

TAHI Conference 2005
exploring the COMMERCIAL REALITY of the smart house
Henley River & Rowing Museum
16th - 17th November



Conference Message from
TAHI Chairman

Ashley Pocock

Welcome to the TAHI Conference for 2005.

Since last year's successful event we have witnessed significant advances both in the connected home market and in our own organisation.

The pioneering high-level trials programme focussing on interoperability, which has been backed by the dti and carried out by TAHI members, concluded this summer and produced valuable results. These will be covered in some depth at the conference.

Meanwhile the market has been rapidly picking up speed. Barely a week now goes by without another story in the media about smart services, telecare and connected living. Public awareness is certainly growing. The opportunities are out there. Now we must shape how these are best fulfilled.

We hope this conference will be a launch pad for further commercialisation. We are bringing together companies and organisations that directly touch consumers' daily lives whether it be to deliver greater entertainment into the home, to assist in the management of energy and water resources, to provide support for the elderly or infirm, or a wider range of community based services.

Speakers from these areas will give their unique perspectives. From our own standpoint we can offer some real insight into the connected home and the opportunity to meet companies that have already invested millions in developing this market sector.

We will explore the market drivers and catalysts for growth that will allow us to enter the mainstream, and we will promote cooperation that will push the market forward, as together we play a crucial role in transforming the smart home from concept into commercial reality.

Actions speak louder than words, so to round off the conference we will initiate a series of practical commercialisation workshops and I urge everyone to do their utmost to be proactive in this exciting initiative. Your involvement, expertise and enthusiasm are our greatest asset.

TAHI Conference 2005

exploring the **COMMERCIAL REALITY** of the smart house Trials Day - Wednesday 16th November

13.30 REGISTRATION & COFFEE

14.00 WELCOME **Ashley Pocock**, Chairman of TAHI.

14:15 Introduction to the Trials session

Mike Windsor, TAHI Marketing Communications Director, Service Aggregation Trial Programme Manager and MD HomeRider Systems/Digital Living Ltd.

14:30 The Equipment Management Trial – what was originally planned and what was finally delivered! Connecting appliances and devices in the home –the experiences along the way.

Andy Deeming, Engineering Director, Horstmann Controls plc

14:50 The Service Aggregation Trial, concentrating on the SMART (Smart Metering and Resources Trial) project. - the road to delivering energy and water usage into the home and what can be done, and needs to be done, to bring the users on-board

George Archibald, Director of Business Development for Severn Trent Metering Services Ltd.

15:10 TEA/COFFEE

15:30 What we thought would be easy, wasn't and what we thought would be difficult wasn't either – the technical challenges from both trials.

John Bryce, Technical Architect, Advantica Systems plc.

15:50 What did the customers think? A before and after look from both trials based on the research work conducted in both trials by Heriot Watt University, Loughborough University, ESRI and Severn Trent Water.

Dr. Mike Patterson, Equipment Management Programme Manager, Telemetry Associate and Digital Living Limited

16:10 How to bring all this together for the future. The need for an 'Open Architecture', parallel research work alongside the trials

Prof. Philip Moore, Professor of Mechatronics and Head of Research and Commercial Development in the Faculty of Computing Sciences and Engineering at De Montfort University.

16:30 We set out to bundle some applications into the product set for SMART. In doing so found a way to bridge the 'digital divide' and deliver internet based services to everyone. Wow! Where do we go from here and have we helped accelerate the expansion of the digital TV market?

Malcolm Stewart, CEO VisionRadio Limited

16:50 Getting the User Interface right for the consumer –looking at new ways to access information that will engage the householder

Suna Jones, Partner FoodWare Limited

17:10 Summary –Key points from both trials from someone at the heart of both. What has been learnt and what is being taken forward

Graham Nicholls, CEO Extradia Limited and TAHI Board member

17.30 DRINKS RECEPTION - SPONSORED BY TRIDIUM (EUROPE) LTD.

19.00 GATHER FOR CONFERENCE DINNER

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9.00 REGISTRATION & COFFEE

9.30 WELCOME **Ashley Pocock**, Chairman of TAHI.

9.40 KEYNOTE **TAHI Trials - Building on experience.**

A review of the key findings of the high-level project and a look at the future for connected home services.
Graham Nicholls, chairman of TAHI's Technical Working Group.

