



# NovaUCD Newsletter



The Innovation and Technology Transfer Centre

**November 2011**

Dear Colleagues and Friends

Welcome to the third issue of the NovaUCD Newsletter for 2011 in which we review activities, events and news of interest during the third quarter of the year.

First of all I would like to pay tribute to Dr Pat Frain who has retired as Director of NovaUCD.

Against the odds, Pat led the creation a world-class hub of innovation and knowledge transfer at NovaUCD. I think it is fair to say that, when Pat started in UCD in 1988, few people anticipated the potential value for the University and the wider economy that would flow from the activities here at NovaUCD. Luckily Pat and his team's enthusiasm prevailed as in the current difficult economic circumstances innovation is now viewed as being of critical importance for Ireland's economic revival.

While the innovation pillar of UCD will of course be broader than the activities at NovaUCD, there is little doubt that, without Pat's efforts over the last 20 years, UCD would not have the credibility to position itself as a leading, innovation-intensive university.

We wish Pat, who was recently presented with the inaugural 'Services to Enterprise Award' by The Dún Laoghaire-Rathdown County Enterprise Board, every success and happiness in his retirement.

In this issue we also report on the 16<sup>th</sup> NovaUCD 'Entrepreneurs Live!' seminar series and on news of interest from our client companies including 3Strata Technologies, Equinome, HeyStaks, LogScreen and Tethras.

We also report on Enterprise Ireland's Big Ideas 2011 Showcase and the InterTradeIreland 2011 Innovation Conference held in Queen's University Belfast.

The **Innovation Dublin 2011** festival, which has an overarching theme of *Innovation by Design*, runs until 18 November. Among the events taking place during the festival is **NovaUCD's 2011 Campus Company Development Programme (CCDP) Awards Evening**. This event on Thursday 17 November showcases the latest high-tech ventures emerging from UCD research programmes and all are welcome to attend.

Please contact Micéal Whelan, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie), if you have any comments or feedback on this newsletter.

Professor J. Peter Clinch  
UCD Vice-President for Innovation and Interim Director, NovaUCD

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## UCD Vice-President for Innovation and Interim Director of NovaUCD

Professor J. Peter Clinch has been appointed UCD Vice-President for Innovation.

Professor Clinch holds the Jean Monnet Professorship of Economic Integration (European Environmental Policy) and is UCD Professor of Planning. In addition to a strong academic record, he has held visiting positions at the University of California, Berkeley and San Diego and has carried out work for the World Bank, OECD and UK Overseas Development Administration.



Professor Peter Clinch, Vice-President for Innovation

As Special Adviser to the Government from 2008 to 2011 he was influential in drafting *Building Ireland's Smart Economy* and in the creation of both the National Innovation Taskforce and Innovation Fund Ireland. Peter's considerable experience of working in government includes working in partnership with senior civil servants as well as some of the leading companies in the world.

In addition to serving, *inter alia*, Cabinet Committees on Economic Renewal, Climate Change and Energy Security, and Science, Technology and Innovation, he participated in bilaterals between the Prime Minister and Ministers and was a member of Irish Government delegations to the European Council, the UN General Assembly, Davos World Economic Forum, Asia-Europe Meetings, a series of overseas trade missions, as well as the Taoiseach's (Prime-Ministerial) delegations to meet Heads of States, including US President Obama and Chinese Premier Wen Jibao.

In 2007, Professor Clinch co-founded AP EnvEcon Ltd, a UCD spin-out company with Dr Andrew Kelly. AP EnvEcon was the overall winner of the NovaUCD 2007 Campus Company Development Programme Award.

Until such time as a new Director of Enterprise and Commercialisation is appointed, Peter is standing in as Interim Director, NovaUCD.

## Services to Enterprise Award

Following his retirement, The Dún Laoghaire-Rathdown County Enterprise Board, presented Dr Pat Frain, with the inaugural *Services to Enterprise Award*.



Michael Johnson, CEO, The Dún Laoghaire-Rathdown County Enterprise Board with Dr Pat Frain

The Award was presented to him in recognition of his outstanding contribution over many years to innovation and enterprise development within the county of Dún Laoghaire-Rathdown.

