Automotive & Transport SIG
'The State of the Nation'
15th May 2014

Sponsored by Rohde & Schwarz

Hosted by Hethel Innovation and supported by ITS UK

*This SIG is championed by **Andrew Ashby** of **Plextek Consulting**, **Tom Blackie** of **RealVNC**,*

John Okas of Real Wireless and Nigel Wall of Climate Associates

Venue: Hethel Innovation, Hethel Engineering Centre, Chapman Way, Hethel, Norwich, NR14 8FB

AGENDA	
11:00	Registration & Networking over Coffee
11:30	Introduction to the Cambridge Wireless Automotive and Transport SIG from **Andrew Ashby** of **Plextek Consulting**
11:40	Welcome from Host, **Simon Coward** of **Hethel Innovation Centre**
11:45	Welcome from Sponsor, **Steve Edwards** of **Rohde & Schwarz**
	Session chaired by SIG Champion, **Nigel Wall** of **Climate Associates**
11:50	**'Internet For All – why are cars excluded today?'** **Professor Mike Short CBE FREng FIET, Vice President of Public Affairs, Telefonica Europe** The growth of mobile and internet based innovation is providing many solutions for the traveller and the automotive industry. A world of Internet on wheels offers much more in the way of services, information and entertainment on the go. How does safety and real time mapping get integrated into new and second hand vehicles? Will mobile tachographs emerge or integrated solutions for energy management and insurance? The autonomous vehicle may depend on sensing - how much connectivity can and should be included? Connected cars can offer so much more.
12:10	Q&A
12:15	**'Big Data vs. Big Brother in Your Car – Transforming Transportation with Connectivity'** **Roger Lanctot, Associate Director, Strategy Analytics** Wireless connectivity is coming to cars in a variety of flavours for a variety of purposes. This connectivity has technical and emotional implications that are transforming the driving experience and the user experience while creating opportunities for new technologies, new applications and new hardware and software architectures both on- and off-board. Roger Lanctot will assess the technology roadmap for the connected car.
12:35	Q&A
12:40	**'Automation in road transportation and its implications on user safety and cyber-security'** **Ireri Ibarra, Chief Engineer, Functional Safety, MIRA** How the landscape in road transportation is taking shape by incorporating more automated features, whilst still being as safe and secure. Key changes in the development lifecycle to deliver automated functionality in transportation.
13:00	Q&A
13:05	**Lunch & Networking**
	Session chaired by SIG Champion, **John Okas** of **Real Wireless**

14:05	**'Security Industry Engagement Team: Role and Objectives.'**
	Nick Smith, Senior Policy Manager, Security Industry Engagement Team, OSCT, Home Office
	The presentation sets out the reasons why government set up the Security Industry Engagement Team, and what it has been tasked to do; how it will work to support innovation and promote growth across all areas of the wider security industry including how these elements can contribute to innovation and growth within the security element of the transport and automotive sector. These include, Government to Government agreements, the establishment of a Security and Resilience Growth Partnership, a UK Security Brand, an Export Portal, and the recent publication, jointly with UKTI DSO, of the Security Export Strategy.
14:25	Q&A
14:30	**'A Simple Journey or is it?'**
	Martin Green, Advanced Technology Planning Manager, Visteon Engineering Services Ltd
	The presentation looks at the various way the car connects to the consumer and the cloud and begins to explore some of the future complexities of remaining connected whilst driving around. What was a simple journey from A to B becomes a complex sequence of handovers, registering on networks with the associated payment and privacy issues.
14:50	Q&A
14:55	**Ansar Ali, Co-Founder, Zenos Cars**
15:00	**Panel Session with all speakers chaired by SIG Champion, Nigel Wall of Climate Associates**
15:35	**Closing Remarks**
15:45	**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 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

Hethel Innovation Centre

Hethel Innovation is investigating the High Value Manufacturing and Advanced Engineering sectors in the Eastern region. We are meeting businesses, developing networks, and finding new ways to exploit the innovation potential in business, bridging both the public and private sectors to pilot new techniques for industry. For more information please visit www.**hethelinnovation**.com

Profile of Supporters

ITS UK

ITS UNITED KINGDOM, the UK association for the promotion of Intelligent Transport Systems (ITS), is a not-for-profit public/private sector association financed by members' subscriptions, and provides a forum for all organisations concerned with ITS. ITS work to bring the benefits that they can offer in terms of economic efficiency, transport safety, and environmental benefits to the United Kingdom and at the same time expand the ITS market. For more information please visit www.**its-uk**.org.uk