10.00 **When I'm 84: beyond safety and independence.**

What technology can do for old people in terms of entertainment, society and validation.
Prof Andrew Monk, director of the Centre for Usable Home Technology, York University.

10.15 **Managing the pervasive home**

Managing the home environment and BT's pervasive home project.
Phil Bull, Head of Customer Networks Research Group, BT Group CTO, Research and Venturing

10.30 **Telecare in practice**

A look at the key drivers for telecare, the types of telecare currently employed and the role of the service providers in meeting the need.
David Foster of Initial Community Care and a director for the Telecare Services Association.

10.45 **Telecare enhancing the service.**

A look at this local authority's pioneering scheme to help elderly and disabled people to live independently
Jan Kalinski, Telecare Implementation Officer, Kent County Council.

11.00 **COFFEE**

11.15 **DigiTV - Switch on and tune in**

How local government is using digital interactive TV now - and a glimpse into the near future.
Guy Giles, Director of the DigiTV National Project

11.30 **Mainstreaming innovation in housing**

Creating the vision, understanding and partnerships to deliver buildings that meet the changing needs of the 21st century.
Alan Kell, Founder and Director, i&i limited

11.45 **Future technology for your home**

How a large building company is pioneering connected services in the mass market
Jules Swindells and **Trisha Lightfoot**, Bryant Connect.

12.00 **The inside scoop on technology and housebuilding ... warts and all**

An insight into how housebuilders are getting it right, and wrong, when integrating technologies into their products, managing customer demands and how they are preparing for future technologies
Fraser Campbell, Commercial Director, Hometech

12.15 **Deploying fully integrated automation systems - real world experience and future options**

Experiences with early adopters at home and abroad and where the market is going
Chris Irwin, European Business Development Director, Tridium

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12.30 A vision for the complete digital home

Jostein Svendsen, Founder and CEO, Convergenex

The Digital Home is more than just entertainment, and smart homes are more than just turning things on and off... Why it is necessary to take a complete and holistic approach to the home of the future, and why we need to create a ecosystem of companies working together to make this a reality.

12.45 LUNCH

14.00 KEYNOTE The networked home vision becomes reality. What are the prospects for future growth?

How is the market evolving, what drives it and which services are likely to win?

Peter King, Director of the Connected Home Devices service, Strategy Analytics

14.20 Intelligent metering in the smart home

The implications of Severn Trent Water's work with TAHI and Leicester City Council to encourage water conservation through monitoring by the consumer.

George Archibald, Director of Business Development, Severn Trent Metering Services Ltd.

14.35 Energy and the connected home

Peter Thorn, EDF Energy.

14.45 TEA

15.10 COMMERCIALISATION THE WAY FORWARD

Session leaders: Neil Spence-Jones and Stephen Pattenden of TAHI

- The Current situation – the knowledge gained from trial programmes, technology convergence, TAHI member expertise, identified “hot” areas for development.
- TAHI’s objectives for its Commercialisation Activities - facilitation, promotion, identification of champions, drivers, areas of expertise, skill sets; encouraging the formation of solution sets that address key areas; the key expertise needed to complete service sets.
- Discussion of trends – in particular the shift of “triple play” to “quadruple play” with the addition of home systems and services and the growing overlap of sectors and market leaders and what the implications are.
- Discussion of TAHI roles in taking this forward.
- The TAHI Open Architecture Philosophy and how it links into facilitating cross sector service delivery.

There will be short presentations on the areas identified as being ready for commercialisation -

Energy - Ashley Pocock, EDF Energy; Health and Telecare - Neil Spence-Jones, OpenHub Limited; Entertainment - David Sales, BT; and the Building Industry.

Followed by an interactive discussion covering the sectors that the Commercialisation Group sees as most relevant for service roll-out.

16.30 CHAIRMAN’S ROUND UP

16.45 CLOSE

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ABOUT THE TAHI CONFERENCE 2005

Achieving commercial reality is now the biggest challenge facing the connected home market. At this conference key players with a wide range of interests will explore the options, examine the crucial drivers and forecast the strongest business opportunities.

Rounding off the conference, a special forum on Commercialisation provides the opportunity for delegates to discuss these issues and their bearing on achieving market success. In a move to accelerate commercialisation of the market, TAHI will be launching its philosophy for an Open Architecture. Building on the recently-completed high level TAHI trials, this initiative pulls together and enables all the probable systems and services in the connected home.