[www.dlrceb.ie](http://www.dlrceb.ie)

## Protection and Commercialisation of Intellectual Property

NovaUCD is responsible for the implementation of UCD's policies relating to the commercialisation of intellectual property and for the management of the intellectual property arising from UCD's research programmes.

A key priority of NovaUCD is to work with UCD researchers in identifying, protecting and commercialising the intellectual property arising from their research programmes and to take innovative ideas from proof-of-principle to full commercial success.



### UCD 2011 Invention Disclosures and Patent Filings

40 invention disclosures have already been disclosed by UCD researchers to NovaUCD during 2011.

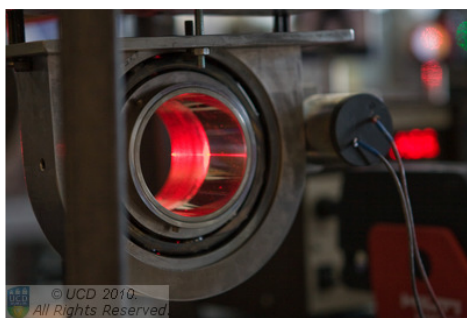
**UCD patents** filed during 2011 include:

*A macrocyclic derivative and assemblies formed therefrom*, Dr Rafe Darcy, UCD School of Chemistry and Chemical Biology with UCC. A US national and regional patent application.

*A method for the selective concentration of a specific low abundance biomolecule*, Professor Kenneth Dawson et al, UCD School of Chemistry and Chemical Biology. A European national and regional patent application.

*Affinity separation means and uses thereof to separate, purify or concentrate a target molecule*, Professor Gil Lee and Dr Julien Muzard, UCD School of Chemistry and Chemical Biology, with NIBRT. A European priority patent application.

*An apparatus and method for inhibiting melatonin synthesis in a horse*, Dr Barbara Murphy and Professor John Sheridan, UCD School of Agriculture, Food Science and Veterinary Medicine. An Irish priority patent application.



UCD Image of Research – Liquid Metal Reflections, Dr Kenneth Fahy

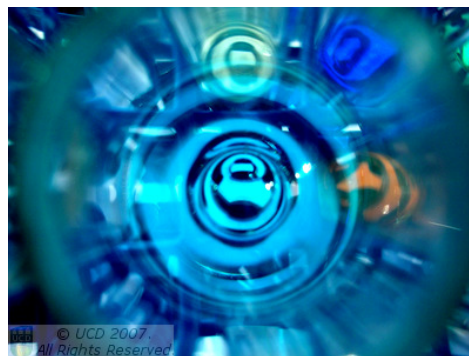
*An electrical load monitoring system*, Dr Antonio Ruzzelli and Anthony Schoofs, UCD School of Computer Science and Informatics and Alex Sintoni, CLARITY Centre for Sensor Web Technologies. An Irish and European priority patent application.

*An energy monitoring system*, Dr Antonio Ruzzelli, Professor Gregory O'Hare and Anthony Schoofs, UCD School of Computer Science and Informatics. A PCT patent application.

*Anti-angiogenic compounds*, Dr Breandán Kennedy, UCD School of Biomolecular and Biomedical Science. An Irish priority patent application.

*Catalyst for the release of dihydrogen from ammonia borane*, Dr Andrew Phillips and Dr Dominique Schreiber, UCD School of Chemistry and Chemical Biology. A PCT patent application.

*Determining biofilm thickness in a membrane supported biofilm reactor*, Dr Eoin Casey, Dr Eoin Syron and Mark Heffernan, UCD School of Chemistry and Chemical Biology. A US and European national and regional patent application.



UCD Image of Research - Test tubes by Christina Loukou

*Effective product recommendation using the real-time web*, Professor Barry Smyth, UCD School of Computer Science and Informatics. A US national and regional patent application.

*Method and apparatus for stimulating pelvic floor muscles*, Dr Brian Caulfield et al UCD School of Physiotherapy and Performance Science with BMR. A Canadian national and regional patent application.

*Method and system for analysing most recently used registry keys* Dr Pavel Gladyshev and Yuangdong Zhu, UCD School of Computer Science and Informatics. A US national/regional patent application.

*Methods for performing magnetic resonance measurements and apparatus for executing said method*, Dr Marcus Greferath and Dr Eimear Byrne, UCD School of Mathematical Science and RWTH Aachen. A US national and regional patent application.

