



NovaUCD Newsletter



The Innovation and Technology Transfer Centre

April 2010

Dear Colleagues and Friends

Welcome to the first issue of the NovaUCD Newsletter for 2010 in which we review key activities and events which took place during the first quarter of 2010.

Responding to the publication of the Irish Government's Innovation Taskforce Report both UCD and TCD have warmly welcomed the Taskforce's acknowledgement of the TCD/UCD Innovation Alliance and its endorsement as a model which should be rolled out nationally.

NovaUCD has announced its results for 2009, including 85 invention disclosures and 7 new spin-out companies, demonstrating that the growth in public investment in R&D at UCD is yielding a significant return to the Irish economy and society.

Congratulations are due to two NovaUCD-client companies who have recently won major awards. BiancaMed, the medical technology company, scooped an inaugural Irish Times All-island Innovation Award in association with InterTradeIreland for its wireless sensor technology by winning the Product/Service Innovation Award Category. RendezVu, the e-learning venture, won the David Manley 2009 Emerging Entrepreneur Award.

Professor Peter Russo, European Business School, Germany, delivered the InterTradeIreland 2010 Innovation Lecture at UCD, entitled, *Corporate Entrepreneurship – The Key to Making Innovation Happen*. While at UCD Professor Russo also facilitated three dedicated master classes for academic researchers, students and the promoters of SMEs respectively.

The 14th NovaUCD 'Entrepreneurs Live!' seminar series, supported by the Dún Laoghaire-Rathdown County Enterprise Board has now been completed. A special seminar was delivered by serial internet entrepreneur, Ray Nolan, as part of NovaUCD's Open Morning which took place during the Dún Laoghaire-Rathdown 2010 Enterprise Week.

We also report on other recent developments for BiancaMed, Enzolve Technologies, Equinome, Evolution and Restored Hearing along with reporting on the launch of WirelessLAB, the first all-island innovation network for Ireland's wireless technology community.

I would welcome any comments or feedback on this issue. Please contact Micéal Whelan on t: 01-716 3712 or e: miceal.whelan@ucd.ie

Dr Pat Frain, Director

Contents	Page
Innovation Taskforce	2
NovaUCD 2009 Results	2
NovaUCD Award Winning Companies	3
InterTradeIreland 2010 Innovation Lecture	4
NovaUCD Open Morning	5
NovaUCD 14th 'Entrepreneurs Live!' Seminar Series	6
Companies at NovaUCD	7
Other Companies in the News	8
Launch of WirelessLAB	11
NovaUCD and Social Media	11



Innovation Taskforce

Responding to the publication of the Innovation Taskforce Report's recommendations the UCD President, Dr Hugh Brady and the TCD Provost, Dr John Hegarty welcomed the Taskforce's acknowledgement of the TCD/UCD Innovation Alliance and its endorsement as a model which should be rolled out nationally.

The Taskforce's recommendation to reposition the Strategy for Science, Technology and Innovation at the heart of innovation policy and to extend it to 2020 is crucial in delivering its goals. The report's recommendations also provide clarity of national policy for the coordination of research funding activities.

Taken in their totality, the Report's recommendations provide a platform, connecting all parts of the innovation ecosystem including education, enterprise and government and have the potential to change the future of this country.

Announced in March last year, the TCD/UCD Innovation Alliance set out to develop an innovation ecosystem for Ireland with higher education, enterprise and government driving economic recovery. The UCD President, Dr Hugh Brady, and the Provost of Trinity College, Dr John Hegarty, were subsequently both appointed as members of the Innovation Taskforce.

On the occasion of the first anniversary of the Innovation Alliance, both universities jointly announced a series of new, focused, Innovation Bursaries through a joint €2 million fund. To further mark the occasion of the Innovation Alliance's first anniversary, UCD and TCD have together launched a dedicated web presence and the rollout of the graduate training programme of the Innovation Academy, the educational centrepiece of the Alliance.

