# Cambridge Wireless Software and Open Source SIG
## "The Challenge of Things"
### 14th November 2013

**Hosted by:** ARM®

*The Software and Open Source SIG is championed by **Phillip Burr**, **John Bechtel** of **Badger Pass**, **David Berry** of*
***Qualcomm Cambridge,** David Roberts of **Ogma Solutions** and Kevin Rolph of **MediaTek***

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## Venue – ARM Ltd., Building ARM3, 110 Fulbourn Road, Cambridge, CB1 9NJ

## AGENDA

**14.00** Registration & Networking over Coffee

**14:30** Welcome from SIG Champion, **Phillip Burr**

### Session Chaired by Phillip Burr

**14:40**   **Amyas Phillips, Research Entrepreneur, ARM**
*"Small Devices, Big Data"*

Devices embedded in our environment are expected to emerge as a major source of big data over the coming decade.  Amyas will outline how ARM are working to enable and grow this network of embedded devices (i.e. the internet of things).  From the standards and technologies enabling the embedded devices at the bottom of the IoT stack, ascending all the way to the top, where the data from these devices enters the data value chain, Amyas will provide a whistle stop tour of IOT!

**15.00**   Q&A

**15:05**   **Paul Green, Founder,  Arkessa**
**"Tending the Growth of the Thingternet"**

Is the Internet of Things really about vast amounts of data or is that concept simply legacy thinking from the world of M2M?  How we envision IOT may be more important than we think, because everything we do now has the potential to either enable and empower or constrain and control the innovation that will drive the economic engine of its future realisation.

In his presentation Paul will explore some of the real life benefits and challenges of migrating from an M2M environment to an open IOT eco-system.  Could communities of open-source applications serve them or is this solely the realm of big data?

We will look at some early IOT implementations and the organisations that are seeking to find a middle way between the more defined, linear worlds of M2M and the potentially boundary-free chaos of IOT.  Audience interaction will be welcomed.

**15:25**   Q&A

**15:30**   **Refreshment Break**

### Session Chaired by Kevin Rolph of Mediatek

**15:55**   **Nick Hunn, Founder and CTO, WiFore Consulting**
**"Little Things make Lots of Data"**

The Internet of Things envisages a brave new world, where the things we buy and the things around us are no longed unconnected, autonomous products, but are laden with sensing and metrology capabilities allowing them to generate data.  By itself that's not much of an advance.  The value comes when the data from groups of these Things can be stitched together.  This presentation looks at what this means for developers and businesses, separating the hype of Big Data from the reality of business models that develop insight.

**16:15**   Q&A

**16:20**   **Pat Walshe, Director of Privacy at GSMA**
**"Building for Trust in an Age of Complexity: Empowering Data, Empowering People"**

The term, the 'Internet of Things' appears to be something from the future. But for many individuals it's already a reality.  People and their mobile devices are hyper-connected across a global and pervasive ecosystem of apps, services, devices, sensors, objects, people. It's a complex and data rich ecosystem that can help drive social and economic opportunities, but that also holds many privacy challenges. Trust is key. This session will explore key privacy challenges and how to design and build for trust. It's more than just complying with privacy law. 'Privacy: What does it mean to you?'

**16:40**   Q&A

| 16:45 | **Panel Discussion with All Speakers**, chaired by **David Roberts** of **Ogma Solutions** |
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| 17:25 | **Closing Remarks** |
| 17:30 | Fill in Evaluation Forms / 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 (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 18 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 Our Host

**ARM**

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies. For more information please visit: www.arm.com

## Profiles of SIG Champions

**John Bechtel, Badger Pass**

John has extensive international experience in start-up, medium-sized and large organisations. John has successfully managed culturally and geographically diverse teams of high performers, and creates productive, dynamic environments. John is the founder of Badger Pass. Badger Pass allows tech entrepreneurs to focus on their invention, the funding and the sale. Working on a part-time or contract basis, we develop and implement sensibly-sized processes and professionally manage internal and customer-facing projects. Our clients may have just made a first sale and need to deliver, or are trying to sell and need to impress their customer as an operating business, beyond the raw invention or technology. John holds a Bachelor's degree in Systems Design Engineering from the University of Waterloo in Canada and is a certified PRINCE2 project management Practitioner. For further information please visit: www.**badgerpass**.co.uk

