on an international platform and be recognised as a highly credible and impactful industry thought leader. Sponsors may support a specific dedicated session benefiting from exclusive visibility and direct interaction with delegates in the session.

## HIGH IMPACT NETWORKING & COLLABORATION

Engage and generate leads with our delegates in a state-of-the-art venue. At our last face-to-face annual conference the value of expected contract wins (as a result of meetings) was £1.9M thus returning a strong financial imperative as well as many 'light bulb' moments of new ideas and collaboration in a highly trusted and fun environment.

## HIGH PROFILE VISIBILITY

Through highly targeted offline and online media and promotional campaigns including CW Special Interest Group (SIG) event promotion, thought leadership articles, social media, press campaigns, conference brochure, website presence and email marketing, your company brand will be exposed to a wide audience in a powerfully integrated marketing campaign in the months before the conference.

## SHOWCASE YOUR PRODUCTS IN OUR EXHIBITION HALL

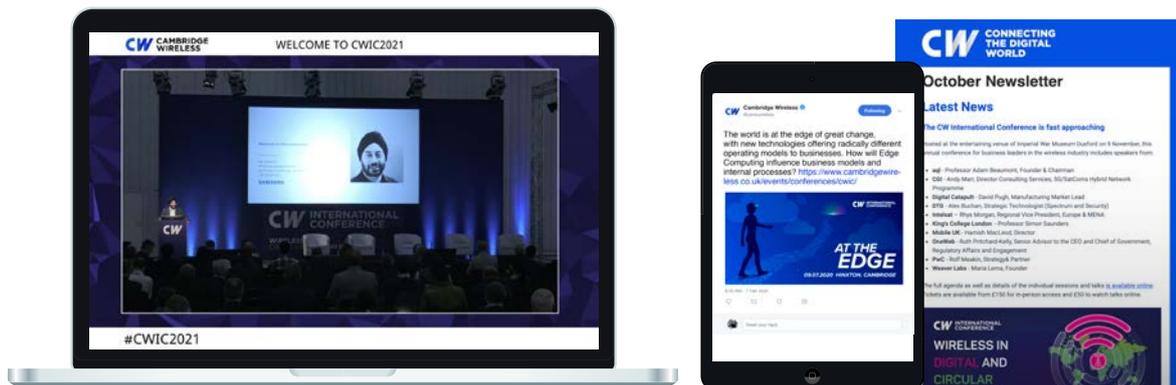
With a high-level audience at your fingertips, increase your reach by showcasing your products, services and technology to influential decision makers. Reinforce and strengthen your brand; build opportunities with new and existing clients and promote collaborations.

Exhibitors will receive a free virtual exhibition space on the conference platform. This allows both in-person and online delegates to explore the virtual exhibition hall and easily navigate to your page.

## WHAT DOES HYBRID MEAN AT CWIC?

Hybrid can mean many different things, at CWIC we plan to have a full day, face to face conference with plenary talks, parallel sessions, and an exhibition. We will be recording the plenary talks and live streaming these for the virtual attendees. Attendees will have the choice and flexibility to attend in person or online. Live attendees have the benefit of being able to access the talks in person or online (or on demand after the event).

With hybrid, the sky's the limit offering increased opportunities across time zones and borders. Hybrid combines the benefit of the face-to-face experience, where you can connect with in-person delegates and the wider reach of the virtual attendees. We have a variety of physical and virtual packages to suit your budget and organisation's objectives.



# SPONSORSHIP OPPORTUNITIES

**CWIC22 sponsorship packages are here to increase the visibility of your brand and enhance audience engagement. All sponsorship packages include presence in the conference brochure, on the conference website and a virtual exhibition table.**

## CONFERENCE BAGS

Your branding prominently printed to one side, one colour, of the conference eco shopper bag which is given to every delegate and speaker. Conference bags prolong the life of your branding as bags are frequently reused after the event.

