# Future Devices SIG
## 'Smart-Phone vs Smart-Thing'
### 26th November 2015

**Hosted by** MATHYS & SQUIRE INTELLECTUAL PROPERTY

This SIG is championed by Abhi Naha of **CW**, Amyas Phillips of **ARM**, John Roe of **Accenture**

Charles Sturman of **u-blox** and Peter Whale of **Iotic-Labs**

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**Venue: Mathys & Squire, The Shard, 32 London Bridge Street, London SE1 9SG**

## AGENDA

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| **12:00** | Registration and networking over lunch |
| **13:00** | Introduction to Future Devices from **Peter Whale, Iotic-Labs** |
| **13:10** | Welcome from host **Jeremy Smith**, Partner, **Mathys & Squire LLP** |
| **13:15** | **Session chaired by SIG Champion, Abhi Naha of CW**<br>**Mobile & IoT: The Evolution of Identity Management**<br>**Simon Moffatt**, Solutions Director, **ForgeRock**<br><br>Mobile technology is no omnipresent, with consumers and end users demanding omni-channel user experiences when interacting with online services and applications. Identity management now plays a large part in those interactions. Couple with that the rapid rise of internet of things based micro-devices, collecting, aggregating and sending data to cloud services, the identity, access and security considerations of those interactions needs to evolve too. I'll introduce some of the current topics being worked on in this area. |
| **13:35** | Q&A |
| **13:40** | **Session chaired by SIG Champion, Abhi Naha of CW**<br>**'Smart enough? What decides a device's IQ?'**<br>**Andrzej Wieczorek**, Business Development Manager, **Tieto**<br><br>'Smart' is such a roomy word that it is often abused nowadays. Assuming by 'smart' we mean 'intelligent' - how do you qualify a device as smart? What decides its intelligence? And finally – when is this intelligence sufficient to assist our life? The session ingredients: third of psychology, third of science fiction and third of technology – a good mix to challenge our brains in an age where smart things attempt to offload them. |
| **14:00** | Q&A |
| **14:05** | **Session chaired by SIG Champion, John Roe of Accenture**<br>**'Beacon networks vs Smart City IoT'**<br>**Neil Garner**, CEO & Founder, **Proxama**<br><br>Beacon networks are being rolled out by retailers, media companies and brands to create better ways for apps to engage with their audience while mobile. The contracts and relationships required to roll out a successful beacon network have much in common with a Smart City IoT network, which is difficult to fund by Cities Centres and Government departments. Proxama are rolling out Proximity services in City Centres creating new opportunities for advertising whilst also installing infrastructure into high footfall city centre locations. |
| **14:25** | Q&A |
| **14:30** | Refreshments and networking |
| **15:00** | **Session chaired by SIG Champion, John Roe of Accenture**<br>**'Emotional awareness for Smart Things'**<br>**Patrick Levy Rosenthal**, Founder & CEO, **Emoshape Ltd** |
| **15:20** | Q&A |
| **15:25** | Panel session with all speakers chaired by **Charles Sturman** of **u-blox** |
| **16:05** | **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

### CW (Cambridge Wireless Ltd)

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

### Mathys & Squire LLP

Mathys & Squire is one of Europe's most established and well-regarded specialist Intellectual Property firms. Since their formation in 1910, they have been committed to building a genuine partnership with their clients. They offer a full range of services dedicated to maximising the value of clients' technologies, brands and designs. Their patent, trade mark and design attorneys are qualified at both a UK and European level, with a legal expertise across a full spectrum of technical proficiencies.  In the last two years, the company have experienced significant growth and have seen a 25% increase in both partnership and the general size of the firm. In 2014, they became the first legal tenant of the Shard, the tallest building in Western Europe, when they moved their UK headquarters to the 15th floor. The company now works across five offices in London, Cambridge, Manchester, York and Reading. For more information, please visit www.**mathys-squire**.com

## Profile of SIG Champions

### 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.  For more information please visit: www.**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. For more information please visit: www.**accenture**.com

### Abhi Naha, CW

Abhi Naha was the CEO and Founder of Zone V Ltd a Cambridge UK start up backed by Qualcomm and ARM Holdings. Zone V is focused on empowering people with aging eyes and visually impaired through inclusively designed mobile devices with a strong focus on empowering women in developing countries. Abhi is also a Board Advisor to EqualEyes, part of Wayra (Telefonica) and founder of the Cambridge Wireless handset special interest group which he now co-chairs with ARM, Accenture, u-blox and Iotic-Labs, renamed Future Devices. Previously he held senior management roles at Powermat and Idem. Prior to that he was a senior manager at a Silicon Valley mobile touchscreen and user interface technology provider, Synaptics. Abhi Naha is a mentor for the Princes Trust and Vice President of the Communications and Manufacturing Association of India. He held advisory roles for Goldman Sachs and Silver Lake in the area of mobile handset user interface technologies. Abhi is co-author of Essentials of Mobile Handset Design, published by Cambridge University Press, a book that addresses the complex blend of design and technology factors needed to create great mobile devices. Abhi has an Electronics &

engineering degree from Leicester University with Industry placement at BT Adastral Park in Satellite Communications and a MBA from Aston Business School. For more information please visit: www.**cambridgewireless**.com

### Charles Sturman, u-blox

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. For more information please visit: www.**u-blox**.com

### Peter Whale, Iotic- Labs

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

## Profile of speakers

### Neil Garner, Proxama

Neil founded Proxama in 2005 (then called Glue4 Technologies). The business focused on creating services that link people and brands using consumer technologies. In 2008, the company was rebranded as Proxama with a focus on the applications of mobile, smartcard and NFC technologies. Neil passionately believes in using emerging technologies to create valuable services for people. For more information please visit: www.**proxama**.com

### Patrick Levy Rosenthal, Emoshape

Emoshape LLC is owned and run by entrepreneur Patrick Levy-Rosenthal (50), who currently lives between London and New York. He grew up in Paris. In 2006 Patrick won the European Information Society Technology (IST) prize for his work on a 3D interactive screen. He moved to London in 2009 to work on his passion and ideas surrounding emotion synthesis. For more information please visit: www.**emoshape.**com

### Simon Moffat, ForgeRock

Technology leader with strong focus on technical to business translation, industry evangelism and solution design. Nearly 15 years, working in the technology areas of identity and access management, the identity of things and devices, consumer identity management and digital transformation. Active blogger and commentator. Author of several white papers, and event speaker. For more information please visit: www.**forgerock**.com

### Andrzej Wieczorek, Tieto

Engineer, architect and business developer, passionate about embedded and wireless technologies. During last 20 years worked with both huge distributed and multi-tier systems and super-low-energy 'things' and communication protocols. For more information please visit: www.**tieto**.com