The mission of the Innovation Academy is to develop a new breed of creative graduate, with a thorough understanding of how innovation can convert knowledge, ideas and inventions into products, services and policies for economic and social benefit.

www.taoiseach.gov.ie/eng/Innovation_Taskforce/

www.innovationalliance.ie

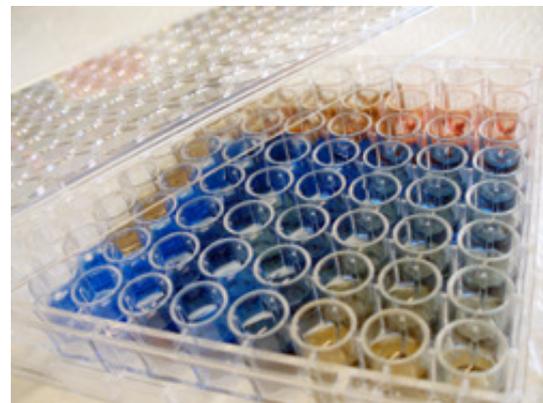
NovaUCD 2009 Results

NovaUCD has announced its 2009 results which demonstrate a significant increase in UCD's commercialisation outputs.

During 2009 UCD researchers reported 85 new invention disclosures to NovaUCD, a 60% increase on the 53 inventions reported in 2008. A total of 247 inventions have now been disclosed to NovaUCD during the last 5-year period.

Seven new UCD spin-out companies commercialising UCD research were established during 2009 bringing to 13 the total number of UCD spin-outs incorporated since 2005.

Forty-seven patent applications, up 25% on the 2008 figure, including 25 priority, 17 PCT (patent co-operation treaty) and 5 national/regional applications were also filed by UCD during 2009. These patents were filed for intellectual property arising from research taking place throughout the University's Colleges, Schools and Institutes.



A total of 88 priority patent applications have now been filed by UCD in the last 5-year period. In addition, over 50 licence agreements were concluded by UCD in the same period with a range of indigenous and international companies.

Fifty high-tech and knowledge-intensive companies, have occupied incubation space at NovaUCD and availed of NovaUCD's related innovation services since 2004.

156 new ventures, 15 in 2009 alone, and 235 individuals have also now completed NovaUCD's Campus Company



Development Programme (CCDP) which has run annually since 1996. The CCDP assists academic and research entrepreneurs in bringing their innovative ideas from intellectual concepts to fully-developed and sound commercial business enterprises.

UCD's 2009 spin-out companies are profiled below:

Aremon was established to provide validation of clinically relevant and qualified diagnostic, prognostic and predictive biomarkers, initially in the areas of neurodegeneration and cancer. Founder: Professor Dolores Cahill, UCD Conway Institute of Biomolecular and Biomedical Research.

BioPlastech is commercialising a process which converts waste materials to a value-added, environmentally friendly (i.e. biodegradable) plastic. Founder: Dr Kevin O'Connor, UCD School of Biomolecular and Biomedical Science.

Capstan Healthcare is a veterinary healthcare company providing technology and product development services to the veterinary pharmaceutical market. Founder: Professor Alan Baird, UCD School of Agriculture, Food Science and Veterinary Medicine.

Crop Research specialises in the evaluation of the efficacy of agrochemicals for use in agriculture with a focus on the evaluation of fungicides for the control of crop diseases. Founder: Dr Tom McCabe, UCD School of Agriculture, Food Science and Veterinary Medicine.

Darius Medical is developing a low-cost, non-invasive medical device for early detection of coronary artery disease. Founder: Professor Scott Rickard, UCD School of Electrical, Electronic and Mechanical Engineering.

Equinome is developing genetic tests to optimise decision-making in the breeding and racing of thoroughbred horses. Founders: Dr Emmeline Hill, UCD School of Agriculture, Food Science and Veterinary Medicine with Jim Bolger, the renowned Irish racehorse trainer and breeder. Equinome was the overall winner of NovaUCD's 2009 Campus Company Development Programme.

Future Buildings Consulting (trading as ERG Consulting) is providing specialist services in sustainable building design and construction to the Irish and European building industries.

Founders: Paul Kenny and Vivienne Brophy, UCD School of Architecture, Landscape and Civil Engineering.

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

NovaUCD Award Winning Companies

Two NovaUCD companies, BiancaMed and RendezVu, have recently been presented with major awards.

BiancaMed the UCD medical technology company, has won an inaugural Irish Times All-island Innovation Award in association with InterTradeIreland.



