

A Joint ICT KTN and Cambridge Wireless User Experience SIG
“No Free Lunch: The Consumer as Product in a Data-Driven Economy”

21st November 2013

Kindly hosted by: 

*The User Experience SIG is championed by Giuliano Maciocci of **Qualcomm**, Stefano Borini of **Nokia**, Allan MacLean of **Amdeo**, Geoff McCormick of **Alloy** and David Walker of **Philips Research Laboratories**.*

Venue: Microsoft Research Ltd, 21 Station Rd, Cambridge, CB1 2FB

AGENDA

12:15 Registration & Networking Lunch

13:15 Introduction to the Cambridge Wireless User Experience SIG from **Giuliano Maciocci** of **Qualcomm**

13:20 Welcome from the host **Alex Butler** at **Microsoft Research Ltd**

13:30 Welcome from our partner, **Eddie Murphy** of **ICT KTN**

Speaker Session chaired by SIG Champion, **David Walker** of **Philips**

13:40 ‘From My Data to Big Data’

Dana Pavel, Co-Founder, TecVis LP

In the Big Data revolution, the end users are mostly seen as information end notes that are used for continuous and indiscriminate harvesting. We believe that software solutions should be designed to allow for purposeful and informed sharing, where end users are involved and aware. This talk will present some of the design decisions we have made in our work on building lifestyle monitoring systems.

13:55 Q&A

14:10 ‘Personal data and its use in the Civil Society’

Tim Phipps, Wireless Defence and Security, Cambridge Consultants

Personal data is one of the raw materials required for of policing and security. How should personal data be used by public servants in the best interests of society and the individual?

14:20 Q&A

14:30 Coffee/Tea & Networking

15:00 Chaired by SIG Champion, **Stefano Borini** of **Nokia**

‘Data and The Internet of Things’

Liz Fitzsimons, Legal Director, Eversheds

Liz will discuss and answer some of the legal issues, implications and questions around this subject, such as: What is it and why do it? Is this just a feeder for Big Data? Are there real benefits and who benefits? Who owns and controls the data? What are the costs and risks? And, is this regulated, how and with what effect?

15:15 Q&A

15:30 Chaired by SIG Champion, **Allan MacLean** of **Amdeo**

‘The Value of Privacy’

Sören Preibusch, Researcher, Microsoft Research

The value of personal information is the price one has to pay for privacy. Sören will report on lessons learnt from the largest experiments ever deployed into consumers’ willingness to pay for privacy.

15:45 Q&A

16:00 Panel Session with guests representing the next generation of end-users chaired by SIG Champion, **Geoff McCormick** of **Alloy**.

- **Natalie Waterworth** of **Talented Heads**
- **Sylvia Lu** of **u-blox**
- **Naily Makangu** of **Siemens Industry Software**
- **Sebastian Brazell** of **Cambridge University**
- **Reece Fairhead** of **Anglia Ruskin University**

17:00 Fill in Evaluation Forms and Event Closes

With permission of the speakers, presentations will be loaded to the Cambridge Wireless 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 & 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 18 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

ICT KTN

Creating a competitive advantage for the UK by facilitating knowledge exchange on Information and Communications Technologies and accelerating innovation. This new KTN has been formed from a merger by the Digital Communications and Digital Systems KTNs with the objective of bringing competitive advantage to the UK by facilitating the exchange of knowledge on ICT technologies and capabilities. We plan to do this by acting as a 'Network of Networks', organising a range of events and providing support throughout the UK in association with other communities of interest and centres of excellence. For further information please visit www.ickttn.org.uk

Profile of Host

Microsoft Research

Established in 1997, Microsoft Research Cambridge plays host to over 150 of the brightest minds in computer science, representing many different nationalities, all conducting world-leading research. Through the talent of our researchers and our many collaborative partnerships, we aim to push the boundaries of computer science and enable the creation of technologies that will help shape the future of society. For more information please visit: www.research.microsoft.com.

Profile of SIG Champions

Stefano Borini, Principle Researcher, Nokia Research Centre

Stefano Borini is a Principal Researcher at Nokia Research Centre in Cambridge, working at the development of new materials and technologies for future mobile devices and sensors. Previously he was a researcher at the Italian National Institute for Metrological Research, studying nanodevices for metrological applications. His expertise covers the areas of nanotechnology, semiconductors, sensors, electrical and optical devices. Stefano holds a Master degree in Physics from University of Turin and a PhD in Materials Science and Technology from Polytechnic of Turin. For more information, please visit www.research.nokia.com/

Giuliano Maciocci, User Experience Lead, Qualcomm Research and Development

Giuliano leads the User Experience team for Qualcomm's Cambridge-based R&D office. As an Interaction Design specialist, Giuliano's extensive portfolio encompasses web, mobile application and embedded software interfaces for a variety of market leaders in the wireless industry, from Europe's first 3G wireless service to today's growing mobile application space. His current focus is championing user-centered innovation within Qualcomm's technology research, steering the evolution of today's technologies towards tomorrow's user experiences. For more information please visit www.qualcomm.com

Allan MacLean, Director, 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. For more information please visit www.amdeo.com

Geoff McCormick, Director, Alloy

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. For more information please visit www.thealloy.com

David Walker, Senior Scientist, 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). For more information please visit www.research.philips.com