The conference will address:

Health and telecare

We will assess smart ways of easing overstretched resources, improving the quality of life for the elderly and disabled people and helping local authorities and the NHS reach Government targets.

Social support, wellbeing and sustainable communities

We will look at pioneering community projects which foster inclusion and examine the delivery of complete solutions, including the drivers for accessibility.

Building and installation

All homes must be capable of supporting the new services and applications that Broadband brings. We hear about some cutting edge developments and examine how developers, local authorities, installers and government agencies can work together to ensure homes are fully compatible with TAHI criteria.

Entertainment

The equipment, systems and networks in and into the home that support Broadband will sustain a vast increase in on-demand entertainment. We look at how methods consistent with the TAHI Open Architecture philosophy ensure greater interactivity between services and shape the house of the future.

Energy, conservation and green issues

We will investigate the equipment and services that monitor and provide user feedback on energy and water use, and examine how TAHI is working with utilities and their customers to save the Earth's resources.

ABOUT TAHI

TAHI (The Application Home Initiative) is a not-for-profit organisation working to bring the digital home to life. Members are drawn from innovative research establishments and businesses including FTSE 100 companies and innovative SMEs.

TAHI helps members capitalise on new opportunities to transform the concept of the connected home into commercial reality. It is currently co-ordinating profile sets to provide service solutions for key markets including local authorities, health and housing sectors with the technology to match and it is taking the connected home message out to the wider world.

Members have the opportunity to work on collaborative projects such as the recently completed high-level trials programme on interoperability, which were backed by the dti and to share in expertise, resources and the resulting know-how. Our working groups develop business models, conduct consumer research and provide market intelligence.

TAHI identifies suitable funding programmes in the UK and EU for members and helps them get on board. Smaller organisations gain a significant advantage from establishing relationships with large partners and academics.

TAHI offers a unique forum for networking and debating the crucial issues. In addition to our regular meetings and annual conference, our monthly newsletter keeps members up to date.

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RECEPTION AND DINNER

The conference reception and dinner offers an excellent opportunity to relax and enjoy some first rate networking with people from a broad range of organisations, all of whom share a real interest in the connected and smart home markets.

The evening kicks off at 5.30pm with a drinks reception, sponsored by Tridium UK Ltd in the unique rowing gallery where, among the exhibits celebrating the quest for speed and perfection, delegates will see footage of the trials and recent TV coverage.

Dinner will be at 7.00pm in the Thames Room.

Tables have been sponsored by:



TAHI membership

TAHI is open to any business or organisation with an interest in networked applications and services, including those in the areas of housing, social services, health, entertainment services and utility providers.

TAHI's mission is to accelerate the adoption of connected applications and services in the home. It helps members influence the direction and shape of this vibrant new marketplace.

Members have the chance to collaborate on projects and share in expertise, skills and resources. TAHI identifies suitable funding opportunities and helps members become involved in new programmes.

TAHI is an excellent networking arena. It has forged links with complementary organisations around the world and is active in government forums in the UK and EU.

For more information visit <http://www.theapplicationhome.com> or contact

TAHI secretary Stephen Pattenden

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Membership subscriptions are:

- | | |
|---|-------------------|
| ■ Corporate more than 500 employees | £10,000 per annum |
| ■ SME 500 and fewer employees | £2,500 per annum |
| ■ Academic Institutions, public authorities, housing associations | £500 per annum |
| | Ex VAT |

EXPLORING THE COMMERCIAL REALITY OF THE SMART HOUSE

SPEAKER'S BIOGRAPHIES

George Archibald. The SMART Project. Intelligent metering in the smart home.

George Archibald is Director of Business Development for Severn Trent Metering Services Ltd. He joined Severn Trent Water in 1974 and has had responsibility for demand forecasting, charging policy and metering operations. He was a member of the steering groups of key national projects investigating metering and leakage.

A past-President of AMRA and of e-amra.com, he is a member of the Department of Trade and Industry National Measurement System advisory working group on flow measurement. He is a Director of TAHI, where he has been instrumental in the recently completed Equipment Management project.

George is a Fellow of the Royal Statistical Society. He has an MA in Economics and Statistics from Glasgow University.