Dr Philip de Chazal and Dr Conor Hanley, co-founders BiancaMed with Paul Haran, Chairman, UCD Michael Smurfit Graduate Business School

BiancaMed was presented with the Product/Service Innovation Category Award, sponsored by UCD's Michael Smurfit Graduate Business School, for its breakthrough wireless sensor technology for the non-contact monitoring of sleep and breathing in the home. The Award was presented to the company at a gala awards ceremony held recently in the Irish Museum of Modern Art, Kilmainham.

BiancaMed has developed and is marketing SleepMinder™, an accurate, contactless and convenient device for the measurement of sleep and breathing in the home.

The core of BiancaMed's proprietary technology is a sensitive radio frequency motion sensor that can detect respiration and movement without being connected to the human body. The sensor incorporates sophisticated biometric software that converts the motion data into a measurement of sleep.



BiancaMed, founded in 2003, currently employs over 20 people and is headquartered in NovaUCD. The SleepMinder™ technology was initially developed at UCD's School of Electrical, Electronic and Mechanical Engineering by Professor Conor Heneghan and Dr Philip de Chazal.

Last year BiancaMed secured an additional €6 million in funding led by pan-European venture capital firm Seventure Partners with existing investors ePlanet Ventures, Enterprise Ireland and ResMed.

BiancaMed, which also has an office in Sunnyvale, California, is currently working with several major corporations to launch a range of consumer products in 2010 and 2011. This includes a baby monitor which uses a motion sensor to monitor a baby's sound, movement and sleep. In addition, BiancaMed is developing a sleep apnoea diagnostic product and the company has launched a sleep monitoring service.

RendezVu, the e-learning venture, was presented with the David Manley 2009 Emerging Entrepreneur Award. On winning the Award RendezVu received €10,000 in cash and in the coming year will receive over €100,000 worth of mentoring and consultancy services from a variety of blue chip companies.



Garrett Hussey and Paul Groarke, RendezVu

There is currently no convenient way for most students learning languages to practise their language skills other than travelling to foreign destinations which can be expensive and impractical. To address this issue in the learning environment RendezVu has developed a next generation learning platform to provide immersive education for languages and other subjects using virtual world and gaming technologies.

RendezVu was co-founded in 2008 by Paul Groarke and Garrett Hussey, both ex-Baltimore Technologies employees, and the company was

the overall winner of NovaUCD's 2008 Campus Company Development Programme.

The aim of the David Manley Awards is to nurture and recognise the enterprising spirit in Business, the Arts and in Social/Community.

RendezVu was also one of four technology-based SMEs which reached the final of the Bank of Ireland's 'Bright Ideas Challenge' which had a prize of an interest-free loan of €100,000 and mentoring by Sean Gallagher. The overall winner of the competition was Sonru.

www.rendezvu.com

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

InterTradeIreland 2010 Innovation Lecture

The generation of good ideas is generally not the bottleneck in the innovation process for Irish companies. Their real challenge is the successful commercialisation of those ideas. This requires companies giving their employees the freedom to act as entrepreneurs and providing them with adequate structures and processes to create an entire entrepreneurial environment within the company.



Professor Peter Russo, European Business School

This was the main message from Professor Peter Russo, an international entrepreneurship expert, who delivered the InterTradeIreland 2010 Innovation Lecture at University College Dublin.



Organised by NovaUCD and held in front of a packed audience in the William Jefferson Clinton Auditorium, his lecture was entitled *Corporate Entrepreneurship - the Key to Making Innovation Happen*.

While at University College Dublin Professor Russo also facilitated three Master Classes in NovaUCD. He held an academic dialogue with researchers entitled, *Undertaking Corporate Entrepreneurship Research – The Way Forward*, a Master Class for Students entitled, *Being Entrepreneurial in a Corporate Environment – The Challenges and Opportunities* and a Master Class for SMEs entitled *From Idea to Market*.



Professor Russo with Dr Hugh Brady, UCD President

Professor Peter Russo is Founder, Director and Chairman of the Strascheg Institute for Innovation and Entrepreneurship within the European Business School.

