

# RFID – Network opportunities

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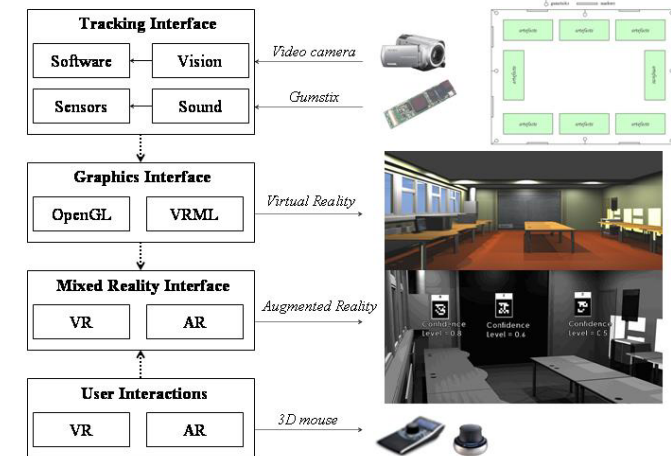
Associate Dean of School

## Our research and knowledge transfer portfolio

- ◆ Language Processing (RILP – Prof R Mitkov)
- ◆ Statistical Cybermetrics (SCRG – Prof M Thelwell)
- ◆ Data Systems and Data Security (Prof R Moreton and Prof C Dudley)
- ◆ Pervasive Computing (Prof A Sloane and Prof R Newman, John Traxler, Dr Q Mehdi)
- ◆ IT Futures (Prof R Moreton and Dr G Homer)
  - ◆ Including West Midlands Regional Centre for Radio Frequency Identification
  - ◆ Associated with West Midlands Mobile and Wireless

# Some of our existing projects

- ◆ LUCID (AWM Science City Project)
  - ◆ Mobile information delivery
  - ◆ WiFi services in Birmingham Square Mile
  - ◆ Bluetooth on the buses
- ◆ BioLive
  - ◆ Assisted living
  - ◆ Sensor networks in the home
- ◆ M-Learn
  - ◆ Location based education to mobile phones
- ◆ Melas
  - ◆ SMS based educational assist – large scale pilot in UK HE
  - ◆ SMS educational services in Kenya
- ◆ SensorScape
  - ◆ Sensory enhancement using sensor networks and augmented reality
- ◆ Sensor networks in agriculture



# Knowledge Transfer

- ◆ Technology transfer
  - ◆ £1.5M revenue/annum
  - ◆ The e-Adoption Project (Leisure & Tourism)
  - ◆ e-Innovation Centre (Incubation project for SMEs)
  - ◆ West Midlands Technology Network (Creative & Manufacturing)
  - ◆ West Midlands Mobile & Wireless (Wireless technologies for SMEs)
  - ◆ West Midlands RFID Centre (Demonstration lab for RFID)



# Network activities (1)

- ◆ Sharing experience with RFID adoption in SMEs
- ◆ Explore intersections between RFID and other technologies
  - ◆ Location based services
  - ◆ Localisation within monitored spaces (logistics, product condition monitoring)
  - ◆ Security
  - ◆ Pervasive computing
- ◆ Widening technology development

## Network activities (2)

- ◆ Early adoption of new technologies
- ◆ Pan Europe pool of expertise
- ◆ Project concept development

# Contact

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