Profile of Sponsors

Rohde & Schwarz UK

Rohde & Schwarz UK Ltd has been the UK subsidiary of Rohde & Schwarz GmBH for 40 years. Based in Fleet, RSUK employs 105 people to provide dedicated sales, services and support to customers across the UK and Ireland. Rohde & Schwarz has designed and manufactured the highest-quality specialist products in Germany for 77 years across a wide range of technologies and industries, including wireless, broadcast, aerospace, defence and security markets. For more information please visit www.**rohde-schwarz**.co.uk

Profile of SIG Champions

Andrew Ashby, Plextek Consulting

Graduated in Electronic Engineering, Andrew Ashby has spent over 20 years in blue chip major semiconductor manufacturers in Field Applications, Account Management, Global Sales and Business Development roles. Since then he has held the sales director role in a Cambridge based technology start-up company and now heads up strategic accounts and new business development activities in the automotive and transport sectors for Cambridge based Plextek Consulting.

In this role Andrew is responsible for bringing together innovators, T1s and OEMs, to deliver both innovative solutions and established methods and capabilities from other industry sectors, into the automotive supply chain.

For more information please visit www.**plextek**.com

Tom Blackie, RealVNC

Since joining RealVNC in 2009 Tom has lead the mobile division pioneering integration of phones with in-vehicle systems. Prior to RealVNC Tom held executive positions in a number of technology companies providing revolutionary wireless and software products. Including Head of Operations at the Olivetti and Oracle Research Laboratory; Founder and VP Engineering at NASDAQ listed Adaptive Broadband; Managing Director of Audentify (a division of Autonomy Systems PLC); and COO at AIM listed Ubisense. Tom graduated in Electrical and Electronic Engineering from Napier Edinburgh and holds an MBA from Ashridge Business School.

For more information please visit www.**realvnc**.com

John Okas, Real Wireless

John has worked in wireless and telecommunications throughout his career. Initially with Motorola and Racal in engineering and product marketing roles. He was a founding director of NTL (now Arqiva), initially as Business Development Director building and managing the complete commercial organisation. He also managed the R&D Group which developed one of the first commercially available MPEG video compression systems. Then as Managing Director - Telecommunications he was responsible for growing NTL's wireless business and entering the fixed telecommunications and satellite services markets.

Moving to Pell Frischmann the consulting engineers, he started a telecommunications business and was involved in several large transportation projects including the Highways Agency's NRTS Project which updated the motorway communication systems. Currently he operates as an independent consultant covering technical, commercial and product strategies. He works with other consultancies including Real Wireless, the independent wireless experts, who develop strategy, policy and practical solutions. John has a close interest in the IoT/M2M market within the transport sector; he worked with the Weightless SIG at its formation to help identify market requirements. For more information please visit www.**realwireless**.biz

Nigel Wall, Climate Associates

Nigel Wall is an independent system engineering consultant and Director of Climate Associates Ltd: CAL helps organisations optimise ICT system design based on understanding the whole life carbon footprint cost of deploying innovative ICT technology compared to using current systems. Climate Associates are leading work with ITU-T SG5 and ETSI in standardising the analysis and in determining best practice. Nigel is also involved with Intelligent Transport Systems – "connected cars" he is the Chair of the ITS UK Communications SIG and the Land Navigation & Location Group at the Royal Institute of Navigation. For more information please visit www.**climate-associates**.com

Profile of Speakers

Ansar Ali, Co-Founder, Zenos Cars

Ansar is a BSc Mechanical Engineer and post his degree in 1986 was Project Engineer for Downs Surgical Ltd. Two years later he joined a consultancy specialising in the implementation of business process re-engineering & organisational transformation. After 12 months he started a MBA at Manchester Business School and during the semester was recruited by Ford Motor Company where for the next 7 years developed his commercial, strategic and management skills in finance, strategy, marketing and sales.

In 2000 he was appointed General Manager of Lotus Cars responsible for global sales and marketing, product strategy and PR. He was responsible for the global launch of the Elise 111R and the Exige MK2. In 2005 Ansar, backed by a London VC, led an MBI of Caterham Cars and as MD oversaw its turnaround and corporate transformation, and delivered record profits in 2011. In the same year he executed a secondary buy-out to Malaysian entrepreneur Tony Fernandes thereby taking the brand into Formula 1.