Professor Russo’s academic experience focuses on business administration, marketing, finance and economic law, and his current research interests include innovation management, corporate entrepreneurship and growth management.

Professor Russo’s academic positions include a senior lectureship in Innovation Management at the European Business School and Visiting Professor at Stanford University.

Professor Russo has been heavily involved in a number of start-up companies and has held senior positions within the banking industry and the high-tech industry. Professor Russo’s latest book, *From Idea to Market*, is one of the best-selling books in the area of entrepreneurship and innovation in the German-speaking market.

The innovation lecture and other events were delivered as part of the InterTradeIreland All-island Innovation Programme at UCD.



Dr Pat Frain, NovaUCD, Professor Russo, Professor Petra Ahrweiler, UCD’s Innovation Research Unit, Aidan Gough, InterTradeIreland

This Programme, a partnership between InterTradeIreland, Queen’s University Belfast, NovaUCD and NUI Galway, aims to promote and encourage innovation across the island of Ireland. The Programme enables international expertise and best practice innovation to be shared with business leaders, students, academics, knowledge transfer professionals and policy makers across Ireland via innovation lectures, seminars and master classes.

A podcast of Professor Russo’s innovation lecture is available to download via www.ucd.ie/nova/podcasts.

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.

NovaUCD Open Morning

NovaUCD hosted an Open Morning as part of the Dún Laoghaire-Rathdown 2010 Enterprise Week, Dublin’s largest pro-enterprise initiative. The aim of the Open Morning was to give existing and budding high-tech entrepreneurs an opportunity to discover the unique services, supports and facilities available at NovaUCD.

Ray Nolan, the award winning serial internet entrepreneur and founder of Web Reservations International and Worky.com, was the guest speaker during the Open Morning.



Ray Nolan with UCD students Rhona Togher and Sarah Kenny

While at NovaUCD Ray delivered an 'Entrepreneurs Live!' seminar during which he revealed the secrets of his entrepreneurial success.

Within only a 10-year period he established, grew and last November sold, Web Reservations International for over \$340 million to San Francisco-based private equity investor Hellman & Friedman.

Speaking in advance of the NovaUCD Open Morning Ray Nolan said, "In the current economic climate it is vitally important that we keep positive about business and start-up growth." He added, "I strongly encourage everyone, especially students, to seriously think about getting involved in entrepreneurship. New and existing entrepreneurs, especially high-tech entrepreneurs, have a significant role to play in Ireland's economic recovery and the development of a Smart economy."



Audience at NovaUCD Open Morning

During the Open Morning visitors also had an opportunity to meet with NovaUCD staff members, listen and talk to members of NovaUCD's successful community of entrepreneurs including; Owen O'Connor, founder, Cernam and Dr Emmeline Hill, co-founder, Equinome, and tour the NovaUCD facility.

The Dún Laoghaire-Rathdown 2010 Enterprise Week ran from March 22nd to 26th and featured a series of county-wide activities aimed at entrepreneurs, micro-enterprises, the recently unemployed and others who are thinking of setting-up a business.

www.dlrepreneurweek.ie

NovaUCD 14th 'Entrepreneurs Live!' Seminar Series

The 14th NovaUCD 'Entrepreneurs Live!' seminar series, run by NovaUCD in association with Dún Laoghaire-Rathdown County Enterprise Board was launched in February by Colm Lyon, founder and CEO of Realex Payments.

Colm, who was named 'internet hero' at the eircom 2009 Golden Spiders Awards, for his contribution to the Irish internet industry, delivered the 75th 'Entrepreneurs Live!' seminar.

The guest speakers who took part in this series were;

Colm Lyon, Founder & CEO, Realex Payments



Howard Beggs, co-founder and CEO, Helix Health





John Lynch, CEO, Merrion Pharmaceuticals



Ray Nolan, Founder, Web Reservations International and Worky.com



A **podcast** of each seminar is available to download via www.ucd.ie/nova/podcasts.

The aim of the 'Entrepreneurs Live!' seminar series is to promote a spirit of entrepreneurship among the academic, research and student population at UCD.

The 15th series will commence in October 2010 and further details will be available in due course.

Contact: For further information please contact Caroline Gill, t: 01 7163 715, e: caroline.gill@ucd.ie.