Profile of Speakers

Dana Pavel, TecVis LP

Dana is a Co-founder of TecVis LP, a recently formed company focused on creating and building technological solutions for personal wellbeing. For the past 14 years, Dana has been working in various research projects, both in industry and academia, around context-aware technologies, from information gathering platforms to processing algorithms to creating user interfaces. Her work started from how to create personal agents that "think" for the end users and moved onto how to involve, support and, hopefully, better end users. Her current interest is in exploring how technologies can play a role in personal wellbeing through better interactions and visualisations. For more information please visit: www.tecvis.co.uk/

Tim Phipps, Cambridge Consultants

For 50 years, Cambridge Consultants has led the way in innovative product development. We are the development partner of choice to many of the world's leading blue chips as well as the virtual development team for ambitious start up companies. Tim is responsible for Wireless Business Development at Cambridge Consultants and has a long track record of working on leading edge wireless technology development and creating new business of strategic importance for product manufacturers. Over his career he's worked to introduce innovative new technologies at the earliest stage of their market development such as mobile phone operating systems, EDGE, GSM, Bluetooth and WiFi. As Champion of the Cambridge Wireless Healthcare SIG, Tim's objective is to create commercial discussions that further the interests of society. For more information please visit: www.cambridgeconsultants.com

Liz Fitzsimons, Eversheds

Liz Fitzsimons specialises in data protection and freedom of information, particularly in relation to international issues and transfers and novel uses of data. This includes advising on use of RFID technology, where and to the extent lawful to make use of location data, conversion of personal data into non personal data and how precise location data needs to be in order to become personal data. Liz has a great deal of experience with multi party and multi country compliance issues and programmes and works with a specialist team on such projects. Recent work has included a privacy compliance programme across 41 jurisdictions world-wide for one US multi-national and advice on global hub structured data consolidation and shared service programme for another. Liz has worked with clients in relation to privacy issues on pan European and trans-Atlantic e-discovery in litigation, SOX, hotline and ethics compliance, data sharing agreements and protocols, introduction of new and centralized IT/HR systems, data warehousing and advice on customer relationship management systems. Liz has also assisted clients with advice on security breaches, security reporting obligations and helped them deal with enforcement action, including successfully defending a regulatory monetary penalty notice of several tens of thousands of pounds. Her experience includes advising on privacy issues on outsourcing, data and privacy policies, retention policies and protection of confidential material. Freedom of information work includes strategic advice, assistance with publication schemes and policies. For both areas, Liz has a great deal of experience dealing with sensitive or complex requests for information, appeals and complaints, including to the Information Commissioner's Office and helping with FOI consultations to ensure information can be disclosed or withheld as appropriate. Liz also regularly speaks at seminars and provides training and workshops for clients, including presenting the Advanced FOI Level 2 training as part of the ICO's approved FOI Practitioner's Certificate training course. Liz has also contributed the chapters on absolute and qualified exemptions to the Law Society's FOI Practitioner's Handbook for the updated edition to be published this autumn. She has been noted individually for several years and with the firm in Chambers Data Protection 'Best of UK' category. For more information please visit: www.eversheds.com

Sören Preibusch, Microsoft Research

Sören Preibusch is a post-doctoral researcher at Microsoft Research Cambridge and has been involved with privacy research for a decade. He investigates the behavioural economics of privacy using large-scale field and lab experiments. His interests include privacy in Web search and in electronic retailing, Web form filling behaviour and technical ways to fight discrimination. Mr Preibusch holds a Ph.D. from the University of Cambridge (2012) and a diploma in industrial engineering from Technical University Berlin (2008). From 2003 to 2012, he has been a scholar of

the German National Academic Foundation. For more information please visit: www.research.microsoft.com/en-us/labs/cambridge/

Profile of Guest Panelists

Natalie Waterworth, Talented Heads

Natalie is actively involved in the tech start-up scene in London. She is a blogger, and a passionate advocate of the millennial generation, aka Generation Y. She founded Talented Heads with co-founder Daria Taylor, and together they consult businesses on organisational change and talent management, specifically in relation to millennial employees. For more information please visit: www.talentedheads.com

Sylvia Lu, u-blox AG

Sylvia is a Senior Algorithm & DSP Engineer with u-blox. Sylvia spent her past six years actively contributing to the algorithm design and DSP development of wireless technologies from 2G to 4G. Her recent focus is leading the link-level-simulation activities and transforming algorithmic designs into efficient LTE modem implementation on u-blox's Software Defined Modem platform. She also represents u-blox attending 3GPP RAN1 & RAN4 meetings. For more information please visit: www.u-blox.com

Naily Makangu, Siemens Industry Software

Naily is a Software Engineer working on NX, one of the world leading mechanical CAD software. As part of the Assembly Modelling team, Naily is involved in analysing and designing software solutions and algorithms which will then be implemented in C or C++. Naily has been with Siemens for just over 2 years and is interested in sharing and expanding his knowledge in various technical fields. For more information please visit: www.siemens.com/plm

Sebastian Brazell, Cambridge University

Sebastian is a Computer Science student from Anglia Ruskin University who is currently on an industrial year at Cambridge University Department of Chemistry. Sebastian spent time during his studies developing in C++, C# and Java, and he is keen to develop knowledge of the next generation of mobile devices and what user experience will look like as a result. For more information please visit: www.cam.ac.uk/

Reece Fairhead, Anglia Ruskin University

Reece writes for an up and coming entertainment website and he studies Computer Games and Visual Effects at Anglia Ruskin University. Reece finds the disregard people have for their private information and the way companies then use this information to be a subject of great interest. For more information please visit: www.allthatsepic.com