*Methods for processing point cloud data*, Dr Debra Laefer and Mr Linh Hong Truong, UCD School of Architecture, Landscape and



Civil Engineering. An Irish priority patent application.

*Methods of manufacturing photovoltaic electrodes*, Dr Denis Dowling and Mohamed Awais, UCD School of Electrical, Electronic and Mechanical Engineering. A PCT patent application.

*Modified Thromboxane A2 receptor promoter sequence*, Professor Therese Kinsella, Dr Anne Marie Gannon, Dr Libby Turner and Dr Garret Keating, UCD School of Biomolecular and Biomedical Science. A US and European national/regional patent application.

*Multivalent Oligosaccharides*, Dr Marguerite Clyne and Dr Julie Naughton, UCD School of Medicine and Medical Science with NUIG. A UK priority patent application.

*Network analysis tool*, Dr Martin Harrigan, UCD School of Computer Science and Informatics and Dr Daniel Archambault, CLIQUE. A UK priority patent application.

*Non-linear magnetophoretic separation device, system and method*, Professor Gil Lee et al, UCD School of Chemistry and Chemical Biology. A PCT patent application.

*Novel biomarkers for cardiovascular disease*, Dr John Baugh, UCD School of Medicine and Medical Science with Heartbeat Trust. A PCT patent application.

*Phosphine borane synthesis*, Professor Declan Gilheany, Dr Jaya Kudavalli and Kamalraj Rajendran, UCD School of Chemistry and Chemical Biology. A UK priority patent application.

*Somatostatin mimetics*, Professor Paul Murphy, UCD School of Chemistry and Chemical Biology with NUI Galway. An Irish priority application.

*Use of Rhodium complex and method of using same*, Dr Martin Albrecht and Anneke Krueger, UCD School of Chemistry and Chemical Biology. A UK priority patent application.

*Yokie: search and discovery system*, Professor Barry Smyth, UCD School of Computer Science and Informatics. A US priority patent application.

**Contact:** For further information contact Dr Ciaran O'Beirne, Manager, Technology Transfer, t: +353 1 716 3713, e: [ciaran.obeirne@ucd.ie](mailto:ciaran.obeirne@ucd.ie).

## Companies at NovaUCD

### Companies at NovaUCD

Thirty-nine innovative ventures are currently located at NovaUCD, either in incubation units or in NovaUCD's desk space. Play Sport is the latest company to locate at NovaUCD.

**Play Sport** is developing a software platform which makes it easier for sports clubs and organisations to create events and source participants. It also allows individuals to find sports activities and teams in their local area.

The founders of Play Sport are Graham Carrick and Peter Connor.

[www.justplaysport.com](http://www.justplaysport.com)

**Contact:** For further information contact Dr Ciara Leonard, Project Manager, Enterprise Development, t: +353 1 716 3714, e: [ciara.leonard@ucd.ie](mailto:ciara.leonard@ucd.ie).

## NovaUCD Companies in the News

### 3Strata Technologies

3Strata Technologies, a new software company, has officially launched its first application Inca Clinic. Inca Clinic, a complete travel vaccination application, has been developed to assist doctors and other medical practitioners in managing the increasing demand on travel vaccination clinics.

The World Tourism Organization predicts that by 2020, over 375 million people a year will travel to long-haul destinations with 125 million of those travelling to 'at risk' destinations.



Sean Baker, Chairman and Richard Boyd, CEO, 3Strata Technologies at the launch of Inca Clinic

An 'at risk' destination means there is a greater risk to the traveller of contracting



diseases such as Typhoid, Hepatitis A, Yellow Fever or Malaria. To protect themselves, travellers visit their local travel vaccination clinic to receive their vaccines, other medication and related medical advice.

Inca Clinic has been devised to simplify the complexity of creating, managing and integrating a patient's travel itinerary, vaccine schedule, medication and related health information. The application also takes care of stock control, batch number management and vaccine administration.

Inca Clinic also enables travel vaccination clinics to become more efficient, profitable and better connected to their customers. It is delivered to clients using a Software-as-a-Service (SaaS) model which reduces costs and the need for IT skills within the clinics.

3Strata Technologies, which is headquartered in NovaUCD, was established in 2010 by Richard Boyd, a former director of the Executive Medical Care Ltd (EMC) and Sean Baker, co-founder of IONA Technologies.