In 2012 Ansar co-founded Zenos Cars, a new British sports car company specializing in ultra-lightweight high performance sports cars, and unveiled its first model, the Zenos E10 at the Birmingham Autosport International Show 2014. For more information please visit www.**zenoscars**.com

Martin Green, Advanced Technology Planning Manager, Visteon Engineering Services Ltd

As advanced planning manager for Visteon's Electronics product group, Martin Green is responsible for analysing global technology trends to identify and bring to market the next generation of electronics technologies. Starting his 22 yearlong automotive career as a graduate design and manufacturing engineer with the Echlin group, Martin joined Ford Motor Company in 1994 to establish an automotive pump design group and managed engineering teams across Europe. He subsequently progressed into advanced systems engineering at Visteon Corporation, running global projects with a focus on hybrid and fuel economy technologies. Prior to this current role, Martin was the sales and marketing manager for Visteon's powertrain division and product marketing manager for Visteon's electronics product group. For more information please visit www.**visteon**.com

Dr. Ireri Ibarra, Chief Engineer, Functional Safety, MIRA

Ireri has worked with both vehicle OEMs and suppliers on projects involving various aspects of the Functional Safety lifecycle of road vehicles, system safety for low-carbon technologies and cyber-security for intelligent transportation systems. She previously worked as a safety engineer with a vehicle OEM; as well as a safety consultant, authoring safety cases for defence systems. For more information please visit www.**mira**.co.uk

Roger Lanctot, Associate Director, Strategy Analytics

As Associate Director in the Global Automotive Practice, Roger Lanctot has a powerful voice in the definition of future trends in automotive safety, powertrain, and infotainment systems. Roger draws on 25 years' experience in the technology industry as an analyst, journalist and consultant. He is an active social networker and blogger and a graduate of Dartmouth College. The best way to think of Roger is as the most connected man in the connected car industry. For more information please visit www.**strategyanalytics**.com

Professor Mike Short CBE FREng FIET, Vice President of Public Affairs, Telefonica Europe

Mike's career spans 39 years in Electronics and Telecommunications, covering Technology, Innovation and Public policy, particularly in mobile communications. After running design and manufacturing for subsidiaries of Philips Industries, and then Landis and Gyr, he joined BT in 1983 and was appointed in 1989 as a Director of Cellnet (now part of Telefónica and branded O2 UK) to launch Digital 2G (or GSM) mobile networks. He later went on to run the 3G business case and launch 3G in the UK.

He has served as a member of the UK Home Office Internet Task Force, Home access to Broadband committee, the UK Government Trade and Investment ICT sector advisory board and its advisory committee on London 2012. He was Chairman – global GSM Association in 1995 and then a Board member until 2002; and chaired the UK Mobile Data Association 1998 – 2008. From 2007 – 2013 he was a board member of UK Council for Child Internet Safety and an IET Trustee (elected IET President 2011/2012). He was also elected to the Board of ETSI for 3 years 2011/14 and Chaired the TSB backed ICT KTN since 2007.

Mike's Telefónica focus today is on European public policy that relates to innovation, whether research or new business development. This includes a focus on advanced mobile services and data applications including Mobile Learning, Smart Metering, Transport Telematics and Connected Healthcare. He is a Visiting Professor at Surrey, Leeds, and Lancaster Universities; a Fellow of IET/BCS/RGS/ Royal Academy, a Member of the Royal Television Society, and recently appointed as a REF 2014 University Research assessor. Mike was honoured with a CBE in June 2012 for services to the Mobile industry after his 25 years' experience. For more information please visit www.**telefonica**.com

Nick Smith, Senior Policy Manager, Security Industry Engagement Team, OSCT Home Office

Nick is a career Civil Servant with over 30 years of experience and understanding of the UK public sector, with the last 10 to 11 years focused on the UK government's regulation and promotion of the private security industry. Having previously held positions as Head of the Home Office's Security Industry Section, and Assistant Director Policy and Legal for the Security Industry Authority, the UK industry regulator, Nick is now responsible for taking forward key policy areas in the newly created Security Industry Engagement Team which sits within the Home Office's Office for Security and Counter Terrorism. These policy areas include key commitments set out in the Government's white paper entitled National Security through Technology, and look to promote innovation and export capability through the creation of a UK Security Brand and the establishment of a Security and Resilience Growth Partnership between industry, academia, government and the end-user. Nick is also a member of the United Nations inter-governmental expert working group on civilian private security, its contribution to crime prevention and community safety. For more information please visit www.**gov**.uk