PHILIPS

CW CAMBRIDGE WIRELESS

User Experience SIG
Virtually There: At the Cusp of a Mixed Reality Revolution
Thursday 13 October 2016
Hosted by Philips Research Laboratories

This SIG is championed by Stefano Borini, Giuliano Maciocci, Geoff McCormick, Allan MacLean of **Amdeo**, and David Walker of **Philips Research Laboratories**.

Venue: Philips Research Laboratories, 101 Cambridge Science Park, Milton Road, Cambridge CB4 0FY

AGENDA

13:00	Registration and networking with refreshments Including exhibitions from ARM, Autodesk and The Fusion Works
13.30	Welcome to CW from **Robert Driver**, CW
13.35	Host Welcome from **David Walker**, Philips Research Laboratories.
13:40	Introduction to User Experience and Scene Setting from **Giuliano Maciocci**
14:00	**Session chaired by SIG Champion, Allan MacLean, Amdeo** **'The Dos and Don'ts of navigating through a Virtual World'** **Lindsay Manning,** Director, **The Fusion Works** Over the last three years we have been producing Virtual Reality applications and have overcome some key challenges. These include movement without motion sickness and interacting with your virtual world using what is available to you inside the VR environment (hands, full body, controllers, and eyes). We wish to share some of our knowledge and key findings with others and answer any questions.
14:20	Q&A
14:25	**Session chaired by SIG Champion, Allan MacLean, Amdeo** **'The next big step Designing in Virtual Reality'** **Robin Oldroyd**, Visualization Designer, **Autodesk** Virtual Reality has always been restricted by need for large investments of time and money, that restricted its appeal and adoption. With the influx of more capable and lower cost HMD's, that are continually evolving hardware. We can now unleash VR in the hands of a wider audience. Architects, Designers and Engineers can make better decision, making interactions and immerse themselves far more easily.
14:45	Q&A
14:50	**Refreshments and networking** Including exhibitions from ARM, Autodesk and The Fusion Works
15:35	**Session chaired by SIG Champion, Giuliano Maciocci** **'Design, Prototyping and User Testing Methods for AR'** **Isobel Demangeat and Uros Strel Lencic** When working with AR we are often Incorporating the values of science fiction into an achievable design. We will talk about how early prototypes and user testing explore feasibility of scenarios and suitability of concept as well as details of the design for AR. We will discuss what methods are suitable for this and the challenges around these methods.
15:55	Q&A
16:00	**Session chaired by SIG Champion, Geoff McCormick** Panel session with all speakers
17.00	**Exhibition and Drinks Reception**
18.00	**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 Host

Philips Research Laboratories

Philips are deployed across a wide spectrum of business activities that embrace the key platforms of Philips dedication to providing Healthcare, Wellbeing, Lifestyle and Innovation based products, systems and services. For further information, please visit: **www.philips.com**

Profile of SIG Champions

Stefano Borini

Biography unavailable at time of print.

Giuliano Maciocci, eLife Sciences

Giuliano is a User Experience specialist with an established track record in wearable devices, augmented reality and natural user interfaces. Giuliano's extensive portfolio encompasses web, mobile application and embedded software interfaces for a variety of market leaders in the wireless industry, from helping to shape Europe's first 3G mobile offerings to spearheading Qualcomm's Head Mounted Display research initiatives. Currently at eLife Sciences, Giuliano's current focus is on championing user-centred innovation and research, helping to steer the evolution of scientific publishing. **elifesciences.org**

Allan MacLean, Amdeo

Amdeo specialises in the development and exploitation of high tech innovations. Amdeo principal, Allan MacLean, has worked in research and management roles at the leading edge of Information and Communication Technologies for over 25 years. He was a founder member of Xerox's European Research Centre in the 80's and was a major contributor to building it into one of the world's leading centres of expertise in the user centred design of innovative technologies. In 2002, he co-founded Image Semantics, which he helped lead to become a global provider of innovative mobile applications and services. Allan has frequently advised on funding programmes in the UK, Europe and North America to help improve the fit between technologies and human needs and improve the exploitation of government funded research.

Geoff McCormick

Geoff has worked as a business consultant in the design industry for over 10 years. In that time, he has worked with some of the world's most famous and successful designers, where his role was to help designers, companies and brands to try and maximise the commercial effectiveness of design.

His experience covers every populated continent and a diverse range of sectors, including developing a mobile petrol retail station, an interior design system for VIP aircraft, hydrogen powered vehicles, packaging strategies for FMCG brands and innovation programmes utilising Asian sourcing. It is this breadth of experience that he values most. Common across all of his clients and projects is the desire to create truly unique experiences that occupy a space in peoples' hearts and minds.

David Walker, Philips Research Laboratories

David is a Senior Scientist with Philips Research Labs. David has worked on a variety of projects beginning over 25 years ago with expert systems for compact disc based multimedia systems. He went on to work on projects for Philips Consumer Communications and first generation internet browsers for cell phones. This included the development of novel mobile applications for education and entertainment. More recently David has worked on home healthcare and developed next generation telehealth and telecare systems. And all these interests are now brought together with participation in projects in mobile health monitoring. Throughout his career David has pushed for user centered design and delivered systems that are sensitive to the needs and abilities of the end user. He is especially interested in novel technologies that can improve the user experience and is currently exploring use case scenarios for NFC (Near Field Communications). **www.philips.com**

Isobel Demangeat

Isobel has a passion for good user experience and thrives to create better experiences by understanding users and their motivations through observation and interaction with real users and their environment. Isobel's current UX role encompasses both live mobile AR projects and user research for future AR technologies and wearable devices. Previously she had an award winning EdTech start-up of her own called Think with Things. Before that she was part of Qualcomm Cambridge UX team for 8 years. While there she ran a dedicated user testing lab and championed the use of real-world contextual inquiry as a vital part of the user research and ideation process.

Lindsay Manning, The Fusion Works

I am a director of The Fusion Works, a creative technology and design business. I play a key role in keeping the business at the leading edge of software development, including virtual reality, gaming, apps and business systems. With more than 20 years' experience of programming and systems, I support clients who are working with legacy IT and advising on making informed decisions for IT investment and integration. I take pride in solving problems - like making virtual worlds look photo-realistic, re-engineering complex business systems or integrating websites and smartphone apps. If it can be solved with code or IT expertise, then I'll solve it. Meanwhile, our creative team adds branding, marketing, PR, social media, communications, exhibitions, events, 3D, moving images and photography to the toolkit. **www.thefusionworks.com**

Robin Oldroyd, Autodesk

Robin has been with Autodesk for over 10 years, working with customers in Industrial Design, Consumer Products & Transportation. Robin has degree in Industrial Design and a background in Automotive, Architecture & Product design. **www.autodesk.co.uk**

Uros Strel Lencic

Biography to follow.