[www.incaclinic.com](http://www.incaclinic.com)

### **Equinome**

Equinome, the UCD equine genomics spin-out company, has launched a new genetic test that can identify individual Thoroughbred horses with the greatest genetic potential for racecourse success.



Dr Emmeline Hill and Jim Bolger, co-founders, Equinome

Using the results of the Equinome Elite Performance Test, Thoroughbred horse owners and breeders can now increase their chances of successfully identifying those foals and yearlings most likely to perform at the elite level.

The Equinome Elite Performance Test uses state-of-the-art genomics technologies to

examine panels of DNA variants that have been identified as being critical to racing performance.

Different sets of genes are used to distinguish between elite performers and poor performers, depending on whether the individual horse is suited to short, middle or long-distance races. This information provides owners and breeders with valuable knowledge about the inherited genetic contribution to the racing ability of their horses.

The test is based upon research carried out by Dr Emmeline Hill and her research group at UCD's School of Agriculture and Food Science. Equinome was established in 2009 by Dr Emmeline Hill in partnership with Jim Bolger, the renowned Irish racehorse trainer and breeder.

This latest development follows the launch in 2010 of Equinome's first test, the Equinome Speed Gene Test.

Equinome has so far secured clients for its tests in Australia, France, Ireland, New Zealand, Russia, Singapore, UK and USA.

[www.equinome.com](http://www.equinome.com)

### **HeyStaks**

HeyStaks, the UCD social web-search spin-up company was selected to represent Ireland at the *Vodafone Mobile Clicks 2011 Final*.



Dr Peter Briggs, co-founder, HeyStaks with David Ward, mobile internet proposition manager, Vodafone Ireland

Known as the biggest start-up competition of its kind, Vodafone Mobile Clicks is an international contest to identify and develop the best, most innovative, mobile internet start-up companies.

This year the competition was open to start-



up companies in Germany, the Netherlands, Portugal, Ireland, Spain, Turkey and the United Kingdom that have a mobile site, service or application.

HeyStaks, a social web search service launched earlier this year, enables users to collaborate anonymously with friends and people of like minded interest as they search, to get better, more relevant results recommended by people they trust around topics that matter to them.

HeyStaks was chosen as the overall winner of the Irish leg of this competition following presentations by 5 finalists, representing the top mobile products developed in Ireland, to a judging panel.

Criteria used to select the winner included; originality; creativity and innovation; technical and operational feasibility; economic and financial viability; value to end-users; and the quality of the management team.



HeyStaks' iPad App Results Screen

HeyStaks subsequently represented Ireland in the final, which was held at the PICNIC festival in Amsterdam, The Netherlands in September.

HeyStaks was founded in 2008 by Dr Peter Briggs, Dr Maurice Coyle and Professor Barry Smyth and is based on technology developed as part of Professor Smyth's research group and the CLARITY Centre for Sensor Web Technologies.

HeyStaks has also recently released apps for the iPad and Android tablets.

[www.hestaks.com](http://www.hestaks.com)

### **LogScreen**

LogScreen the NovaUCD-headquartered IT security solutions company, has scooped the

*Most Promising Start-Up Award* at the Dún Laoghaire-Rathdown 2011 County Enterprise Awards.

Organised by the Dún Laoghaire-Rathdown County Enterprise Board the award ceremony took place recently at the *Flying Higher – Celebrating and Inspiring Enterprise* event at the Royal Marine Hotel, Dún Laoghaire in front of an audience of over 200 people.

LogScreen is currently developing innovative products for deployment in global financial services markets. LogScreen offers managed security solutions to small and medium-sized enterprises on the basis of business process outsourcing.

LogScreen's core services comprise the integrated collection, processing, correlation, assessment, alerting and trending of security and risk information from IT systems and networks.



LogScreen co-founders, Matthias Jacobs and Karl Schäckermann

The company was founded in 2009 by Karl Schäckermann and Matthias Jacobs both of whom have extensive experience in risk management and information technology.