<http://www.severntrent.com/>

John Bryce. Advantica. The technical challenges of the TAHI trials

John graduated in 1984 from York University with a degree in Electronic Engineering and joined Thorn Security on their Graduate Development Program for a year before moving into development of electronics and embedded software for alarm systems. In 1989 he moved to British Gas R&D (now Advantica) Electronics and Metering Division where he is a senior consultant.

Main areas of expertise are in communications and real time embedded systems. Experience at Advantica includes a range of developments on remote metering systems and appliance controls. He has been extensively involved in home automation technology through the remote diagnostics development for British Gas services in specification development and system design. In 2004 John was awarded the 2004 Gas Industry Engineer of the Year Award particularly for the work with Centrica.

John's involvement with the TAHI project included management and development in both the Equipment management trials and the Service Aggregation Demonstrator.

<http://www.advantica.biz>

Phil Bull. Managing the pervasive home

Phil Bull joined BT in 1970 as an apprentice and was employed on transmission systems and electronic repair. In 1980 he graduated with a BSc Honours degree in electronic engineering, since when his career has spanned both research and development in areas including computer-aided engineering, decision support, intelligent systems for network design and internet technologies.

In 1999 he was awarded BT's Gold Medal for research and development work that led to the deployment of an intelligent network design system. Phil is currently head of the Customer Networks Research Group in BT Group CTO Research, whose work includes pervasive networks and the future broadband home.

<http://www.bt.com/index.jsp>

Fraser Campbell. The inside scoop on technology and housebuilding...warts and all.

Hometech commercial director Fraser Campbell joined the company shortly after it began trading, originally as an account manager and then to his current position. In that time, the company has gone from 3 to 30 and has offices in Stirling and Surrey, and plans to open new bases in the Midlands and northwest England.

Hometech has installed structured cabling and integrated home entertainment systems on over 60 developments, and has worked with more than 35 upmarket developers, including the Manhattan Loft Company, Taylor Woodrow, Antler Homes and the Stewart Milne Group.

Hometech has tapped into growing demand from architects, house building firms and engineers for integrated hi-tech architectures which link up audio/video and home entertainment systems with other home-wide systems (like lighting and heating, the telephony and security systems, home computing, and automatic blinds) in a cost effective manner, ensuring it is a commercially viable option for both the builder and the homeowner. According to Campbell, up to 80% of new home owners take some of Hometech's available options, even if it's a basic home entertainment set-up.

<http://www.hometechintegration.com>

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SPEAKER'S BIOGRAPHIES

Andrew Deeming. Connecting appliances and devices in the home – the EM trial.

Andrew Deeming is Engineering & Operations Director for Horstmann Controls Ltd; a privately owned UK based manufacturer of Electricity Meters and Heating Controls. Andrew joined Horstmann in 2000. Previously Andrew spent 11 years with Home Automation Ltd including five as Technical Director. He is a graduate of Loughborough University and has also worked for Westinghouse Signals.

Andrew is a Board Member of TAHI and was trial leader of The Equipment Management Trial for the second half of the project.

<http://www.horstmann.co.uk/>

Dave Foster. Telecare in practice

David Foster is head of business development for Initial Community Care and non executive director for the Telecare Services Association (formerly the ASAP). He has worked within the telecare field for over 16 years as a systems architect, business developer and care monitoring service provider.

He began his career with a diploma in electronics engineering, beginning work for Ferranti Computers in 1982 as a project design engineer on Nuclear power station projects. His 'telecare' career began in 1989 when he joined the newly formed Shorrock Community Care and over the past 16 years he has worked for all the major suppliers to the community care market place, driving forward the design and development of monitoring and telecare solutions.

He has been influential in developing many of the response monitoring solutions that are employed, and in use today throughout the UK, Europe and USA.

<http://www.initialcommunitycare.co.uk/>

http://www.asap-uk.org/Templates/ASAP_Master.asp?NodeID=42255

Guy Giles. Switch on and tune in. How local government is using digital interactive TV now - and a glimpse into the near future.

Guy Giles is the Director of the DigiTV National Project. As one of the 22 ODPM sponsored National Projects, DigiTV launched in September 2003 and is focussed on delivering a viable, working solution for local government keen to exploit digital interactive TV as an additional channel for service delivery.

