

Future Devices SIG
App-ocalypse! – Life after the Smartphone App

Monday 7 November 2016

Hosted by Marks & Clerk and sponsored by Beko

This SIG is championed by Dev Audsin of **Beko**, Amyas Phillips of **ARM**, John Roe of **Accenture**, Charles Sturman of **u-blox** and Peter Whale of **Iotic Labs**.

Venue: Marks & Clerk, 90 Long Acre, London, WC2E 9RA

AGENDA

10:00 Registration and networking with refreshments

10:30 Introduction to the Future Devices SIG from **Amyas Phillips, ARM**

10:40 Welcome from our host **Esther Ford**, Senior Associate, **Marks and Clerk**

10:50 Welcome from our sponsor **Natasha Conway**, R&D Manager, **Beko PIC R&D**

Session chaired by SIG Champion, Dev Audsin, Beko

11:00 **'New Experiences @home – VUX and Homewhiz'**

Serdal Korkut Avci, Design Director & **Özgür Mutlu Öz**, UX/UI Manager, **Arcelik**

We will give a short and brief presentation about the company and its design studies. Then we will go in detail about the projects VUX _ Virtual User eXperience; and HomeWhiz – the connected devices at home. Mainly, we will try to explain our aims and how we see the future at home.

11:20 Q&A

11.25 **Refreshments and networking**

11:45 **'A remarkable connection with technology'**

Bastien Beauvois, Product Marketing Engineer, **Ultrahaptics**

Human Machine Interface technology has developed phenomenally in the past decade, with Keyboards, mice and buttons being replaced with touchscreens in everything from computing to dashboard controls. The next step frees us from the limitations of having to physically connect with our devices. Gesture recognition offers a paradigm shift in HMI but the sense of touch is lost. This talk explains how touch is integral to the human experience and how this crucial sense doesn't have to be lost in mid-air controls, making the Human Machine Interface more human.

12.00 Q&A

Session chaired by SIG Champion, Charles Sturman, u-blox UK

12:05 **Rodolfo Rosini**, CEO & Co-founder, **Weave.ai**

12:20 Q&A

12:25 **'Solution principles for next-generation text entry'**

Dr Per Ola Kristensson, University Lecturer, **Department of Engineering, University of Cambridge**

Text entry is a common everyday computing task. However, despite its ubiquitousness it is difficult to devise an efficient text entry method that users are willing to adopt. In this talk I will explain the narrow design space of text entry research and make the case that successful next-generation text entry methods are likely to be based on designs that merge behavioural solution principles with information engineering techniques. I will exemplify this idea with several new text entry methods we have developed for a variety of use-cases.

12:40 Q&A

12:45 **Lunch**

13:45 **Workshop/Interactive Session chaired by SIG Champion Peter Whale, Iotic Labs and Geoff McCormick**

14:45 **Mat Hunter**, Managing Director, **Central Research Laboratory**

15:00 Q&A

15:05 Panel session with all speakers chaired by **SIG Champion, Amyas Phillips, ARM**

15:35 **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 sponsor

Beko

Beko is one of Europe's leading home appliance brands and the best-selling large home appliance brand in the UK, with over 20 million appliances sold in the UK since 1990. Beko's parent company, Arçelik, employs 25,000 people worldwide in 26 countries, with sales in over 130 countries and 10 global brands, including Beko, Grundig, Blomberg, Flavel and Leisure. Arçelik has a strong track record in innovation, including development of some of the world's lowest water consumption, noise power level and best energy efficiency home appliances and Grundig's next generation in kitchen user interfaces, the virtual user experience (VUX). Beko and Arçelik's R&D aim is to design and manufacture products which respect the environment and support consumer comfort, meeting their current and future needs. The company's investments in research, technology and product development activities date back to the late '80s, with 25 years of R&D experience operating laboratories equipped with state-of-the-art technology. Beko is proud to have opened an R&D centre in Cambridge in July last year to further expand Arçelik's award winning R&D activities and establish stronger links with UK companies and universities. www.bekopl.com / www.arcelikas.com