**David Berry, Qualcomm Cambridge Ltd**

David Berry is a Director of Engineering at Qualcomm Cambridge. David joined Qualcomm in 2004, through the acquisition of Cambridge-based Trigenix, where he led the development of the server side of the product through to operator deployment. His most recent work is on the development of the Qualcomm Toq smartwatch. Prior to joining Trigenix David held technical leadership roles at Cambridge companies FutureTV and Harlequin, in the areas of interactive TV and printing. He was at Sun Microsystems in the San Francisco Bay Area where he worked on software for video capture, colour management and image processing. David holds a BSc and PhD from Heriot-Watt University in Electrical and Electronic Engineering. For more information, please visit www.**qualcomm**.com

**Philip Burr**

Phil, as a senior product manager, has grown product revenue by focusing on the customer. Covering product strategy, product marketing, business development and product management, Phil has contributed to the success of a wide range of products. Most recently, Phil was Senior Product Marketing Manager at Mentor Graphics where he was responsible for an embedded user interface product.

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 and

managed TTPCom's pre and post sales support division in Asia, creating a successful 50-engineer customer & service driven team spanning Singapore, Taiwan, China, Korea & Japan. For further information please visit: http://www.linkedin.com/in/phillipburr

### 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 over 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. This was followed by a period as leader of a small research team looking at possible disruptions to, and opportunities in, Symbian's business models and practices. After leaving Symbian/Nokia, David became the CTO of a start-up developing innovative mobile accessories and services. While waiting for this endeavour to make his millions, David became interim Head of Product Management at Citrix for XenServer, one of the world's leading virtualisation platforms that also drives the world's largest clouds. For further information please visit: www.**ogmasolutions**.co.uk

### 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

## Profiles of Speakers

### Amyas Phillips, ARM

Amyas Phillips, PhD, heads ARM's Internet of Things laboratory in Cambridge, UK, studying IoT applications and prototyping enabling technologies. He is leading ARM's participation in open standards for IoT interoperability. For further information, please visit www.**arm**.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 is 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

### Nick Hunn, WiFore Consulting

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

### Pat Walshe, GSMA

Pat is responsible for the GSMA's work on privacy. Pat is currently working with GSMA members and other key stakeholders to establish dialogue and explore ways to shape—collaboratively and collectively—the way privacy is advanced, managed and protected across the mobile ecosystem. Pat has more than 13 years of experience in data privacy and regulatory policy in the fixed, mobile and internet sectors. He has represented industry on a number of privacy matters with various regulatory and international public interest groups.

Pat has a degree in Social Anthropology and Development and holds privacy and information security qualifications. He has served on the International Standard Organisation's Privacy Steering Committee and is a member of the British Computer Society. For more information please visit: www.**gsma**.com