The cornerstone of the project has been the development of a content management system and plug-in technology suitable for the delivery of integrated Local Authority services across NTL, SKY, Telewest and Web on TV. He is responsible for the delivery and rollout of the Starter Kit, and was involved in its development from the outset. Working closely with both LA's and the DiTV platforms, the Starter Kit has now been rolled out to over 70 LA's across England.

With 10 years of management consultancy and software development experience in the public and private sector, he has a passion for delivering government services on this emerging channel – one that is set to witness fundamental changes to the way citizens interact with government over the next five years. In whatever spare time he has, he enjoys playing squash, music and the challenges of fatherhood!

<http://www.digitv.org.uk/>

Chris Irwin. Deploying fully integrated automation systems - real world experience and future options

Currentl responsible for business development in Europe for Tridium, Chris Irwin has been involved with energy conservation and controls since completing his Masters in Environmental Technology in 1983. His roles have included four years working for an energy consultancy company, eight years with Trend Control Systems, and six years as Managing Director of Sontay, a controls peripherals supplier. Chris has lectured in energy conservation and maintains a strong interest in the application of controls technologies to improve energy efficiency in buildings. The use of technology to improve the home environment has long been a passion, and Chris has been instrumental in Tridium's growing involvement in the home automation market.

Tridium are the global market leader in the supply of software for integrating commercial building systems, licensing their Java based Niagara Framework software to many major controls manufacturers. The 3rd generation Niagara AX Framework offers a complete open development environment for the creation of web appliances suitable for home applications, running on low cost embedded solid state platforms with full web-serving and control functionality, and support for multiple open protocols for management of wired or wireless device networks and remote service applications. Niagara AX is already being deployed in thousands of homes.

<http://www.tridium.com/>

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SPEAKER'S BIOGRAPHIES

Suna Jones. Getting the User Interface right for the consumer.

Suna Jones is marketing director and co-founder of FoodWare Ltd, a company that develops advanced online food applications and services that make meal planning easy.

Consumer services are developed for use via connected kitchen appliance, digital TV, mobile phone, PDA and PC. Consumers can find recipes according to ingredient, cooking and diet preferences, keep favourite recipes in personal cookbook, build shopping lists and plan meals.

FoodWare provides food-related services to electronics companies and food companies including Samsung Electronics, Marks & Spencer and Tesco. FoodWare was involved in development of the newly launched Samsung Smart Oven –which reads on-pack barcodes for automatic cooking instructions.

FoodWare has worked with Loughborough University to develop concepts for home food inventory services using RFID.

<http://www.foodware.net/>

Jan Kalinski. Telecare - Enhancing the service

Jan Kalinski is one of three Telecare Implementation Officers setting up groundbreaking new services for Kent County Council which will revolutionise social care and community health. Now, having reached the conclusion of the telecare pilot scheme, they are in a period of review, before the long task of rolling out to the whole county.

The intention is to increase efficiency in order to free up money to reinvest into front line services.

These projects, based on the most advanced thinking in Britain and America, are partnerships with the private sector and have the potential to make a national contribution to modernising public services and improving the quality of lives for residents.

Before joining Kent CC when his post was created 19 months ago, Jan worked for Barnardo's the child-care charity for 17 years where he implemented an advanced software recording system.

<http://www.kent.gov.uk/>

Alan Kell. Mainstreaming innovation in housing

Alan Kell is one of the world's leading consultants on innovation and change management at the dynamic interface between information technology and the built environment. He specialises in creating the vision, understanding and partnerships to deliver buildings that meet the changing needs of the 21st century.

Since 1980 he has been working at the forefront of systems innovation in buildings, initially with major corporations including Xerox, Shell, BP and KPMG, and subsequently as an international consultant and programme manager for a wide range of private and public sector organisations.

He is an international speaker on intelligent buildings and has held a series of leading industry positions including convenor of The World Forum for Building Innovation, Executive Director of the European Intelligent Building Group (EIBG), Chair of the MSc in Intelligent Buildings at the University of Reading, and Managing Director of the INTEGER intelligent & green action-research programme.

<http://www.iandi.ltd.uk/index.html>

Peter King - The networked home vision becomes reality. What are the prospects for future growth?