[www.logscreen.ie](http://www.logscreen.ie)

### **Tethras**

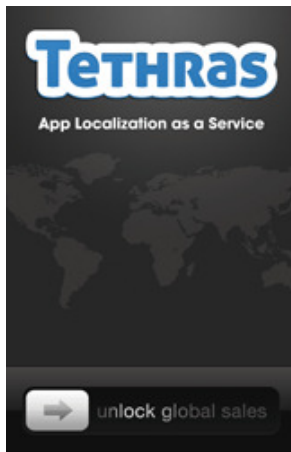
Tethras, a leading Irish mobile app localization platform, has officially launched its offering in the US market and also opened an office in Mountain View, California.

Tethras provides a simple and affordable platform directly connecting developers to a multi-region community of seasoned language translators. The company, which is headquartered in NovaUCD, was established in 2010 by Brian Farrell and Brendan Clavin.



By developing a suite of cloud-based tools and APIs, Tethras eliminates the need for project managers and excessive developer preparatory work. This enables developers to spend more time creating new apps, and less time maintaining and updating them for multiple markets.

The online service provides mobile app developers with a powerful way to translate apps into over forty languages. By using Tethras, mobile developers gain access to global markets and new streams of revenue without ever having to leave their desks, give up their source code, or download a single piece of software.



Tethras, App Localisation-as-a-Service

As the world's first Localization-as-a-Service (LaaS) platform, Tethras enables translators and developers to preview what a translation will look like within the app itself. This results in a more accurate translation of the app interface.

As Tethras is a cloud-based service, updating and managing translations is a process, seamlessly integrating with the app development workflow. As a result, developers and translators can work together more freely and efficiently.

[www.tethras.com](http://www.tethras.com)

**Contact:** For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie).

## 16<sup>th</sup> NovaUCD 'Entrepreneurs Live!' Seminar Series

The 16<sup>th</sup> NovaUCD 'Entrepreneurs Live!' seminar series has commenced.

The theme of this seminar series, which is organised by NovaUCD in association with the Dún Laoghaire-Rathdown County Enterprise Board is setting-up and running a company in challenging times. The aim is to encourage would be entrepreneurs to 'just start' their businesses.

The overall objective of the 'Entrepreneurs Live!' initiative is to promote a spirit of entrepreneurship among the academic, research and student populations at University College Dublin and beyond.

Each of the speakers in the current series shares their experiences in setting-up and running successful enterprises.

Entrepreneurs who have already spoken in the current series are:

**Dr John O'Dea, Founder & CEO, Crospon**



Dr John O'Dea, Crospon

**Greg Byrne, Founder, The Three Little Pigs Company**



UCD Student Adam Crawford, Greg Byrne, The Three Little Pigs and IADT student Ciara Lott



Raymond Coyle, Founder, Largo Foods



Raymond Coyle, Largo Foods

Patrick Farrelly, Founder, Aqua-Nu Filtration System



Patrick Farrelly, Aqua-Nu Filtration System

**Remaining speakers in the current series are:**

**November 9:** Jim Breen, Pulse Learning and Trigrandprix.com

**November 16:** Liam Kelly, Nua Light.

The seminars take place in NovaUCD starting at 1 pm and end at 1:50 pm. A light lunch is available from 12:30 pm. Attendance is free and all are welcome to register in advance to attend.

For additional information, including registration details visit

[www.ucd.ie/nova/events](http://www.ucd.ie/nova/events)

**Podcasts** of previous seminars are available via: <http://www.ucd.ie/nova/podcasts/>

**Contact:** For further information please contact Caroline Gill, Continuing Professional Development, t: 01 7163 715, e: [caroline.gill@ucd.ie](mailto:caroline.gill@ucd.ie).

### The NovaUCD 2011 CCDP Awards Evening

The NovaUCD 2011 Campus Company Development Programme (CCDP) Awards Evening will take place in the UCD William Jefferson Clinton Auditorium on Thursday evening 17 November.

At this event attendees will have the opportunity to meet the promoters of the latest high-tech ventures emerging from UCD at the CCDP showcase before the main awards ceremony commences.

During the main event each of the 15 new ventures on this year's programme will deliver a short 'elevator pitch' and three shortlisted ventures will present their business plans in more detail.



Participants on the NovaUCD 2011 CCDP

An independent evaluation panel will then select an overall winner who will be presented with the NovaUCD 2011 CCDP Award.

The event, will also include an address from our guest speaker, serial entrepreneur, Iain Mac Donald, CEO and Founder, SkillPages.

