

## Keynote Presentation -- The Blurred Line Between Academic and Industrial Innovation “Its not the same anymore”



Dr. Andrew Blanchard, Senior Associate Dean  
The University of Texas at Dallas  
Erik Jonsson School of Engineering and Computer Science

### Abstract

The talk addresses the changing landscape of technological innovation. Once the prevue of the academic community, technological innovated takes place in all quarters and with a much more diverse set of partners. The blurred line now allows innovation in process, participants and ultimately in wealth generation. Dr. Blanchard will address the shift in process, changing issues that allow innovative approaches to enable success and barriers to connective partnerships.

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### Biography

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Andrew J. Blanchard received the B.S. degree from the University of Southwestern Louisiana, in 1972, the M.S. degree from Colorado State University in 1974, and the Ph.D. degree from Texas A&M University, College Station, in 1977, all in electrical engineering.

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Prior to joining UTD, he was employed in academia, worked in industry and was a consultant to government and industry where he managed multi-million dollar programs. He has held Full Professorships with the Department of Electrical Engineering at the University of Texas at Dallas, the University of Missouri-Columbia, and the University of Texas at Arlington. He was a Research Engineer and recognized as a Research Fellow for outstanding research performance for three years with the Texas Engineering Experiment Station. From 1977 to 1979 he was Group Supervisor of the Remote Sensing Group in the Exploration Research Division of Conoco, Inc., Ponca City, OK. From 1989 to 1995 he worked with the Houston Advanced Research Center (HARC), serving as the Director of the Strategic Technology and Research Center (STAR Center). From 1995 to 2000 he was employed as the Director of Research and Budget for the College of Engineering at the University of Missouri-Columbia. Recently he served as Vice President –Technology, Clean Earth Technologies, where he was responsible for building programs in sensor systems, imaging and network technologies, and weapons and sensor datalinks. His areas of technical specialization include mathematical modeling of electromagnetic phenomena; RF systems theory and design, radar system and antenna analysis; Radar Cross Section theory and measurements, tomographic imaging (microwave, optical and acoustic), and electro-optical system design and modeling.

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Dr. Blanchard is a member of The Electromagnetics Society, URSI Commission F, IEEE Geoscience Remote Sensing Society (GRSS), and member of the GRS Society Fellow Evaluation Committee. He is affiliated with AGU, Phi Kappa Phi, Eta Kappa Nu, ASEE and Tau Beta Pi. In 1986 he received the Eta Kappa Nu MacDonal Award as the “Outstanding Electrical Engineering Professor in the United States of America.” He is a registered engineer in the State of Texas, No. 48445 and an Institute of Electrical and Electronics Engineers (IEEE) Fellow. His contributions to the IEEE GRSS AdCom since becoming a member in 1986 include Newsletter Editor, Chairman of the Constitution and Bylaws committee, Treasurer, Vice President, President and chair of strategic planning for the Society. Dr Blanchard was the 1996 Recipient of the IEEE GRSS Outstanding Service Award, and the IEEE Third Millennium Medal.

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## Mobile TV and the Mobile DTV Alliance



Mr. Yoram Solomon, Strategic Marketing and Industry Relations, Mobile Connectivity Solutions, Texas Instruments  
Chairman, Wi-Fi Alliance 802.11g Marketing Task Group

### Abstract

Cellular phones are becoming much more than devices for voice communications. After SMS and e-mail, the next buzz is mobile video. This presentation will discuss the different ways of bringing video into the phone: cellular unicast, cellular multicast, broadcast, and podcast. The different standards for broadcast TV will be discussed and compared. Finally, this presentation will discuss the role that the Mobile DTV Alliance is taking in driving the mobile TV market creation in North America, and how it intends to achieve its goals.

### Biography

As Director, Strategic Marketing and Industry Relations, Mobile Connectivity Solutions, Yoram Solomon is responsible for driving strategic marketing efforts, planning product roadmap development and defining product requirements of next-generation mobile connectivity technology solutions for Texas Instruments, as well as drive industry and standard development organization participation. A well known industry evangelist, Yoram is on the boards of the WiMedia and Wi-Fi Alliances, is active in the new UWB activity in the Bluetooth SIG, and is a key contributor to the Wireless USB Promoters Group. Among his other recent industry activities, he was the Chairman of the Wi-Fi Alliance 802.11g Marketing Task Group, the coexistence task group, and many others.

Yoram Solomon has been with TI since 2002, where he has held a variety of roles including managing strategic business development and industry relations, General Manager for the Consumer Electronics Connectivity Business Unit and Director of Business Development and Strategy Planning for TI's Wireless Networking Business Unit. Prior to joining TI, he was vice president and general manager of PCTEL's Advanced Communication Business Unit, as well as a manager and founder of other technology companies.

Yoram Solomon received a MBA from the University of Colorado, a law degree from Tel-Aviv University, Israel, an electronics and computers engineering degree from Ort Singalowsky College, Tel-Aviv, Israel. Yoram also participated in the executive marketing management program at Stanford University.

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## DLNA/UPnP/VIIV: The Role of Interoperability Standards/Guidelines in the Consumer Market Place



Mr. Reed Hinkel, VP Business Development Americas, Oregon Networks

### Biography

Mr Reed Hinkel is in charge of Oregon's business development and customer relations in North and South American regions. He manages Oregon's business engagements throughout all stages of project delivery from partner identification through to contract negotiation and post sales business support.