Peter King - Director of the Connected Home Devices service of Strategy Analytics, focuses on strategic issues relating to the impact of digital convergence on consumer markets. His area of expertise includes digital television, broadband internet devices, and next-generation home entertainment technologies including HDTV, flat panel TV and digital video recorders. He assesses revenue opportunities from emerging broadband technologies and entertainment concepts for manufacturers and applications developers.

Mr. King has spent his entire career in the computer, communications and consumer electronics industries. His broad experience encompasses roles as a management consultant, manufacturer, distributor and retailer. Prior to becoming an analyst he spent 11 years in the consumer electronics industry including a six year period working with Sony.

He was Group Managing Director of Europe's first chain of computer stores, working with industry pioneers Microsoft, IBM, Compaq and Apple. Prior to joining Strategy Analytics, Mr. King was Head of Consumer Electronics research and analysis at Understanding and Solutions, UK.

<http://www.strategyanalytics.net/Default.aspx>

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SPEAKER'S BIOGRAPHIES

Trisha Lightfoot. Bryant Connect – future technology for your home

Bryant Design helps the customers of Taylor Woodrow Developments to personalise their homes. In the five years it has been operating, revenue has steadily climbed from £4 million to £17.5 million. Products range from granite worktops to garden designs and from sockets and switches to sound systems - over 45 products in all, with most fitted before the client moves in.

As Bryant Design National Director, Trisha Lightfoot has spent the past four years ensuring that all 11 Bryant Home regions are using the Bryant Design service to the maximum, with products being incorporated into the show home designs via interior designers' schemes. "The service enhances our brand, differentiates us from our competitors and delivers excellent value and service," she says. "Once clients can see the items available they will buy."

She has worked for Bryant Homes for the last eight years, including a period as Sales Manager for the West Midlands region. She has also worked with other major developers including Beazer and David Wilson Homes.

<http://www.bryant.co.uk/index.asp>

Professor Andrew Monk. When I'm 84: beyond safety and independence. What technology can do for old people in terms of entertainment, society and validation.

Andrew Monk is Professor of Psychology at the University of York and Director of CUHTec (Centre for Usable Home Technology), which is supported by the social policy research and development charity, the Joseph Rowntree Foundation. His current research is in all areas of technology for the home, with particular focus on the need for a user-centred approach in design, extending the concept of usability to include fun, communication and dependability.

A Fellow of the British Computer Society, he has published widely on Human-Computer Interaction (HCI) and electronic communication. He was editor, with Robert Kraut, of a special issue of the International Journal of Human-Computer Studies "Home and recreational use of information and communications technology"

<http://www.cuhtec.org.uk/>

Professor Philip Moore. The need for an Open Architecture.

Philip Moore is Professor of Mechatronics and Head of Research and Commercial Development in the Faculty of Computing Sciences and Engineering at De Montfort University in Leicester.

His extensive research interests in mechatronics include; machine control, robotics, motion control (servo drives and pneumatics), virtual manufacturing, industrial automation, sustainable development and the connected household. He established the 'Intelligent Machines and Automation Systems' (IMAS) Research Laboratory at De Montfort University.

He has coordinated a number of European and UK research council grants and has numerous international collaborative research links. An elected member of the EPSRC College of Peers he has been an invited consultant for EPSRC initiatives and the EU Framework programme.

Professor Moore is a Fellow of the IEE and past Chairman of the UK Mechatronics Forum. He is on the editorial board of the Journal 'Mechatronics' and a TAHI board member.

<http://www.mrg.dmu.ac.uk>

Graham Nicholls. TAHI Trials - Building on experience.

As a member of the TAHI board, chairman of the Technical Working Group and a leading participant in several working parties, Graham Nicholls has been closely involved in all aspects of TAHI's high-level trials programme, which concluded this summer.

He is also Chief Executive Officer of Extrada, a global company providing a service aggregation hub for the delivery of digital services to consumers, and a Director of TAHI.

Prior to working with Extrada, Graham Nicholls worked for Echelon, a supplier of network communication devices, managing business development activity in the UK and Europe in the area of home control and networking solutions for service providers utilities and product manufacturers. Previously, Graham was Managing Director of E-Squared Ltd the largest independent Systems Integrator in the UK for computerised building management systems. Graham is a Chartered Engineer and full member of the IEE and CIBSE

<http://www.extrada.com/>

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Stephen Pattenden. Commercialisation session

Stephen Pattenden is a Principal Consultant with Telemetry Associates.