For further information and registration visit [www.ucd.ie/nova/novaucd2011ccdparwards/](http://www.ucd.ie/nova/novaucd2011ccdparwards/)





## Enterprise Ireland's Big Ideas 2011 Showcase

Enterprise Ireland's *Big Ideas 2011 Showcase* took place recently in the Convention Centre Dublin.

This event is one of the largest annual gatherings of inventors and investors in the country. At the event 120 new technologies being developed for the marketplace were unveiled and the promoters of 18 'investor ready' technologies were presented to an audience which included many potential investors.



Feargal Ó Móráin, Executive Director, Enterprise Ireland, Sean Sherlock TD, Minister for Research & Innovation with members of the NovaUCD team

At this event three UCD technologies were presented to the audience.

*Newlambda Technologies* - Professor Pdraig Dunne, Dr Kenneth Fahy, Dr Fergal O'Reilly and Dr Paul Sheridan, UCD School of Physics. The project was presented by Dr Fahy.

*High Volume Manufacturing of Products with Micro and Nano-scale Features* - Dr David Browne and Professor Michael Gilchrist, UCD School of Mechanical and Materials Engineering. The project was presented by Professor Gilchrist.

*Vitfiz - Therapeutic Exergaming* - Dr Brian Caulfield, UCD School of Public Health, Physiotherapy and Population Science and Professor Barry Smyth UCD School of Computer Science and Informatics and CLARITY Centre for Sensor Web Technologies. The project was presented by Patrick Golden.

In addition to the above three UCD technologies were on display in the technology tunnel.

*DARIUS - Diagnosing Coronary Artery Disease using Heart Sounds* - Professor Scott Rickard,

UCD School of Electrical, Electronic and Communications Engineering.

*ePylon - An Evolutionary Design Tool for Electricity Pylons* - Jonathan Byrne, Dr Erik Hemberg and Dr Michael O'Neill, UCD School of Computer Science and Informatics.

*Equilume - Individual Light Therapy for Horses* - Dr Barbara Murphy, UCD School of Agriculture and Food Science.

NovaUCD also had a stand at this event to showcase new ventures emanating from UCD research programmes.

[www.enterprise-ireland.com](http://www.enterprise-ireland.com)

## InterTradeIreland 2011 Innovation Conference

The InterTradeIreland 2011 Innovation Conference entitled *Building Capacity for Innovation* took place in Queen's University Belfast.

Innovation is more necessary than ever to overcome the current economic constraints and ensure business sustainability and growth. The aim of the conference was to explore how innovation can stimulate economic recovery and examine the best methods for implementing such changes.

Professor Rosabeth Moss Kanter, who holds the Ernest L. Arbuckle Professorship at Harvard Business School, delivered two keynote addresses during the conference entitled

- (i) *Innovation: Classic Traps and the Enduring Success Factors*
- (ii) *Creating a Supportive Environment for Innovation to Flourish*

Professor Kanter's first keynote address outlined the common traps that businesses fall into when trying to innovate, and outlined strategies that prove effective in helping business to succeed in introducing innovation in their business.

The second keynote address focused on practical suggestions that business leaders can adopt to develop an environment in their workplace in which innovation will be supported and can flourish.



The first day of the conference also included presentations from a number of business leaders such as Seamus Connolly MBE, CEO, Fast Engineering and Ivan Coulter, CEO, Sigmoid who explored how innovation can be developed within any business and outline the benefits it has brought to their own companies.

As part of the festival NovaUCD is holding two NovaUCD 'Entrepreneurs Live!' seminars in association with the Dún Laoghaire-Rathdown County Enterprise Board in addition to the NovaUCD 2011 Campus Company Development Programme Awards Evening. Details are provided above.



Professor Rosabeth Kanter speaking at Queen's University Belfast



### Other UCD Events

Other UCD related events taking place during Innovation Dublin 2011 include:

The second day of the conference included presentations on the results of cutting-edge research into innovation that is taking place in universities on the island of Ireland. These presentations explored the conditions required for innovation to work, and the consequences of innovation in the business environment.

### **Humanities and Innovation**

Professor Michael Shanks, visiting Professor in digital humanities at UCD's Humanities Institute, will deliver two workshops entitled *Collaborative Innovation Networks: How to be Interdisciplinary* and *What it is to be Human: Archaeological Perspectives on Human Creativity*.

