Cambridge Wireless Connected Devices SIG
'The Brutal Reality of the Future of Connected Devices'
14th April 2016
Hosted by Microsoft Research Cambridge

This SIG is championed by **Paul Green** of **Iotic Labs, Nick Hunn** of **WiFore,**
Antony Rix of **TTP and Tim Whittaker** of **Cambridge Consultants**

Venue: Microsoft Research Cambridge, 21 Station Road, Cambridge, CB1 2FB

AGENDA	
12:00	Registration with lunch and refreshments
13:00	Introduction to Connected Devices SIG from **Nick Hunn, WiFore**
13:10	Welcome from host **Bozidar Radunovic, Microsoft Research Cambridge**
13:15	**Session chaired by SIG Champion, Antony Rix, TTP** **'Enterprise readiness and maturity in Enterprise IoT'** **Emil Berthelsen,** Principle Analyst**, Machina Research** Innovative IoT technologies continue to accelerate and enable the growth of connected things, yet, what is it that has held back the absolute explosion of IoT? The readiness and maturity of enterprises in this new and complex field remains at a fairly nascent stage. Fear of change, lack of standardisation, and 'enterprise culture' are some of the reasons. As these barriers are overcome, the growth will become a reality – driven not only by internally focused goals but also the benefits and opportunities from Subnets of Things and Operational Data Spaces. Be prepared.
13:35	Q&A
13:40	**''One standard will not fit al 50B devices''** **Jaap Groot**, VP of Business Development, **Semtech** The presentation will describe typical use cases and how they can be served using standardized connectivity options. Differentiating factors including security, motion, availability, power consumption, TCO and eco system diversity are evaluated to ensure we're building a future proof IoT.
14:00	Q&A
14:05	**Denis Bidinost,** Founder & CEO**, Next-G Com**
14:25	Q&A
14:30	**Session chaired by SIG Champion, Paul Green, Iotic Labs** **Luc Perard,** Senior Director, Head of EMEA Partner Sales**, ThingWorx**
14:50	Q&A
14:55	**Dr David Sharp,** Head of Ocado Technology 10x**, Ocado**
15:15	Q&A
15:20	**Speaker to be announced**
15:40	Q&A
15:45	Panel session with all speakers chaired by **SIG Champion, Tim Whittaker, Cambridge Consultants**
16:30	**Event closes**

With the permission of the speakers, presentations will be loaded to the CW website & Slideshare 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 and 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 19 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

Microsoft Research Cambridge

One of the largest and most prolific computer science research laboratories in the EMEA region with a global impact. Through fundamental, cross-disciplinary research, we aim to push the boundaries of computing, challenge scientific convention and ultimately further scientific knowledge. Ultimately, we aim to create technologies that improve the way the world works, plays, and lives. www.**research.microsoft**.com/en-us/labs/cambridge/

Profile of SIG Champions

Paul Green, Iotic Labs

Creative, off the wall, inspired and inspiring, Paul is annoying and tenacious and simply won't believe it can't be done. One of his colleagues says, "Show Paul a grain of sand and he'll make you a beach". He has an artist's talent for building innovative businesses by combining engineering and science with an innate understanding of diverse applications. With a flair for seeing over the horizon, Paul is the evangelistic, creative brain behind the concept of Iotic Labs. For more information visit www.**iotic-labs**.com

Nick Hunn, 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 is 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. For more information visit www.**wifore**.com

Dr Antony Rix, TTP

Dr Antony Rix is a Senior Consultant in the Communications and Wireless group at TTP, Europe's leading independent technology consultancy and product development company. He has led projects in areas including mobile TV, phone apps, network planning, and novel short-range and wide area wireless technologies. Antony has a Ph.D. from the University of Edinburgh and a Masters in Engineering from the University of Cambridge. He is a member of the American Telemedicine Association, Institute of Engineering and Technology and Audio Engineering Society, and he co-chairs the Cambridge Wireless Special Interest Group on Connected Devices. For more information please visit www.**ttp**.com

Tim Whittaker, Cambridge Consultants

Cambridge Consultants was started in 1960 to pioneer the delivery of independent design and development services in electronic, mechanical and product engineering: we are one of the founder companies of the high-technology Cambridge phenomenon. Today Cambridge Consultants employs 350 engineers, scientists, project managers and technicians with offices in Cambridge, UK and Cambridge, MA in the USA; we provide the full range of services for excellent product design to a worldwide client base in the wireless, consumer, industrial and medical markets. Tim Whittaker is a System Architect in the Wireless business unit, where he has taken the technical lead in projects using radio standards like Bluetooth, ZigBee, DECT, and in the creation of specialist communications schemes for new applications, or to use new spectrum allocations. For more information visit www.**cambridgeconsultants**.com

Emil Berthelsen, Machina Research

Emil is a Principal Analyst at Machina Research, leading the Enterprise IoT stream, and focuses on Big Data, data analytics, M2M and IoT Platforms and SLAs. Prior to joining Machina Research, Emil worked at Analysys Mason, KPMG Consulting, BT Consulting, and Alexander Proudfoot plc, building more than two decades of experience in management, strategic and research consulting. For more information please visit www.**machinaresearch**.com

Denis Bidinost, Next-G Com

Highly experienced professional, with more than 20 years experience of the global mobile telecommunications industry, with deep knowledge of cellular and satellite domain. In his earlier career before founding NextG-Com as a spin-out of Infineon Technologies, Denis has successfully led many projects and development teams in tier1 semiconductor and mobile companies including Agere, Infineon, LSI, Samsung and Telit. He holds a MSc in Electronic Engineering and a triple-accredited MBA. For more information please visit www.**nextgcom**.co.uk

Jaap Groot, Semtech

Ir Jaap Groot is an experienced international executive with strong entrepreneurial skills that has created momentum, revenue growth and leadership in the IoT & M2M marketplace through outstanding commercial and business development skills; and through creating relationships with industry leaders that are centered on solving strategic business issues. Jaap has founded, built and sold businesses during his career and worked for Qualcomm, MiX Telematics, Sigfox and is now part of the LoRa team at Semtech and the LoRa Alliance. For more information please visit www.**semtech**.com

Luc Perard, ThingWorx

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

Dr David Sharp, Ocado

David Sharp is Head of Technology 10x at Ocado, the world's largest online-only grocery retailer. Ocado's 10x activity seeks out, creates and implements new, state-of-the-art, disruptive technologies to enable Ocado and Ocado's "Ocado Smart Platform" clients to deliver a superior customer service with high operational efficiency. For more information please visit www.**ocadotechnology**.com