A joint event between the Cambridge Wireless Connected Devices SIG and techUK

'IoT – Internet of Things or Island of Things'

16th September 2015

Sponsored by Arkessa and hosted by techUK

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: techUK, 10 St Bride Street, London EC4A 4AD

AGENDA	
11:00	Registration with refreshments
11:30	Introduction to Connected Devices SIG from **Paul Green, Iotic Labs**
11:40	Welcome from lunch sponsor, **Iain Davidson, Arkessa**
11:45	Welcome and presentation from event host **Stuart Revell, techUK**
12:05	Session chaired by SIG Champion, Antony Rix, TTP **'Eat, Sleep, Innovate Repeat - Creating a Sensory Network'** **Che Smith,** Head of Advanced Technology and Business Innovation, **Virgin Media Business** Che will discuss innovation in the Public Sector and changing the innovation culture of a large company. He will outline some of the trials Virgin Media are running using sensors and data to meet various Public Sector challenges.
12:20	Q&A
12:25	**'Technology for SMART people; how to make us more human'** **Andy Salmon,** Deputy Dean, **Anglia Ruskin University** How to create the fruitful place where games, medical technology, health care, well-being and entertainment overlap whilst building new education/business partnerships; introducing The REACTOR, a new international applied gaming incubation and acceleration facility in Cambridge.
12:40	Q&A
12:45	**'Predictive Analytics in IoT: Lessons learnt from Aerospace'** **Robert Russell,** Chief Technology Officer, **Senseye Ltd** Rob Russell will talk about his vision for predictive analytics in the IoT sector and how Senseye is using experiences from the aerospace sector to guide the implementation of that vision.
13:00	Q&A
13:05	Lunch and networking
14:05	Session chaired by SIG Champion, Paul Green, Iotic Labs **'Digital Events – Can IoT technology be applied to leverage legacy data?'** **Andy Harrison,** Engineering Associate Fellow – Life Cycle Engineering, **Rolls – Royce** IoT technologies offer the potential to extract huge value from current and future data streams. But what about the potential value of decades of prior experience and data? What would it take to leverage those information assets with IoT technologies? This talk will outline the challenge for Rolls-Royce in accessing more than 50 years of legacy operational data and some thoughts on a potential route to applying IoT technologies to this scenario.
14:20	Q&A
14:25	**'The Internet of Fashion Things; Traveling Back to the Future of Digital'** **Lynne Murray,** Director of the Digital Anthropology Lab, **London College of Fashion** We have forgotten what the future looks like and what it could do. How can our bodies and the things we wear help us to explore new ways of being human and how can we design for the unknown known.
14:40	Q&A
14:45	Networking with refreshments

	Session chaired by SIG Champion, Tim Whittaker, Cambridge Consultants
15:30	**'The factors of Production in the IoT world'**
	Graeme Wright, Associate Director, Utilities, **Fujitsu UK & Ireland**
	A presentation looking at how the traditional factors of production do not explain businesses that operate purely in the digital world and what that means for existing business models. Propose translated factors of production to enable companies to understand how business models will change as IoT becomes widespread, help them identify new areas of competition and understand what this means for implementation.
15:45	Q&A
15:50	**'Unlocking the IoT sharing economy'**
	Peter Whale, Director of Product Marketing, **Iotic Labs Ltd**
	Once you have connected loads of things to the Internet, started collecting Terrabytes of data in your big data silo and done a bit of data analytics – well, then what? Is that really it? In this talk I will argue that enabling Internet-connected things to share data with each other, on the fly as needed, is revolutionary and unlocks the full potential of the Internet of Things to transform society.
16:05	Q&A
16:10	Panel session with all speakers chaired by **SIG Champion, Tim Whittaker, Cambridge Consultants**
17:00	**Event closes**