Companies at NovaUCD

Twenty-eight innovative new ventures, occupying 39 incubation units, or 90% of the available incubation space, are currently located in NovaUCD.

NovaUCD's latest clients include

Cernam established in 2008, is a specialist digital investigations company focusing on online investigations. Cernam, originally based in NovaUCD's desk space before moving into an incubation unit, was founded by Owen O'Connor and it is developing solutions for forensically-sound online evidence capture and analysis as well as providing training and consultancy services for a range of clients.

www.cernam.com

LogScreen established in November 2009 by Karl Schäckermann and Matthias Jacobs, is a managed security solutions provider providing event or activity log management services to small and medium-sized enterprises on the basis of business process outsourcing. The company's core services comprise the integrated collection, processing, correlation, assessment, alerting and trending of security and risk information from IT systems and networks and it also provides log retention and digital forensic services.

SmartBuilder Software, established in 2009 by Richard Mulcahy and Peter Daly, is developing mobile software for use on building and engineering sites and will introduce its first product to market later this year.

Tethras established earlier this year by Brian Farrell and Brendan Clavin, is developing web-based localisation tools for Smartphone application developers.

www.tethras.com

NovaUCD continues to welcome proposals from the promoters of high-quality, knowledge-intensive ventures who are interested in locating in NovaUCD.

Contact: For further information contact Dr Ciara Leonard, Project Manager, Enterprise Development, tel: 01-716 3714, email: ciara.leonard@ucd.ie.

Other Companies in the News

BiancaMed

BiancaMed the medical technology company, has announced that it is strengthening its Board by appointing Rolf Classon as Board Director and Non-Executive Chairperson.



Rolf Classon

Rolf Classon brings many years of experience to this appointment and is currently Chairman of the Board of Hill-Rom (NYSE:HRC). With annual revenues approaching \$1.5 billion, Hill-Rom is a leading manufacturer and provider of medical technologies and related services for the health care industry. Mr Classon is also a former Chairperson of the Executive Committee at Bayer Healthcare, the healthcare division of Bayer AG, the global healthcare and chemicals company. In addition Mr Classon has also served as chair of numerous medical and technology companies.

BiancaMed was co-founded in 2003 by Dr Philip de Chazal, Dr Conor Hanley and Professor Conor Heneghan as a spin-out from UCD's School of Electrical, Electronic and Mechanical Engineering. BiancaMed currently employs 20 people and is headquartered in NovaUCD.

www.biancamed.com

Enzolve Technologies

Enzolve Technologies, the NovaUCD-headquartered life sciences company, has announced the appointment of Stuart Cranmer as its new CEO to drive and accelerate international sales.



Stuart Cranmer, Enzolve Technologies

Enzolve Technologies, a University College Dublin biotechnology spin-out company, established in 2002, develops and manufactures specially-designed enzymes, using proprietary technologies, for applications in healthcare, fine chemical and life science markets.

Stuart Cranmer has over 25 years of healthcare management experience. Prior to joining Enzolve he was General Manager of Allergy Standards, a world leader in the testing and certifying of consumer goods. He has also held senior management roles in global diagnostics companies such as Bio-Rad, Biotrin and DiaSorin. In addition he mentors life sciences companies for Enterprise Ireland.

Stuart has joined Enzolve at an exciting time as it adds to its *NeoScreenPak* range of tests. Enzolve is developing these tests to screen newborn babies faster and easier than conventional methods for a variety of metabolic disorders. Last year Enzolve formally launched its first CE-marked diagnostic test in the *NeoScreenPak* range, which screens for PKU (phenylketonuria) in newborn babies.

Stuart, a graduate of the University of Luton, initially trained in the UK's National Health Service in clinical biochemistry where he developed particular interests in immunology and immunological methods. He is also a graduate of the Dublin Institute of Technology.

www.enzolve.com

Equinome

Equinome, the new UCD biotech company headquartered at NovaUCD, has launched a breakthrough genetic test that can identify the optimum racing distance for individual Thoroughbred horses.



Equinome formally launched the Equinome 'Speed Gene' test during the Irish Thoroughbred Breeders' Association (ITBA) Expo 2010 which took place at Goffs, Kill, Co. Kildare.



