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The Future of Wireless International Conference

29th – 30th June 2010

Agenda

Venue: Robinson College, Grange Road, Cambridge, CB3 9AN

Tuesday 29th June 2010

09:15 Registration over refreshments

Session A-1: Opening of the Future of Wireless International Conference

- 10:00 Conference Welcome from David Cleevely, Chairman of Cambridge Wireless
- 10:10 Welcome from Platinum Sponsor
- 10:20 **Andrew Gilbert, Executive Vice President & President of Qualcomm Internet Services Technologies and Europe**

Session A-2: International Business Opportunities

- 10:40 James Collier, Chief Technical Officer, CSR Plc

You have a great product or service, and are gaining traction in your launch territory. So how did you grow your business at a successful pace onto the wider international stage? Which cultural and regional differences are going to be key to your business, and whose voice do you listen to regarding localisation and customisation of your product or service? Learn important lessons and insights from an industry leader who has faced and navigated their way successfully through these key growth issues.

11:00 **Refreshments and Networking**

Session A-3: International Business Opportunities: Innovation Hothouse I

- 11:30 Introduction from Session Sponsor, Rohde & Schwarz
- 11:40 **Innovation Hothouse**
A set of fast-moving three-minute elevator pitches from a range of exciting UK start-up businesses showcase a range of new products and services with the potential to make a major impact on global markets.
- **Plextek**, Tim Phipps, Director, Sales and Marketing
 - **CRFS**, Stirling Essex, Director of Business Development
 - Company
 - Company

Session A-4: Thinking Radios? Thinking Networks?

- 12:05 **Prof. Simon Saunders, Independent Wireless Technologist, Real Wireless. Femto Forum Chairman and Ofcom Spectrum Advisory Board Member**

Thinking Radios – with the advent of LTE and other next generation mobile broadband solutions, cognitive and software-defined radios are becoming an essential part of this mobile broadband revolution. This session identifies how modern technologies are evolving to become even smarter whilst using less power.

Thinking Networks – self-organising self-configuring networks promise a step function gain in cost efficiency, flexibility and functionality but who is in control?

13:05 **Lunch and Networking**

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Session A-5: Future Devices – The Next Wave of Mobile Devices

14:20 **Martin Jackson, VP, Technology, Cambridge Technology Center, Plastic Logic**

Smartphones and Smartbooks, eBook readers and wireless Games consoles - enhanced connectivity, a new generation of processor platforms, low power display technologies, sensors, location and positioning technologies and software platforms are together opening up almost limitless opportunities for new classes of handheld wireless devices and wireless service platforms. What are likely to be the emergent types of new devices in the future, what will be the common platform elements and which ones will survive?

Session A-6: Future Healthcare

15:20 SIG Theme Session 3

Sensing for Sensible Healthcare

Dr Ruchi Dass, Vice President, Lifetime Wellness Rx International, India

There is a clear relationship between people's health and well-being and the quality of their surrounding environment – for example the quality of air and water supply. In emerging economies, how might leading-edge developments in wireless sensing technology create and drive new models of epidemiology and healthcare?

The Game gets Serious!

Prof. Sara de Freitas, Director of Research at The Serious Games Institute, Coventry University

In the context of more affluent societies, what are the opportunities to build on the example of Wii Fit - which uses game-play technology to promote personal fitness – and extend this to include further elements of personal health management and monitoring?

16:20 **Refreshments and Networking**

Session A-7: Smart Homes, Smart Living

16:45 SIG Theme Session 4

Wireless is transforming communications with and between devices in the home. How will this affect the resources consumed within or the carbon footprint of the home, and what new opportunities will it create? Will the separate needs of entertainment, media, energy, healthcare and automation fragment or converge in the home of the future?

