Future Devices & Technologies SIG
'Smart devices of 2025'
27th March 2018
Hosted by Amazon

This SIG is championed by Dev Audsin of **Beko**, Zahid Ghadialy of **Parallel Wireless UK & EMEA**, Charles Sturman of **u-blox UK**

Venue: Amazon, 1 Station square, Cambridge, CB1 2GA

AGENDA	
10:00	**Registration, networking and refreshments**
11:00	CW welcome, **Abhi Naha, Chief Commercial Officer, Cambridge Wireless (CW)**
11:05	Introduction to **Future Devices & Technologies SIG, Zahid Ghadialy, SIG Champion**
11:20	Welcome from event host, **Laurent Brisedoux, Senior Manager, Amazon**
11:30	**Session chaired by Future Devices & Technologies SIG Champion, Zahid Ghadialy** **David Wood, Principal, Delta Wisdom** **'Scenarios for Smart Devices in 2025: Brave New Smartphone and/or Black Mirror?'** In this talk anticipating future scenarios for smart devices, futurist and smartphone industry pioneer David Wood suggests answers to a number of key questions. What are the key trends we should be watching, to see if they'll ever emerge from a slow disappointing phase into a fast and furious phase? How might these trends combine to shake up present-day usage patterns? Will the successors of the smartphone accelerate a Brave New World, and/or make Black Mirror a reality? And what can we learn from past predictions of future smartphone scenarios?
11:50	Q & A
12:00	**Session chaired by Future Devices & Technologies SIG Champion, Zahid Ghadialy** **Tom Bennett, Director Technology Services and Devices Development, EE & BT**
12:20	Q & A
12:30	**Lunch and networking**
13:30	**Session chaired by Future Devices & Technologies SIG Champion, Charles Sturman** **Julian Harris, Senior Business Development Manager, Audio Analytic** **'Why a smart future sounds good to me'** In just 20 minutes Julian will look past the next six years development in technology to picture how our senses will be enhanced by deep integration of AI in consumer electronics. With today's computer vision on the cusp, and sound limited to music, voice and noise he'll explain why true sound recognition is set to grow and the opportunities it will bring, exploring use cases for disruptive products and innovative services based on the everyday sounds around us.
13:50	Q & A
14:0	**Session chaired by Future Devices & Technologies SIG Champion, Charles Sturman** **'Visionary Devices of the Future' – short pitches from innovative companies including:** • **Zahid Ghadialy, 3G4G: 'Telepresence Robots'** • **Dr Jenny Tillotson, Founder, eScent: 'Back to the Future with Context-Driven Fragrances'** • **Robert Curtis, Principal Designer, Dovetailed: 'From Pixel to Plate: the future of 3D printed food'**
15:00	**Refreshments and networking**

15:30	**Session chaired by Future Devices & Technologies SIG Champion, Dev Audsin**
	Andrea Cantone, Head of New Products, Cambridge Mechatronics
	'Shape Memory Alloys (SMA), the future of haptics'
	Cambridge Mechatronics will present how shape memory alloy (SMA) technology can deliver a haptic engine that can be located within a button, so that the tactile feedback is felt only on the control and not in the rest of the phone creating a new future for the consumer electronics market and beyond.
15:50	**Q & A**
16:00	**Session chaired by Future Devices & Technologies SIG Champion, Dev Audsin**
	Steve Riches and Kevin Cannon, Directors, Tribus-D
	'Challenges for Packaging of Future Device Technologies'
	Future device technologies will place additional demands on electronic assembly methods and selection of materials in order to achieve increasing levels of integration and miniaturisation at an affordable cost. This presentation will summarise the factors relating to the assembly challenges of future device technologies and showcase some of the directions that current research and development projects are addressing.
16:20	**Q & A**
16:30	**Wrap-up session**
16:45	**End of session**

With the permission of the speakers, presentations will be loaded to the CW website on the day following the event

<div style="background:#2e6fc0;color:white;padding:4px;">Profile of organisers</div>

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 over 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 20 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 major conferences and start-up competitions 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. **www.cambridgewireless.co.uk**

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Amazon

Amazon's innovative Cambridge, UK Development Center holds teams focused on three pioneering areas: Prime Air, Amazon Alexa, and Amazon Lab126 Devices **www.amazon.com**

<div style="background:#2e6fc0;color:white;padding:4px;">Profile of SIG Champions</div>

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.beko.co.uk**

Zahid Ghadialy, Parallel Wireless UK & EMEA
Zahid Ghadialy is a Senior Director with a fast-moving and innovative US-based young company called Parallel Wireless (PW) that is on a mission to make deployment of any cellular infrastructure as easy and as cost-effective as Wi-Fi. With an extensive experience of over 18 years in the telecom industry as an engineer, programmer, analyst, researcher, architect, trainer, product manager and technical marketer, he is a technologist with a deep understanding of architecting world-class mobile products and solutions. Zahid is currently a member of Board of Directors at CW and 'Future Devices & Technologies' SIG champion. He has also previously been a 'Small Cell SIG' and 'Smart & Intelligent Cities SIG' champion. He is also a Non-Executive Director of eXplanoTech. In his spare time he blogs at 3G4G and you can also catch him on Twitter at @zahidtg. **www.parallelwireless.com**

