

WWRF31 (Vancouver)

**Workshop on Wireless Standardization and Commercialization**

Wednesday, 23 October 2013 09:00-12:30

UBC Robson Square, 800 Robson St., Vancouver, BC V6Z 3B7

*Organized for WWRF by the IEEE Industry Relations Committee and Wavefront*

*Register free of charge at <http://tinyurl.com/WWRF31>*

AGENDA

**09:00 – 09:05 Welcome and Introduction**

Prof. Dave Michelson, *University of British Columbia*

**09:05 – 09:30 Changing the Innovation Cycle**

Prof. Mischa Dohler, *King's College, University of London*

R&D has largely been abandoned in large companies. Most standards have become superfluous with emerging software-defined technologies. VC funding is being transformed through crowd funding. And now universities are losing their very own ground of existence with the emergence of Massive Open Online Courses (MOOCs). In short, the innovation cycle of the 21<sup>st</sup> century is changing dramatically. This talk will discuss the underlying forces and needs to innovate innovation, and the latest trends in industry, governance and academia alike. I will outline steps to make commercialization a cornerstone of academic life, without jeopardizing its core values.

**09:30 – 10:00 The Mobile Operator's Challenge on Business-Relevant Technology Advances**

Dr-Ing Hendrik Berndt, *DoCoMo Communications Laboratories Europe*

Operators are facing network challenges based on increasing traffic originated by new types of devices, new applications and video traffic as the major driver of steep growth. Additional operators experience an ever-growing demand set off by heightened customer expectations. Navigating this digital storm requires advances in network and wireless technologies of which some are presented within the talk. In particular Quality of Experience based traffic management, elastic networking and future requirements on radio access are elaborated on with the common goal to improve resource utilization against an uncontrollable and unpredictable traffic change.

**10:00 – 10:30 Move Together To Stay Together**

Dr. Ki-Dong Lee, *LG Electronics Mobile Research U.S.A.*

It is notable that “technology” itself is one of the most important factors towards evolution but there's something beyond that as we have seen the survival of certain technology in the market is not merely based on what it is. Instead of repeating the importance of technology itself, this talk is intended to provide the audience with an opportunity to build up their own insight on how to use the technology to create values in a more diverse dimension, such as how “people” will behave in the market, to create new

mobile services which are richer, more secure, and convenient to use in the right situation of every instant in our daily life. Having these huge potential opportunities in mind, this talk will discuss a wide range of brand-new mobile service features and how they are expected to be in the market if supply and demand are to stay together.

10:30 – 11:00            *Coffee Break*

11:00 – 11:30 **Support of Innovative SMEs as Part of European Collaborative Research Framework Programs**

Dr. Werner Mohr, *Nokia Solutions and Networks (Munich, Germany)*

Europe has a long tradition of publicly funded collaborative research projects in wireless communications that paved the way for 3G - UMTS, LTE and IMT-Advanced systems, by building consensus between major players and developing globally accepted standards. Currently, a new framework research program is under preparation in Europe. In the ICT domain many different objectives will be addressed including 5G systems. These programs provide specific measures for innovative SMEs to support their market entrance and to provide a platform to build contacts to other players. The European Technology Platform Net!Works offers networking opportunities for SMEs to support their participation in research consortia. This presentation will describe the approach in Europe for collaborative research and the SME instruments.

11:30 – 12:00 **Wireless Commercial Resources in Canada**

Brad Lowe, *Wavefront Wireless Commercialization Centre*

Here, we present an overview of the programs and services provided by Wavefront, Canada's National Centre of Excellence in Commercialization & Research for Wireless Communications. This session will cover the key hurdles to growth faced by Canadian technology companies and how one can access programs through Wavefront and other entities to address these challenges.

12:00 – 12:30            **Panel Session**

The presenters will participate in a panel session concerning challenges in commercialization and standardization.

12:30 – 13:30            *Lunch and Networking*



Mischa Dohler is Chair Professor in Wireless Communications at King's College London, UK. He is Distinguished Lecturer of the IEEE ComSoc, Senior Member of the IEEE, and Editor-in-Chief of ETT. He frequently features as keynote speaker and had press coverage by the BBC and Wall Street Journal. He is a tech company investor and also entrepreneur, being the cofounder, former CTO and now with the Board of Directors of Worldensing.



Dr.-Ing. Hendrik Berndt, Vice President and Chief Science Officer is directing the research at DOCOMO Communication Laboratories Europe since the onset of the company in the Year 2000. Additionally he currently serves as Vice President of the Wireless World Research Forum for Europe, Africa and Middle-East, and aids as elected Steering Board member the Object Management Group, OMG, and the European Technology Platform Net!Works.



Ki-Dong Lee has over 15 years of professional experiences in Operations Research and Communication Systems with his research interests in socio-economic approach to design/analysis of and value creation of brand-new mobile services with an emphasis on handset evolution in LG Electronics Mobile Research USA.



Werner Mohr was graduated from University of Hannover, Germany, with a Master Degree in electrical engineering in 1981 and a Ph.D. degree in 1987. He is with Nokia Solutions and Networks in Munich Germany, where he is Head of Research Alliances. Currently, he is chairperson of the Net!Works European Technology Platform and he was founding chair of WWRF. Werner Mohr coordinated several collaborative publicly funded research projects on 3G, LTE and IMT-Advanced radio interface, which developed the basic concepts for future radio standards.



Brad Lowe is Wireless Accelerator Architect and managing Executive in Residence at the Wavefront Wireless Commercialization Centre. He is responsible for the programs and talent supporting the success and growth of wireless companies in the Wavefront Accelerator. Prior to Wavefront, Brad worked in management positions at established, respected tech companies such as Nokia, Redback Networks, Abatis, and MacDonald Dettwiler.