17:45 Walk to St John's College for Dinner

Drinks Reception

Venue: St John's College, Cambridge

18:15 Networking Drinks Reception courtesy of Olswang

OLSWANG

Gala Dinner

19:15 Seated for Dinner

19:20 Welcome from the Chair, David Clevely

19:25 Welcome from the Gala Dinner Sponsor, Chris Walklett, Partner at PEM Technology

19:30 Dinner served

21:00 After-dinner speaker, **Tudor Brown, President of ARM**

21:25 Networking over refreshments

22:00 Dinner concludes



PEM Technology is a division of Peters Elworthy & Moore

Wednesday 30th June 2010

09:00 *Registration over refreshments*

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Session B-1: Welcome

09:30 Welcome and Introduction

09:35 **Robert E. Crow, VP, Industry, Government and University Relations, Research In Motion (RIM)**

09:55 Q&A

Session B-2: Re-inventing Industry Business Models

10:05 **Houston Spencer, Vice President, Business Strategy & Marketing, North & West Europe at Alcatel-Lucent**

With consumers' growing expectation of content being free at the point of access, and the desire for increased mobile bandwidth without bigger bills, what type of business models do we need in the future to fuel investment and create sustainable shareholder return?

10:25 Q&A

Session B-3: International Business Opportunities – Innovation Hothouse II

10:30 **Introduction from Session Sponsor, Richard Walker, Head of Communications and Wireless Technology Group, The Technology Partnership (TTP)**

10:35 Innovation Hothouse

A set of fast-moving three-minute elevator pitches from a range of exciting UK start-up businesses showcase a range of new products and services with the potential to make a major impact on global markets.

- **Iceni Mobile**, Tim Murdoch, CEO
- **Augmentra**, Craig Wareham, Director
- Company
- Company

11:00 *Refreshments and Networking*

Session B-4: Policy Panel International Debate

11:30 Panel Session in association with DCKTN

In association with the DCKTN this session explores the touch points between spectral policy, energy policy, standards policy, economic policy, industrial policy, competition policy, regulatory policy, social policy and environmental policy and debates the role of teleconomics in a global world.

Panellists:

- **Dr. William Webb, Head of Research and Development, Ofcom**
- **Dan Mercer, Vice President & General Manager, Europe, Middle East, Africa & Russia, Iridium**
- **Colin Bendall, Senior Director, Business Development and Strategy, Motorola**
- **Euros Evans, Chief Technology Officer, Airwaves Solutions Ltd.**
- **Luke D'Arcy, Business Development Manager, Cambridge Consultants**

Digital Communications

Knowledge Transfer Network

Session B-5: Bridging the Digital Divide - Future International Challenges

12:35 **John Cunliffe, CTO, Ericsson Limited.**

What is the role of wireless in the broader international digital economy? What impact and role do wireless networks hold in enabling and driving economic, social and environmental transformation? Is a Universal Broadband Wireless Service Obligation in developed and developing economies a practical proposition or political pipe dream, what will be the impact on future economic interdependency, what is the impact of wireless on the digital divide?

12:55 Q&A

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Session B-6: 21st Century Life in the Cloud - Private Life in a Public World

14:15 **Dr. Tim Regan, Microsoft Research**

With the accelerating growth of services being provided “in the cloud”, accessible wherever we are at any time, what does this mean for us as future digital citizens? How can we balance the benefits of “anywhere” access, service personalisation and relevancy of information with our rights to personal privacy, security of our data and management of our identity and reputation?

14:35 Q&A

Session B-7: Future Mobile Services – Life after the App Store

14:40 **Graham Fisher, Managing Director and Rafel Uddin, Director of Software Development at Orange Labs**

Are App stores a passing fashion or a long-term solution? How many App stores can the market sustain and will there be an “App store war” for consumers and developers’ hearts and minds? What is the “next big thing” that replaces App stores in the future? Orange believes the key to the future lies in the world of ‘web run times’ to harness the creativity of even more developers and reaching a wider range of devices.

15:00 Q&A

Summary and Close

14:05 Closing Remarks / Fill in evaluation form.

15:15 Conference concludes

Afternoon Activities

Opportunity for delegates to take meetings with other delegates via the free partnering service which is available here: www.cambridgewireless.co.uk/futureofwireless/partnering

Please note this agenda is subject to change