Reed Hinkel is an eloquent speaker and has represented Oregon Networks at a multitude of industry conferences and symposiums. Hinkel is a seasoned marketing and business development executive with over 15 years of experience in the consumer and computer electronics industry. Prior to joining Oregon, Mr. Hinkel held senior marketing and product management roles in the broadband, multimedia and wireless semiconductor sectors at Cirrus Logic, Inc. and SigmaTel, Inc. Prior to that, Mr. Hinkel operated a successful strategic marketing and business development company specializing in development of emerging solutions in consumer and computer electronics.

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## Digital Living Network Alliance Guidelines



Mr. Jack Weast, Staff Engineer, Intel Corporation  
Chair, DLNA Compliance Test Subcommittee

### Abstract

The course will be conducted in two parts. The first will introduce the Digital Living Network Alliance and discuss the v1.0 guidelines. The second part will focus exclusively on the expanded DLNA Guidelines, published March 2006 that adds new system usages and device classes to the v1.0 framework. The attendee will gain insight into the design process and content of the DLNA technical guidelines, as well as learn practical tips on product implementation and certification.

### Biography

Jack Weast is a Staff Engineer at Intel Corporation who has been an active member of the Digital Living Network Alliance (DLNA) since its inception, leading many UPnP and DLNA-based projects over the years. His previous work has ranged from solving laptop power management and mobility issues to developing Bluetooth and embedded Linux devices.

Recently, as chair of DLNA's Compliance and Test Subcommittee, Mr. Weast has led the creation of test and certification resources for the DLNA certification program. Mr. Weast is the co-author of the book, "UPnP: Design by Example," and has spoken at several industry events, including the Intel Developer Forum (IDF) and the IEEE Consumer Communications Networking Conference (CCNC).

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## UWB applications: WUSB and Wireless Digital Video



Mr. Gregory L. Christison, VP of Engineering for WiQuest Communications

### Biography

Gregory L. Christison is VP of Engineering for WiQuest Communications. He joined the WiQuest team from Texas Instruments' Broadband Communications Group, where as engineering director he was responsible for leading their communications processor platform that is used in the TI DSL, VoIP, cable modem, and wireless LAN devices. Mr. Christison also served as DSL customer premise equipment (CPE) and voice-over-packet client design manager. In this position, Greg was instrumental in leading the definition, development, and release to production of complex mixed-signal system-on-chip (SoC) devices. He was also responsible for leading numerous other high-volume chip designs during his tenure at TI.

Greg's experience ranges from architecting SoC and application-specific chip products to simulation, design tooling, ASIC engineering, IP development and integration, software development, product test, and silicon release to production. Mr. Christison also played a key role in the integration of engineering teams and technology from multiple start-ups into TI, including Amati, Libit, Telogy, Alantro, and Radia. Prior to joining TI, Greg worked for the US Air Force designing comprehensive communications networks using leading edge technologies.

Mr. Christison received a Master's degree in Electrical Engineering from Purdue University and a Bachelor's degree in Electrical and Computer Engineering from Oklahoma Christian University. He holds four U.S. patents.

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## HANA – HD made simple



William Rose  
President, WJR Consulting, Inc.  
Speaking on Behalf of Samsung Electronics, Co.

### Abstract

In the “old days” we had few choices when we sat down to watch TV – You turned it on, chose a channel, and watched.

Today you have far more entertainment choices. You choose from among the hundreds of movies or programs and numerous sources, over five or six different wires; you choose the TV remote to turn on the TV and choose the input the STB/DVD/VCR/TIVO is connected to; you choose another remote to control the source; and yet another to turn on the surround sound system – lots and lots of choices.

HANA, the High Definition Audio-Video Network Alliance is out to limit your choices – limit them to one connector, and one remote control. No more choosing from among the half dozen remotes controls and A/V inputs, or programming “universal remotes” that aren’t universal. With HANA, all you need to choose is the content you want, and when and where you want it.

In this session you will learn how HANA brings back the simplicity of the “good old days” while providing access to all of your entertainment devices and content through the use of IP protocols and IEEE 1394 to guarantee delivery of HD content at 400 Mbps, within the room, and between rooms. Of course having to run new wires between rooms would not be simple so HANA is working with the 1394 TA to standardize bridging 1394 to the in-home coax cable as well.

### Biography

Bill Rose is President and founder of WJR Consulting Inc. advising manufacturers and technology development companies on product and business development, market strategies, and standards relating to the Consumer Electronics and entertainment networking industries. Engaged in the Home Networking industry for 15 years, Bill’s clients include wired, wireless, coaxial, and powerline carrier networking technology development companies, and Consumer Electronics manufacturers such as Samsung, a founding member of HANA, the High Definition Audio/Video Network Alliance. On behalf of Samsung, Bill is actively engaged on both the Technical and Business Working Groups at HANA.

Bill chairs the Consumer Electronics Association’s Home Networking Committee (R7), is a member of CEA’s Technology and Standards Council, and chairs a Task Group within the IEEE 802.22 WG on Wireless Regional Area Networking. He has spoken at over 30 conferences including CES, CEDIA, Connections, EHExpo, 802.11 Planet, NAB, and was the Keynote speaker at the UPnP Forum.