With the permission of the speakers, presentations will be loaded to the CW 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 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 joint organisers

techUK

techUK represents the companies and technologies which today define the world that we will live in tomorrow. More than 850 companies are members of techUK. Collectively they employ more than 500,000 people, about half of all tech sector jobs in the UK. These companies range from leading FTSE 100 companies to new innovative start-ups. The majority of our members are small and medium sized businesses. techUK's vision is for the UK to be a leader in the development and use of digital technology for the benefit of the UK economy and its citizens. We are seeking to accomplish this through a series of campaigns, programmes, working groups and partnerships. For more information, please visit www.**techuk**.org

Profile of sponsor

Arkessa

Arkessa is a leading M2M managed services provider, delivering global connectivity services and solutions through unrivalled multi-network connectivity in all regions of the World and true pole-to-pole coverage. Arkessa enables organisations of all sizes to monitor, manage and control remote devices through M2M (Machine to Machine) and IoT (Internet of Things) technology to enable business to derive valuable information and intelligence from both new and existing IoT devices. For more information, please visit www.**arkessa**.com or contact at hello@arkessa.com

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 is currently engaged in business development and programme management in wireless healthcare and in safety-related radio systems, where he focuses on developing breakthrough products and services for TTP's clients based on applications of technology. Before he joined TTP in 2004, Antony worked at BT's Research Laboratories and then co-founded Psytechnics, a successful start-up company developing quality of service and network monitoring software. 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. Our history of world-class services is augmented by our development of intellectual property in telecommunications, software, silicon and medical devices, and by more than 20 successful spin-out ventures. 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

Profile of speakers

Iain Davidson, Arkessa

Iain is Product Marketer at Arkessa a leading provider of M2M and IoT Connectivity Management solutions. His goal is to make IoT deployment easy for start-up devices companies and large enterprise clients alike. Prior to Arkessa, Iain worked in Engineering, Business Development and Marketing in the embedded processor business at Freescale.'

Andy Harrison, Rolls–Royce

Andrew Harrison is a chartered engineer with 30 years of practical experience working for Rolls-Royce plc. He graduated from UMIST in 1986 with a BSc in Applied Physics and joined Rolls-Royce following a final year placement and sponsorship. Andrew has worked in all sections of the product life cycle from technology research through to in service support and disposal. During that time he has acquired an MBA, fellowship of the Royal Aeronautical society and Chartered engineer status. He is currently a member of the Executive committee for the EPSRC centre for Through Life Engineering Services and a visiting Fellow at the University of Cranfield. For the last 12 years Andrew has led the development of Rolls-Royces Design for Service capability which has resulted in the Trent 100 engine earning the accolade of the world's most reliable gas turbine engine at entry to service. Andrew is currently leading the Rolls-Royce strategy for Service knowledge management as part of the drive for even more reliable and cost effective products. For more information visit www.**rolls-royce**.com/

Lynne Murray, London College of Fashion

An award winning and dynamic creative entrepreneur with a pioneering approach to harnessing new technologies for the creative and retail sectors. A passionate advocate for disruptive design thinking with proven experience in identifying emerging technologies and their commercial potential within the fashion-tech space. Over the past 8

years, Lynne has developed a unique global perspective on the luxury and retail industry's inside approach to digital and has advised over 100 premium brands on emerging technologies. As part of her role as Co-Founder of Holition, her experience includes successfully bringing to market Augmented Reality experiences, the world's biggest Holographic fashion performance, and multiple in-store interactive digital applications for the world's leading brands, most recently launching Face by Holition. Lynne has recently formed the Digital Anthropology Institute at London College of Fashion, and is currently working to establish an ambitious new research facility to explore emerging horizons of Digital Anthropology. For more information visit www.**arts**.ac.uk/fashion

Robert Russell, Senseye Ltd

Rob is the CTO at Senseye Ltd. He has a degree in mechanical engineering and has spent the last 15 years designing and deploying asset management and condition monitoring systems within the aerospace, defence and transport sectors. Rob is passionate about maximising asset and equipment usage but believes in keeping things simple. For more information please visit www.**senseye**.io