Profile of host

Marks and Clerk

Marks & Clerk are committed to providing exceptional intellectual property advice around the world, helping you to navigate the complexities of IP, patents, trademarks and design protection. Innovation is the life-blood of business and it's vital that you do not overlook the need to protect your intellectual property. From the capture of an idea, to the enforcement or defence of rights in disputes Marks & Clerk is your expert partner to ensure your IP is protected and fully exploited. Today's local is tomorrow's global – and with our diverse team of practitioners, you're always supported by a network of experts. www.marks-clerk.com

Profile of SIG Champions

Dev Audsin, Beko

Dr. Dev Audsin is Senior Specialist at Beko Plc R&D, developing technologies for smart connected appliances. Prior to Beko, he was Principal Research Engineer at Orange. Before that he was Research Scientist at Hewlett Packard. Dev has a track record of creating successful technological solutions. www.bekopl.com / www.arcelikas.com

Amyas Phillips, ARM

Amyas Phillips heads up ARM's internet of things research laboratory, solving problems to make connected systems lower cost and more useful. As well as microcontroller architecture ARM R&D is working on embedded development, resilience and interoperability of connected systems, and enablers for consumer and industrial use cases. arm.com

John Roe, Accenture

John is Technology Planning Lead at Accenture Mobility, based in Cambridge. Accenture is a global management consulting, technology services and outsourcing company, with 261,000 people serving clients in more than 120 countries. John is responsible for spearheading the Technology agenda in Accenture Mobility, where he has worked since 2009 helping clients deliver key device projects, and taking new technology offerings to market. Prior to Accenture he worked at Nokia and at Symbian where he spent 10 years working closely with handset OEMs on the architecture and realisation of many market leading smartphones. John holds a MA in Engineering from Churchill College, Cambridge University and is a Chartered Engineer. www.accenture.com

Charles Sturmam, u-blox UK

Charles is leading u-blox' product marketing activities in LTE, responsible for business strategy and chipset product line. Prior to this he was a founder and executive VP Sales & Marketing at Cognovo, responsible for business, product and market strategy together with sales planning and leadership. Previously, Charles led ARM's Vector Signal Processor activity, developing and marketing a novel signal processor technology, later spun-out as Cognovo. Before that he held various positions in system design, business development and product marketing within Acorn Computers, TTPCom and Motorola. www.u-blox.com

Peter Whale, Iotic Labs

Peter is Chief Operating Officer for Iotic Labs, provider of Iotic Space, enabling the true Internet with Things in it. Peter has a long track record of conceiving, developing and marketing successful technology-based solutions, working within a number of innovative Cambridge-based and International organisations. Peter is co-author of the Essentials of Mobile Handset Design, published by Cambridge University Press. Peter is a board member of Cambridge Wireless, and is a champion of the Cambridge Wireless Future Devices SIG. www.iotic-labs.com

Profile of speakers

Serdal Korkut Avci, Arcelik Design Director, Arcelik

Serdal Korkut Avci earned his MSc degree in Aeronautical Engineering from Istanbul Technical University in 1989. His professional career began as a mechanical CAD engineer with TV manufacturer BEKO. While taking a break from his professional career, he spent two years earning his MA in Economics in Baltimore USA. Upon his return to Istanbul, he worked as an R&D design engineer for the appliance manufacturer Arcelik A.S. in Istanbul. After various stints with different departments of Arcelik and some other companies – among these his own design agency – he took over as head of the Arcelik Industrial Design (AID) team in 2009. As Design Director, he has been responsible for all the brands at Arcelik since June 2015. www.arcelik.com

Bastien Beauvois, Product Marketing Engineer, Ultrahaptics

Product Marketing Engineer, new product development and go to market strategy. www.ultrahaptics.com

Natasha Conway, R&D Manager, Beko plc R&D

Dr Natasha Conway is the R&D Manager at Beko's UK R&D Centre. Natasha received a BEng degree in Engineering and Physics at Glasgow University before completing her PhD at Cambridge University. Prior to Beko, Natasha worked at Cambridge Display Technology developing polymer OLEDs for display, lighting and printed electronics applications. She has a strong track record in research and development with over 20 years' experience. www.bekopl.com