He specialises in the area of services to the Connected Home and systems in it. He was one of the founder members of TAHI and has been responsible for the smooth operation of the TAHI Secretariat.

He has been involved with work in the area of Home Systems for many years and contributes to International and European Standardisation and is responsible for the ISO 15045-1 standard on the Residential Gateway and is currently preparing the CENELEC SmartHouse Code of Practice. He carries out work for CENELEC in the area of ICT. He serves on the DTI Group on ICT in relation to i2010.

He has a MSc with Loughborough University in the area of Robotics and Production Engineering and an MBA with the Open University.

<http://www.telemetry.com>

Dr. Mike Patterson. Customer attitudes to smart living in the TAHI trials

As a Telemetry Associate, Mike Patterson managed the TAHI Equipment Management trial programme to a successful conclusion in June 2005.

Mike is presently teaming up with Mike Windsor in Digital Living, to take some of the products and services developed in the trials to market.

He says: "The Equipment Management trial was an incredibly exciting challenge. I can hardly believe that it is now over and that we successfully delivered our promise. Our next challenge is to take the first commercial steps for the system."

Mike has extensive experience in the energy business at both industrial and domestic level, where he has been keeping his hand in through his consultancy business EnerGessee since the trial ended.

He will be discussing the underpinning research and development work conducted mainly but not exclusively by the universities involved in the trials.

<http://www.telemetry.com>

Ashley Pocock

Ashley Pocock is Director, Commercial Services, Customer Field Services for Edf Energy and Chairman of The Application Home Initiative.

He has been involved with home systems for over 30 years, through telecoms, retail products, broadcasting, security, and latterly water and energy monitoring, reporting and data management. He has participated and led in international standards forums, infrastructure groups and bodies, and the development of economic reviews and industry business cases for a number of product launches to the residential services and technology market. Prior to his current role Ashley led Invensys' entry into the residential metering business, and currently represents EDF Energy's interests into the smart metering, energy management and associated services. Ashley is committed to furthering the establishment of the connected home and the benefits that this can deliver to all users, with a particular desire to ensure inclusion and sustainability.

<http://www.edfenergy.com/html/showPage.do?name=welcome.til>

David Sales. Commercialisation session

David heads Sales and Marketing for BT Entertainment, a division within BT Retail's consumer business to drive BT's broadband activities in entertainment and education.

He is responsible for developing and delivering the division's Sales and Marketing strategy and programmes, to enable content providers to reach broadband customers through platforms and services backed by the quality of the BT brand. The division will market content value added services such as on-demand music, gaming, TV and movies.

David's former role at BT was Sales & Marketing Director, value added services for BT Retail, promoting the products and services that enhance BT's range of access products. Particularly focused on broadband and the connected home, Sales has led BT's activity in the area of home networking and support services for consumers.

He sits on the Board of TAHI (The Application Home Initiative) and is non-executive Chairman of the Employers Childcare Network.

<http://www.bt.com/index.jsp>

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Neil Spence-Jones. Commercialisation session

TAHI Commercialisation Director Neil Spence-Jones is an entrepreneur with more than 20 years' experience in managing the growth of small to medium sized companies within the "Cambridge Phenomenon". He is experienced in technology-sector global business development, financial management, and in fundraising from private, institutional and venture-capitalist sources. He has been involved in the delivery of internet services for more than twenty years, and in Broadband services to the home since a founding involvement in the "Cambridge Digital iTV Trial" in 1994. For five years he was Financial and Operational Director of Amino Communications, which is now one of the current leading IP Set top box suppliers in the world.

Neil has been Managing Director of OpenHub Limited since 2003. OpenHub is the first commercialisation vehicle to emerge from TAHI; it is focused on establishing commercial sustainability in the UK over Open Access Networks. It intends to catalyse the rapid development of a wide portfolio of economically-viable innovative services. OpenHub is particularly active in using data networks to deliver locally-based services for the community: community portals, telecare, security, energy management, education, digital television, and many more.

<http://www.openhub.co.uk>

Malcolm Stewart. Bridging the Digital Divide

Malcolm has been working as CEO and founder of Visionradio limited since 2000. The company's principal activities are in new media and internet design and service construction. The unique key focus is on expanding the internet to consumer radio and TV devices as well as more traditional PC platform skills.