Donal Ryan, MD and Dr Emmeline Hill, co-founder, Equinome

The identification of 'The Speed Gene' is the first known characterisation of a gene contributing to a specific athletic trait in Thoroughbred horses and has the potential to transform decision-making processes in the global bloodstock industry.

The Thoroughbred horse racing and breeding industry is an international, multi-billion euro business, with more than 100,000 foals born each year. Using the Equinome Speed Gene test racehorse owners and trainers around the world will be able to identify if a horse is ideally suited to racing over short, middle or middle-to-long distances.

With this information, they can then optimise their purchasing and training decisions and better target suitable races for their horses. Breeders, stallion managers and bloodstock agents will also be able to use the test to make more precise selection and breeding decisions to maximise the genetic potential and commercial value of their horses.

The development of the Equinome Speed Gene test is a result of groundbreaking research led by Dr Emmeline Hill, a leading horse genomics researcher at the UCD School of Agriculture, Food Science and Veterinary Medicine. This research was the first academic programme in the world to apply novel genomics technologies to identify genetic contributions to racing performance in Thoroughbred horses and was funded by Science Foundation Ireland.

Following the success of the research programme, Dr Hill and Mr Jim Bolger, the

renowned Irish racehorse trainer and breeder, co-founded Equinome in 2009 to commercialise the test.

The scientific data supporting the Equinome Speed Gene test have been peer-reviewed and published this week in a scientific paper entitled *A sequence polymorphism in MSTN predicts sprinting ability and racing stamina in Thoroughbred horses* in the open access on-line Public Library of Science Journal, *PLoS ONE*.

Equinome was the overall winner of NovaUCD's 2009 Campus Company Development Programme.

www.equinome.com

Evolution

Evolution, the NovaUCD-based human resources software company has launched AnnualLeave.com.

AnnualLeave.com is a new, easy-to-use and flexible software application which enables organisations of any size to administer their employees' annual or sick leave with the minimum of time and effort. It is also the first online annual leave tracking system to cater for part-time and shift work employees.



Alistair Thacker, Evolution

AnnualLeave.com enables organisations to reduce the hassle and reduce costly mistakes from the administration of annual leave by automatically enforcing business rules set by each organisation. Its built-in flexibility ensures that organisations have complete control over the number of departments and locations included, and can create other leave types such as maternity leave, parental leave and jury duty. Organisations can also create their own sub-domain with a customised login page including branding the system with their own corporate logos.



AnnualLeave.com is provided as a Software-as-a-Service and is available for free to organisations with 10 or fewer employees based in one department and one location. For organisations with more than 10 employees the cost increases on a sliding scale depending on the number of employees, departments, locations, leave types to be catered for.

Evolution was founded by Alistair Thacker in 2006 to assist organisations reduce HR costs by automating many HR tasks.

www.annualleave.com www.evolution.com

Restored Hearing

Last year a student project investigating a low frequency therapy for temporary tinnitus was joint runner-up in the 2009 BT Young Scientist and Technology Exhibition.

This year, the project which has now evolved into a web-based company, Restored Hearing was one of the companies showcasing at the 2010 exhibition.

The company, which originated in Co. Sligo, has also become a client company of NovaUCD, and will be taking part in NovaUCD's 2010 Campus Company Development Programme.



Rhona Togher, Eimear O'Carroll and Anthony Carolan, co-founders Restored Hearing

Temporary tinnitus, or 'ringing in the ears' is caused by exposure to loud environments, for example listening to loud music at concerts or on iPods or operating loud machinery. In such noisy environments damage is done to the sound receptor cells in the cochlea.

The cochlea is that part of the ear which converts wave-vibrations into electric signals before sending these signals onto the brain. When these receptor cells, or tiny hairs, get bent or damaged during exposure to the loud noises, signals continue to be sent to the brain even after the exposure to the noise has

ceased. This results in a continued perception of a noise that isn't there.

To alleviate this problem and to assist sufferers, Restored Hearing offers a unique online and tailored, minute-long therapy sessions for individuals who want to clear their ears of the 'ringing' sensation and regain 'buzz free' hearing. The therapy is based on sound and wave theory, using a low hum to physically stimulate the cochlear hairs back into their original upright position.