As part of the second day of the conference Dr Michel Schilperoord, UCD's Innovation Research Unit, delivered a paper entitled *Using Network Analysis and Agent-based Simulation to Track Effects of Future EU Level Policy Interventions on a Large ICT Research Network*.

Professor Shanks is Director of Stanford University's Humanities Lab and CARS (Center for Automotive Research at Stanford). He also the Omar and Althea Hoskins Professor of Classical Archaeology at Stanford.

The innovation conference was delivered as part of the InterTradeIreland All-island Innovation Programme which aims to promote and encourage innovation across the island of Ireland. This Programme is organised by InterTradeIreland, Queen's University Belfast, NovaUCD and the NUI Galway.

The first seminar will take place as follows:

- Date:** Tuesday 8 November
- Time:** 5 pm– 6 pm
- Location:** UCD Humanities Institute, UCD, Belfield, Dublin 4.
- Contact:** Dr Marc Caball, [marc.caball@ucd.ie](mailto:marc.caball@ucd.ie)

Conference presentations are available to access via <http://go.qub.ac.uk/Programme>

The second seminar will take place as follows

- Date:** Wednesday 9 November
- Time:** 11 am– 12 pm
- Location:** UCD Humanities Institute, UCD, Belfield, Dublin 4.
- Contact:** Dr Marc Caball, [marc.caball@ucd.ie](mailto:marc.caball@ucd.ie)

**Contact:** For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie).

[www.ucd.ie/hrii](http://www.ucd.ie/hrii)

## **Innovation Dublin 2011**

### **CSET Thesis in Three**

The Innovation Dublin 2011 festival runs until **18 November**. The overarching theme of this year festival is **Innovation by Design** and the objective of the festival is to harness creativity to make change and drive innovation.

The CLARITY Centre for Web Sensor Technologies, The Centre for Research on Adaptive Nano Structures and Nano Devices (CRANN) and Systems Biology Ireland



(SBI) are co-ordinating a CSET Thesis-in-Three event.

This event will feature over 20 students from Science Foundation Ireland-funded Centres for Science, Engineering and Technology (CSET) presenting their doctoral research in a series of concise, rapidly paced talks, in plain English, consisting of 3 slides of precisely 1 minute each.

Each presentation is essentially a PhD elevator pitch with the aim of opening up current world-class Irish research to a wider general public audience.

**Date:** Wednesday 9 November

**Time:** 7:30 pm

**Location:** Mansion House

**Contact:** Dr Bridget Kelly, e: [bridget.kelly@ucd.ie](mailto:bridget.kelly@ucd.ie)

[www.clarity-centre.org/thesisin3](http://www.clarity-centre.org/thesisin3)

### **Creative Design Solutions by 1st Year Students in UCD**

This event aims to show how training in creativity and problem solving can assist in the development of innovative solutions to problems. The exhibition will showcase the creative design solutions of 1<sup>st</sup> year engineering students.

**Date:** Wednesday 16 November

**Time:** 2 pm – 6 pm

**Location:** UCD School of Civil, Structural and Environmental Engineering, Atrium, Newstead Building, UCD, Belfield, Dublin 4.

**Contact:** Dr Amanda Gibney, e: [amanda.gibney@ucd.ie](mailto:amanda.gibney@ucd.ie)

For information on all UCD events taking place during the festival visit

[www.ucd.ie/news/2011/10OCT11/19101-1-event-innovation-dublin.html](http://www.ucd.ie/news/2011/10OCT11/19101-1-event-innovation-dublin.html)

Full information on all events taking place during the month is available via

[www.innovationdublin.ie](http://www.innovationdublin.ie).

**Contact:** For further information contact Micéal Whelan, Communications, t: +353 1 716 3712, e: [miceal.whelan@ucd.ie](mailto:miceal.whelan@ucd.ie).

## **NovaUCD and Social Media**

NovaUCD now has over 1600 followers on Twitter. If you would like to join-in the conversation you can follow us **@NovaUCD**.

NovaUCD also has over 650 members on its NovaUCD LinkedIn Group. The purpose of this 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](http://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](mailto:miceal.whelan@ucd.ie).