## LIVE STREAM

Achieve maximum visibility by sponsoring the live stream, not only will your logo appear on the day but also feature after the event during on-demand viewings of the stream. You will also have the opportunity to record a short on-demand talk. Sponsorship includes presence in the conference brochure and an exhibition table.

## CONFERENCE GUIDE ADVERT

Get full visual coverage of your organisation by advertising in the hard copy of the conference guide. This option will allow your organisation to have visibility to all attendees. Choose between the 3 size options available depending on your budget.

## LANYARD

Increase your company's brand reach and exposure by showing your logo on the event lanyard. All delegates, speakers and partners will be given a lanyard at registration which they will be required to wear all day (and keep, if they wish). Sponsorship includes presence in the conference brochure and an exhibition table.

## DISPLAY TABLE

Showcase your organisation with a display table located in the networking area. Upgrade to a larger exhibition space located in the busy lunch area. Ask for details.

## CANAPÉS

Increase your brand exposure by sponsoring the canapés which will accompany the drinks reception. Sponsorship comes with an exhibition stand and placement of your banners in the reception area, you will also be acknowledged as the canapés sponsor to all delegates.

## DRINKS

The main conference will conclude with a drinks reception followed by canapés. The drinks sponsor will have use of an exhibition table and presence in the conference brochure – great exposure and networking opportunity.

## LUNCH

Receive exclusive visibility over lunch, you will be acknowledged as the lunch sponsor and have the opportunity to address all delegates. The sponsor can provide up to four rollup banners featuring their logo during the lunch. Sponsorship includes presence in the conference brochure and an exhibition table.

## REFRESHMENTS

Gain that extra advertising edge by sponsoring the refreshment breaks and reap the benefits that come with an exhibition stand and prominent rollup banners featuring your logo around the refreshment areas. You will be acknowledged as the refreshment sponsor to all delegates.

# SPONSORSHIP PACKAGES

	£ (ex VAT)	Number Available	Speaking Slot	Exhibition Table	In Person Delegate Passes	Online Delegate Passes
Platinum	£35,000	1	✓	✓	10	10
Opening Keynote	£15,000	1	✓	✓	6	6
Gold – Plenary	£10,000	2	✓	✓	6	6
Closing Keynote	£8,000	1	✓	✓	6	6
Gold – Track	£7,000	4	✓	✓	6	6
Silver – Plenary	£6,000	1	Panel only	✓	4	4
Silver – Track	£4,000	4	Panel only	✓	4	4
Pod A	£5,000	1		✓	3	3
Pod B	£7,000	1		✓	4	4
Lifetime Award	£5,000	1		✓	3	3
Live Stream Sponsor	£5,000	1		✓	3	3
Lunch	£5,000	1		✓	3	3
Canapés	£5,000	1		✓	3	3
Drinks Reception	£4,000	1		✓	2	2
Refreshments <b>SOLD OUT</b>	£4,000	1		✓	2	2
Conference Bags	£4,000	1		✓	2	2
Lanyard <b>SOLD OUT</b>	£3,500	1		✓	2	2
Display Table	£3,000	15		✓	2	2

# ABOUT CW (CAMBRIDGE WIRELESS)

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies.

With an active community of over 1000 technology companies ranging 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 Special Interest Groups 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 major conferences and 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.

## Our 20 Special Interest Groups:

- Academic & Industry
- Artificial Intelligence
- Automotive & Transport
- Business
- Connected Devices
- Content Production & Delivery
- Engineering Trust
- Enhanced Mobile Broadband
- Future Devices & Technologies
- Healthcare
- Industrial IoT
- Location
- Non-Terrestrial Networks
- Radio Technology
- Security
- Small Cell
- Smart Cities
- User Experience
- Virtual Networks
- Wireless Heritage



## CONTACT US

For more information on how you can get involved:

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+44 (0)1223 967 101

[www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)



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CW (Cambridge Wireless Ltd)