Stuart Revell, techUK

Stuart is the Chief Technology Officer of techUK. He started his career as an Electronics Design Engineer and has spent over 30 years in the technology industry with experience in electronics and ICT R&D; ranging from Industrial Systems to complex ICT and Consumer solutions and has managed international teams covering both commercial and technical disciplines. Prior to working with techUK, Stuart worked with the ICT KTN Company Ltd, Freescale Semiconductors, Motorola and Compair Industrial. Stuart's passion is to grow the UK technology industry through innovation, encouraging increased investment into the sector, fostering collaboration to stimulate UK world leading R&D and chairs multiple industry initiatives connected to the technology sector and the adjacent industries that increasingly rely on advanced technology solutions. Outside of work Stuart enjoys football, music, snowboarding and cycling. For more information visit www.**techuk**.org

Andy Salmon, Anglia Ruskin

Dr Andy Salmon graduated with a British Academy PhD on Modernist literature in 1988 from Liverpool University, whereupon he declined a Fellowship and entered teaching driven by a passion to reach the 'hard to reach'. Having done this in the UK, Los Angeles and rural Georgia, Andy became the Head of a large but poorly School of Creative and Performing Arts in 2001 (HE and FE). Armed with a vibrant young staff, partnerships with the BBC, the National Theatre, the National Skills Academy, and independent television the School transformed into 'excellent'. Based on lessons learnt Andy became Deputy Dean at Anglia Ruskin for the Faculty of Arts Law and Social Sciences – his role being to increase external income (ALSS is now in the top 25% in the UK) and external partnership (ALSS now has 60+ partners around the world, resulting 500 international students from 189 countries). In the last couple of years given the success of several EU projects Andy has worked with Games Eden to build the Brains Eden Games festival, and out of this the further EU bid for Cambridge's first international applied Games incubation centre, REACTOR. For more information please visit www.**anglia**.ac.uk

Che Smith, Virgin Media

Che Smith was appointed Head of Advanced Technology and Business Innovation for Virgin Media Business in July 2014. This role sees him looking at how innovative technologies can transform the way we work. Che first joined Virgin Media Business some 18 years ago and has held a number of roles during that time. Most recently Che was responsible for designing network solutions for the Public Sector including Technical Design Authority for HPSN2, Cambridgeshire PSN and London Grid for Learning. Che has also designed solutions that have transformed many organisations from the 3rd sector (RNLI) to the private sector (Yorkshire Water). For more information visit www.**virginmedia**.com

Peter Whale, Iotic Labs Ltd

Peter is Director of Product Marketing with Iotic Labs Ltd, a disruptive start-up with a vision to enable Things to interact on the Internet just like people do. Peter is an accomplished leader in innovation and technology with a track record of conceiving and commercialising breakthrough technology-based products. Previously with Qualcomm, TTPCom, TTP Group and Logica, Peter has been responsible for numerous commercial products deployed by major operator groups and consumer electronics organisations, benefiting millions of users every day around the globe. Peter is a Board member of CW, chair of the agenda committee for FWIC, and a SIG champion of the Future Devices SIG. Peter is a Fellow of the IET, a Member of the BCS, a Chartered Engineer, and holds an honours degree in Computer Science. Peter is co-author of Essentials of Mobile Handset Design, published by Cambridge University Press. For more information visit www.**iotic-labs**.com

Graeme Wright, Fujitsu UK & Ireland

Graeme is the associate director for the energy, utilities, and construction sectors within Fujitsu UK & Ireland. He is responsible for leading the development of the sector strategy and ensuring alignment of capabilities with market demand. With over 25 years of experience in the IT industry, Graeme combines his software engineer heritage with keen business skills by working in the area of emerging technologies and specifically how they can be adopted by industry to deliver positive business outcomes. A current area of focus and interest is how productivity can be transformed through the use of IoT and analytics in the built environment. For more information visit www.**fujitsu**.com/uk