Charles Sturman, 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/en**

Profile of speakers

Tom Bennett, EE & BT
Profile to follow

Kevin Cannon, Tribus-D
Over 30 years of experience in the electronic packaging Industry, supporting developments in Aerospace, Space, Medical and Smart Devices for the 'Internet of Things' sectors. He has skills including assembly manufacturing, equipment selection and validation, lean process engineering, product development and process innovation.
www.tribus-d.uk/

Andrea Cantone, Cambridge Mechatronics
Andrea is responsible for Business Development at Cambridge Mechatronics (CML), where his focus is the commercialisation of CML's SMA platform technology in the haptics market. Andrea has extensive experience in commercialising cutting edge technologies and innovation. Before joining Cambridge Mechatronics, he worked at Audio Analytic, the world leader in sound recognition, where he was responsible for the company entry into and growth in the IoT space. Prior to that Andrea worked at Cambridge Enterprise - the technology transfer office for the University of Cambridge. Andrea has a PhD in Physics from the University of Cambridge where he still mentors postgraduates with an interest in entrepreneurship and technology commercialisation.
www.cambridgemechatronics.com

Robert Curtis, Dovetailed
Robert Curtis is Principal Designer at Dovetailed, responsible for leading the design of nūfood: the world's first liquid food 3D printer (nufood.io). He has a wealth of knowledge from a decade of working closely with clients in the mobile, FMCG, medical drug delivery and small domestic appliance sectors from formative user research studies through to pre-production. His award-winning work has been recognised by the Royal Society of Arts (RSA) and Smart Kitchen Summit; is a named inventor on numerous patents and has had the privilege of speaking at national and international conferences including Mobile World Congress. **www.dovetailed.io**

Julian Harris, Audio Analytic
Despite his youthful looks Julian has 18 years' of commercial experience in the a wireless technology & consumer electronics industries. As a co-founder of Trigenix in 2000 (sold to Qualcomm for $36M cash) he has managed international partnership programmes, developed detailed strategic plans & managed operational delivery to establish solid foundations on which to deliver growth through innovative, disruptive new business models. Over those 18 years he has covered such diverse and, at the time, progressive technologies as WAP (remember that?) to Fast Computer Vision, Augmented Reality & Advanced Audio solutions. Father of a 10 year-old son, owner of a short,

but surprisingly long French Basset and a ridiculously tall Lurcher they can often be seen together wandering the streets of Cambridge catching Pokemon. **www.audioanalytic.com**

Steve Riches,Tribus-D
Over 30 years of experience in electronics assembly innovation, including copper wire bonding, laser processes, high temperature electronics, MEMS assembly, ruggedised displays and LED lighting. He is a committee member of the UK Chapter of the International Microelectronics Assembly and Packaging Society (IMAPS-UK).
www.tribus-d.uk/

Dr Jenny Tillotson, eScent
Dr Jenny Tillotson is one of the early visionaries in the wearable sensory technology domain working at the intersection of personalised fragrance, smell communication and experiential fashion. She spent over 15 years at Central Saint Martin researching *'Sensory Fashion'* and is the driving force behind **eScent**®, a transformative technology for emotion-based scent dispersal. She holds a PhD in Printed Textiles from the Royal College of Art and a degree in Fashion Communication from Central Saint Martins. Tillotson is also a Fellow of the Royal Society of the Arts, an Associate of the British Society of Perfumery, a Winston Churchill Fellow and a Visiting Scholar in Dept of Chemical Engineering & Biotechnology at the University of Cambridge. She is a named inventor on awarded wearable scent technology and smart fabric patents and has worked with Google, International Flavours & Fragrances, Philips, The North Face, Cambridge Consultants and Adeline Andre Couture. eScent® was recently acknowledged as an *"Up & Coming"* Innovation by the TransTech Community and won 'Best Innovation Award' at the Wearable Technology in 2016. **www.escent.ai**

David Wood, Delta Wisdom **@dw2**
David Wood was a pioneer of the smartphone industry. In 1998 he co-founded Symbian, the creator of the world's first successful smartphone operating system. Software written by his teams was included in half a billion smartphones over the following years, from companies such as Nokia, Motorola, Samsung, Panasonic, Fujitsu, and Sony Ericsson. He previously spent ten years as software architect and software director at UK-based mobile computing innovator Psion PLC, and subsequently three years as CTO of Accenture Mobility, where he co-led the company's Mobility Health business initiative. He is the author or lead editor of eight books, including *Anticipating 2025,* *Smartphones and Beyond,* *The Abolition of Aging*, and *Transcending Politics*. As Chair of London Futurists, he has hosted 200 public events on futurist and technoprogressive topics since 2008. As Principal of Delta Wisdom, he works with organisations around the world to inject urgency into discussions of future scenarios and to anticipate forthcoming exponential disruptions. He is a fellow of the IEET, Secretary of the Board of Directors of Humanity+, and a fellow of the RSA. He has a triple first class mathematics degree from Cambridge and undertook doctoral research in the Philosophy of Science regarding the implications of quantum physics. He has an honorary Doctorate in Science from Westminster University, awarded in recognition of his services to the smartphone industry.
www.deltawisdom.com