Esther Ford, Senior Associate, Marks & Clerk

Esther obtained an MEng in Electronic Engineering after studying at the University of Kent and the Technische Hochschule Darmstadt. Having been awarded an Engineering Prize from the Royal Academy of Engineering, she then went on to obtain a PhD in Microelectronics from the University of Cambridge. During her research, Esther developed a nanodot array single electron device with controlled threshold voltage at high temperatures. She also presented the Institute of Engineering and Technology (IET) Faraday Lecture "The Digital World", which was delivered to live audiences throughout the UK and broadcast over Europe and North America, reaching an audience of 20,000. After completing her PhD, Esther worked as a research engineer in Nortel Networks and subsequently in a telecommunications design consultancy. She joined the patent profession in 2004 and has extensive experience in managing international patent portfolios. She also has significant experience representing clients at the EPO in oppositions and appeals (both defending and opposing). Esther is highly proficient in German. Esther joined Marks & Clerk in 2008, and in 2011 enjoyed a secondment as an in-house attorney for a valued client in the Oil/Gas industry. Her recent focus has been in the fields of Internet Service Provision, Oil/Gas recovery, Power Electronics, and the Internet of Things. www.marks-clerk.com

Mat Hunter, Managing Director, Central Research Laboratory

Mat Hunter is Managing Director of the Central Research Laboratory - west London's home of hardware start-ups. Based on the site of the former EMI vinyl factory and research labs in Hayes, the CRL is home to an accelerator programme and co-working facilities. With 10,000sq ft of space, 4 machine shops and an expert on-site team of designers and engineers, it provides a comprehensive support system for entrepreneurs building scalable businesses. Before joining the CRL, Mat was Chief Design Officer at the UK Design Council and before that a Partner at global design consultancy IDEO. www.centralresearchlaboratory.com

Dr Per Ola Kristensson, University Lecturer, Department of Engineering, University of Cambridge

Per Ola Kristensson is a University Lecturer in the Department of Engineering at the University of Cambridge and a Fellow of Trinity College, Cambridge. He is interested in designing intelligent interactive systems that enable people to be more creative, expressive and satisfied in their daily lives. His PhD thesis was on gesture keyboard technology for touchscreens and in 2007 he co-founded ShapeWriter, Inc. to commercialise this technology. He was the Director of Engineering of this company until it was acquired by Nuance Communications in 2010.

ShapeWriter was selected as the 8th best iPhone application by Time magazine in 2008 and won a Google Android ADC50 developer award in the same year. He did his doctoral work at the Institute of Technology at Linköping University, Sweden and at IBM Almaden Research Center in San Jose, California, USA (Ph.D. Computer Science 2007). In 2008-2011 he was a Junior Research Fellow at the University of Cambridge (Darwin College) and in 2011-2014 he was a Lecturer at the University of St Andrews. He is an Honorary Associate Professor (Docent) in Computer and Systems Science at Stockholm University, Sweden and an Honorary Reader at the University of St Andrews. In 2013 he was recognised as an Innovator Under 35 (TR35) by MIT Technology Review and appointed a Member of the Royal Society of Edinburgh Young Academy of Scotland. In 2014 he won the ACM User Interface Software and Technology (UIST) Lasting Impact Award and the Royal Society of Edinburgh Early Career Prize in Physical Sciences, the Sir Thomas Makdougall Brisbane Medal. He is an Associate Editor of ACM Transactions on Intelligent Interactive Systems (TiiS) and the ACM Transactions on Computer-Human Interaction (TOCHI). www.pokristensson.com [@pokristensson](https://twitter.com/pokristensson)

Geoff McCormick

Geoff is an innovation consultant working with organisations to deliver more effective innovation outcomes. He has 20 years experience of working internationally with creative & technology companies across the globe, with particular experience in China. In 2008 he established UK China Partners to help UK design businesses engage with Chinese manufacturers, and in 2013 worked as a member of Lord Greens' 2030 UK Indonesia Vision Group to explore how the two countries might grow their trade.

Özgür Mutlu Öz, UX/UI Manager, Arcelik

After graduation from METU Department of Industrial Design, started to work as a product designer at Arcelik. Participated in the white goods design projects. Improved himself in experience design, product-user interaction and interface design in parallel to his MSc Thesis studied at ITU Department of Industrial Design. Focused more on display and user interface projects. In 2016, he assigned as UX/UI Design Manager and responsible for the UX/UI studies of the entire product range of all the brands at Arcelik. www.arcelik.com

Rodolfo Rosini, CEO & Co-founder, Weave.ai

Biography unavailable. www.weave.ai