| Delegate List | | |
|---|---|---|
| **Name** | **Organisation** | **Company Profile** |
| Howard Baker | BBC | British Broadcasting Corporation |
| Pilgrim Beart | AlertMe.com Ltd. | Smart Home platform |
| John Bechtel | Badger Pass | **SIG CHAMPION**. Badger Pass helps small tech companies operate efficiently and deliver effectively. |
| David Berry | Qualcomm Cambridge Ltd | **SIG CHAMPION**. |
| NimishKumar K. Bhatt | Livewire (UK) Ltd | |
| Alberto Bonamico | RealVNC | |
| Cameron Branston | High Commission of Canada | To promote international trade and foreign direct investment between Canada and the UK |
| Phillip Burr | | **SIG CHAMPION**. |
| Andy Bush | Accenture | |
| Iain Campbell | Accenture | |
| Chris Canneaux | European Recruitment | European Recruitment is an award-winning niche technology recruitment agency |
| Rick Chandler | Airworking | Wireless consultant working in IoT and Smart Cities |
| Amir Chaudhry | Wireless Communication Team | Working on open-source software for the IoT. See more at nymote.org |
| Paul Coffey | EE | |
| Ayse Cufoglu | Anglia Ruskin University | Anglia Ruskin Univeristy, Department of Computing and Technology |
| John Davies | BT | BT is one of the world's leading communications services companies |
| David Edwards | UL | (Regulatory and Compliance) Automotion and Wireless |
| Don Eungblut | HE Ventures Ltd | Support for organisations seeking to do business in China |
| John Freeman | Arkessa | |
| Paul Fulton | Philips | Home Healthcare Research |
| Claudia Gasson | European Recruitment | European Recruitment is an award-winning niche technology recruitment agency |
| Graeme Gibson | Appsherpas Limited | Specialists in mobile retail, hospitality and health application solutions |
| Rob Gilham | Arkessa | |
| Nicolas Graube | CSR | |
| Paul Green | Arkessa | **SIG CHAMPION**. |
| John Haine | u-blox AG | **SIG CHAMPION**. |
| Tolga Hassan | | |
| Mike Hobbs | Anglia Ruskin University | Department of Computing and Technology |
| Jon Howes | Beecham Research | |
| Nick Hunn | WiFore Consulting | **SIG CHAMPION**. |
| David Jai-Persad | University of Greenwich | |
| Soraya Jones | Cambridge Wireless | |
| Robert Lee | National Instruments | Test, Data Acquisition and Automation technologies |
| Allan MacLean | Amdeo Ltd | **SIG CHAMPION**. User Driven Innovation |
| David Marsden | EML WIldfire | PR for technology companies |
| Daniel Masato | Qualcomm Cambridge | |

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|---|---|---|
| Brian Milnes | Independent Technology Group | Providing Business Building Services to small and fast growing companies |
| Tim Murdoch | | |
| Katie Nagy de Nagybaczon | Olswang LLP | International law firm with an unparalleled Technology, Media and Telecommunications practice |
| Andrew Orrock | Arkessa | |
| Hendrik Pavel | UKTI East | Enterprise Europe is a free service comprising the world's largest tech transfer network |
| Amyas Phillips | ARM | |
| Leo Poll | Akendi | **SIG CHAMPION**. A UX consultancy passionate intentional user experience design |
| Alasdair Poore | Mills & Reeve LLP Solicitors | Legal and intellectual property advisors devoted to making things happen |
| Dipak Raval | RBC Technology Limited | Business Consultancy focusing on helping customers gain market traction. |
| Antony Rix | The Technology Partnership plc (TTP) | **SIG CHAMPION**. |
| David Roberts | Ogma Solutions | **SIG CHAMPION**. |
| Angus Robinson | Anritsu Limited | Leading supplier of test and measurements instruments for the global communications industry. |
| Kevin Rolph | Mediatek | **SIG CHAMPION**. |
| Tim Rowsell | Anglia Ruskin University | Higher Education for the masses |
| Gerry Rutherford | Cambridge Smart Solutions Ltd | |
| Mauro Scagnol | CSR | |
| Andy Simpkins | Toby Churchill Ltd | Developing and supplying aids for people with physical and cognitive difficulties. |
| Robin Smith | Oracle | M2M leader |
| Gerard Smith | Plextek | Electronics and software design consultants |
| Charles Sturman | u-blox AG | Positioning and Wireless chipsets and modules |
| Kumi Thiruchelvam | Broadcom | |
| Mo Touman | BT | |
| Adrian Toutoungi | Eversheds LLP | **SIG CHAMPION**. Lawyers helping you keep the world connected: committed locally, connected globally |
| Matthew Trowbridge | MGT Support Ltd | |
| Paolo Ursino | Broadcom | Semiconductors wireless and cellular |
| Pat Walshe | GSMA | |
| Chunyan Wang | Anritsu | Test equipment provider |
| Stephen Ward | Oracle | |
| William Webb | Weightless SIG | |
| David Whale | Thinking Binaries Ltd | |
| Mark Wharton | Arkessa | |
| Steven Wright | Covnetics | Expert telecoms & networking consultancy with FPGA design services |