The therapy sessions, which have a 99% success rate, can be purchased singly by SMS payment or in batches of ten using a credit card. Restored Hearing has also recently launched a subscription payment that provides monthly, quarterly or annual use of the sound therapy.

Eimear O'Carroll, Rhona Togher, Niamh Chapman, then 6th Year Leaving Certificate students in the Ursuline College, Sligo, together with Anthony Carolan, their physics teacher entered the BT Young Scientist and Technology Exhibition 2009 with a project entitled 'The Sound of Silence - An Investigation into Low Frequency Therapy for Tinnitus Sufferers'. In addition to being overall runner-up, their project won the Health Research Board's special prize for medical innovation.

Restored Hearing was formally launched in August last year and since then the company has received international interest and sales in UK/Ireland, Europe, North America and Australia.

During 2010 the company intends to continue researching the therapy's effects for the sufferers of permanent tinnitus. In addition to running the company, Rhona and Eimear are continuing their studies and are undergraduate physics students in University College Dublin and University of Edinburgh respectively.

www.restoredhearing.ie

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.



WirelessLAB

WirelessLAB, the first all-island innovation network for Ireland's wireless technology community, was formally launched at an event held at NovaUCD.

The launch brought together leading Irish companies and institutions who are looking forward to an exciting future in the wireless technology sector. The guest speaker was Dr David Cleevely, Chairman of Cambridge Wireless, the renowned wireless cluster located at St John's Innovation Centre, Cambridge.



Joe Moore, Chairman, WirelessLAB and Dr David Cleevely, Chairman of Cambridge Wireless

WirelessLAB has been established to foster and stimulate the development of an innovation environment for Ireland's wireless technology community. Objectives include the promotion of Ireland as a centre of excellence for wireless technology, doubling employment in the sector over the next 5 years and the establishment of extensive international links.

Network members already include Alcatel-Lucent, BiancaMed, DecaWave, Ericsson, FMG Electronics, Socowave, Taoglas, The Institute for Micro and Wireless Systems at NUI Maynooth and The Institute of Electronics, Communications and Information Technology (ECIT) at Queen's University Belfast.

Joe Moore, founder of NovaUCD-based Socowave is the driving force behind WirelessLAB and is its first Chairman. The other members of WirelessLAB's founding board are Professor Tony Fagan, UCD School of Electrical, Electronic and Mechanical Engineering, Dr Conor Hanley, co-founder and CEO, BiancaMed, Dr Sam Samuel, Executive Director of Bell Labs Ireland and UK, Alcatel Lucent and Professor William Scanlon, ECIT, Queen's University Belfast.

A key collaborative activity for WirelessLAB is the establishment of special interest groups

(SIG), or industry-led technical forums. SIG topics are selected to be leading-edge and address significant technology challenges facing the industry. SIG events are designed to be engaging, to keep members up-to-date with the latest developments in key areas and to assist them in exploring new business opportunities.

In addition to access to WirelessLAB's SIGs and networking events, members will also be able to participate in Cambridge Wireless' networking and SIG events in areas such as wireless healthcare, games development and wireless sensing. WirelessLAB members will also participate in networking events designed to share information and encourage co-operation between members.

Membership of WirelessLAB is offered at full, start-up and associate levels with differing benefits available at each level. Membership fees have been set on a sliding scale depending on company headcount.

www.wirelesslab.ie

NovaUCD and Social Media

Social Media Tools

NovaUCD is now on Twitter. If you would like to follow NovaUCD visit www.twitter.com/novaucd.

NovaUCD has also established a LinkedIn Group. The purpose of the NovaUCD LinkedIn Group is to connect members of the NovaUCD community which includes entrepreneurs, innovators, UCD staff and researchers, the NovaUCD network of professional contacts, along with any individual who is based or has been based at NovaUCD or is otherwise linked with NovaUCD or who would like to become involved with NovaUCD.

If you wish to become a member of this group please use the URL below or visit the LinkedIn website, www.linkedin.com, and search for 'NovaUCD' under 'Groups'.

<http://www.linkedin.com/e/gis/149865>

Contact: For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: miceal.whelan@ucd.ie.