Through the TAHI trials, Visionradio is now positioned as a UK market leader in designing user interfaces for internet interaction over TV. As of autumn 2005 Visionradio has pilot programmes in place with a variety of partners, promoting internet TV projects. Partners include a Regional Development Agency, a University, a Local Authority, an Internet Service Provider, and a major UK Retail plc.

Prior to Visionradio Malcolm embarked on a thirteen-year career with Panasonic in the UK after graduating from University in 1986. This time afforded a phenomenal opportunity to build a business foundation which covered sales, marketing, departmental management and business development.

<http://www.visionradio.net/>

<http://easy2dev.com>

Jostein Svendsen. A vision for the complete digital home.

Jostein Svendsen, CEO and founder of ConvergeX, has an extensive background within the high-tech industry in Scandinavia, the US and the UK. He created the first prototypes of his vision for the home of the future in the early 1990s, demonstrating groundbreaking concepts on a open architecture PC based platform.

A change in direction saw him become an internet pioneer and he established many highly successful companies in IT and Financial Services.

Three years ago he decided the time was right to begin commercialising his smart home prototypes and established ConvergeX, a platform for the next generation of smart home technology, integrating home automation, entertainment, communication and value added services, allowing users to simplify their lives. Headquartered in London - the company operates currently in Europe and the Middle East, looking to expand into North America and Asia.

www.convergex.co.uk

EXPLORING THE COMMERCIAL REALITY OF THE SMART HOUSE

SPEAKER'S BIOGRAPHIES

Jules Swindells, Bryant Connect – future technology for your home

Jules Swindells is one of the founding Directors of Lambda Technologies Ltd which has established itself as a leader in the delivery of Multi-Room Home Entertainment & Smart Technology to the mass market. As one of three companies committed to the delivery of the Bryant Connect System for leading builder Taylor Woodrow, Lambda Technologies focuses on a viable, low cost, working solution that will encourage the end user to move into the Smart Technology Market.

The cornerstone of the Bryant Connect Project has been the development of modular packages that can be adjusted easily and quickly to fit all house types at any price point in the market. Key to the success of the project has been the development of sales & marketing material, that enables the developer's sales teams, with limited knowledge of smart technology systems, to promote the technology and its benefits to potential customers.

With over 20 years of Information Technology and Communications Systems experience in both the public and private sector, Jules is committed to the idea of delivering both multi-room entertainment and smart technology to the mass market, at an affordable price.

<http://www.bryant.co.uk/>

<http://www.lambdatechnologies.com/>

Peter Thorn. Energy and the connected home.

Peter Thorn is Head of Innovation and Partnerships at EDF Energy, where he has been for two years. Peter is focussed on the delivery of new product solutions that have direct benefits to the consumer as well as the development of a range of partnerships that add value to the business. Peter managed the project that led to the implementation of the Nectar programme for EDF Energy's residential customers.

Peter's earlier career has been within financial services direct marketing and he has worked in senior roles at Lloyds TSB, Royal & Sun Alliance and Norwich Union. Peter was also a founder partner in The Revenue Partnership, a consultancy that helps direct marketing businesses eliminate inefficiencies in their marketing spend and produce results based on accountability, predictability and profitability.

Peter is determined to ensure that EDF Energy is placed at the forefront of the future of consumer product development in the energy sector.

<http://www.edfenergy.com/html/showPage.do?name=welcome.til>

Mike Windsor. Introduction to the Trials session.

Mike is the Managing Director of HomeRider Systems Limited and has recently established Digital Living Limited. HomeRider provides wireless based solutions for meter reading and for monitoring of equipment in harsh environments. Digital Living has recently been established to provide consultancy and to design, develop and support systems for delivery of broadband services into the home.

Mike is active within TAHI, and HomeRider helped inspire the Service Aggregation trial and later the programme management over its two and half year life. In addition, Mike is the TAHI board member responsible for marketing TAHI's activities and in 'getting the message across', organising the TAHI conference and providing visibility at other conferences and providing regular newsletters and bulletins.

Mike's background includes developing and marketing solutions into the Utility, Oil and Defence markets both in the UK and overseas where he has travelled extensively.

<http://www.digitalliving.ltd.uk/>