



**SECRETS OF AUSTRALIAN ICT INNOVATION  
COMPETITION WINNERS 2006**

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# Minister's foreword



Innovation, in all its forms, is fundamental to the future prosperity of Australia. Information and communications technology (ICT) now underpins virtually everything we do. The impact that it has, and will continue to have, on our economy and society more broadly cannot be understated.

Innovation and our capacity to use technology will help us deal with national goals such as security, defence, education, environment, the ageing population and our energy and transport needs.

The fifth Secrets of Australian ICT Innovation competition unlocks some of the best new ICT products and services and exposes them to a global audience of customers, partners and investors. The competition attracted 120 applications from Australia's ICT companies and research institutions, demonstrating that innovation in Australia is very much alive and thriving.

The competition is a celebration of ICT innovation and, once again, I have had the pleasure to award prizes to winners of this competition. I commend the judging panel for their hard work in reviewing the applications and selecting the winners.

This competition would not be possible without the financial contribution of its government and corporate sponsors. I am particularly encouraged by the ongoing support from Cisco and Dell. Their continued support for the Secrets of Australian ICT Innovation competition is a clear demonstration of their commitment to Australia's ICT industry. I encourage other companies to join Cisco and Dell in support of this successful initiative that seeks to unlock the Secrets of Australia's ICT innovations.

The competition is an initiative of the Committee Marketing ICT for Australia (CoMICTA), a committee with members from the Australian and state and territory governments, industry associations and research bodies, many of whom are also sponsors and supporters of the competition.

I invite you to read the profiles of the winning companies and to learn more about Australia's leading innovative ICT companies.

A handwritten signature in black ink, appearing to read 'Helen Coonan', followed by a horizontal line.

**Helen Coonan**

*Minister for Communications, Information Technology  
and the Arts*

*Deputy Leader of the Government in the Senate*

# About the competition

The fifth Secrets of Australian ICT Innovation competition builds on the success of previous competitions in selecting and promoting Australia's most innovative information and communication technology (ICT) companies and research organisations to a global audience.

The competition provides an opportunity for all Australian organisations involved in the ICT sector to present their innovation and technology to a panel of judges drawn from venture capital organisations, media, business development and legal organisations, major ICT companies and industry experts.

It is an initiative of the Committee for Marketing ICT for Australia (CoMICTA), a committee made up of representatives of state and territory governments, Austrade, Invest Australia, the Department of Communications, Information Technology and the Arts, and industry associations.

The competition has strong government support with significant financial support provided by the Australian and state/territory governments. The 2006 competition has again received significant corporate sponsorship from Cisco and Dell.

Competition winners will have the opportunity to present their innovative technologies to customers, partners and investors both domestically and internationally. They will also be profiled in material that promotes both their innovation and Australia as an innovative nation.

The competition began in 2002 through the World Congress on IT (WCIT). The IT Business Forum, held in conjunction with the WCIT, provided an opportunity for Australia's top innovative companies to present to international delegates. A national competition was organised to select the companies to present at this forum. The inaugural Secrets of Australian IT Innovation competition attracted 217 applications from all states and territories.

The 2003 and 2004 competitions were equally well supported with winners given the opportunity to showcase their innovation to domestic and international audiences. In 2005, for the first time, winners were also given the opportunity to receive computer hardware from Dell as a prize.

# Corporate sponsors

## Cisco

Once again, Cisco® is proud to sponsor the Secrets of Australian ICT Innovation competition. We have a commitment to networking innovation and are delighted to be able to support Australian companies and organisations that demonstrate a commitment to developing innovative technologies and solutions.

Cisco is the worldwide leader in networking for the Internet. Cisco's Internet Protocol (IP) based networking solutions are the foundation of the Internet as well as most corporate, education, and government networks globally. Virtually all messages or transactions passing over the Internet are carried quickly and securely through Cisco equipment. Cisco solutions ensure that both public and private networks operate with maximum performance, security, and flexibility.

Innovation is at the heart of Cisco's industry leadership. Our Unified Communications solutions help organisations solve complex communications problems by enabling them to streamline business processes and reduce costs.

For years, companies of all sizes have been realising the benefits that carrying voice, data, and video communications across a common IP infrastructure can bring. Today, with the Cisco Unified Communications system of voice and IP communications products, those benefits are greater than ever. Instead of simply connecting products, the Cisco Unified Communications system provides structure and intelligence that helps organisations integrate their communications more closely with business processes. It also ensures that information reaches recipients quickly, through the most appropriate medium.

The Unified Communications solution saves time and helps control costs, while improving productivity and competitiveness.

Cisco believes that there is a real opportunity for Australia's ICT industry in the research, development and commercialisation of Unified Communications applications





that sit on a Cisco Unified Communications or other equivalent platform. For example, with Cisco's Unified Communications platform being web based, there is enormous potential in the areas of video, messaging, office automation, and a range of other possible applications.

The Secrets of Australian ICT Innovation has a history of unearthing exciting new local innovations which have major commercial potential. Cisco looks forward to Internet solutions, including Unified Communications applications, being prominent in this and future competitions.

Cisco would like to take this opportunity to congratulate all of this year's competition winners and to wish them future commercial success.



## Dell and innovation

For Dell, the secret to ICT innovation lies in listening to customers and delivering products and services that they really value.

For the second year running, Dell is pleased to support the Secrets of Australian ICT Innovation competition and hope it will continue to fuel innovation that matters in small, medium and large Australian organisations.

Dell is a direct partner to businesses and consumers and is acknowledged as one of the world's most admired companies. Just two decades after it was founded, Dell has made computing more affordable and accessible by revolutionising how the world shops for technology. This industry-wide phenomenon has become known as 'The Dell Effect'.

With unrelenting focus on productivity and innovation, today Dell is a leader in the global technology industry, and their leadership has helped drive their productivity. In one key metric—the number of computers built per Dell employee—

the company has seen an increase of 240 per cent in just five years. This is a jump of nearly 10 times greater than the economy at large.

The Dell Effect also expands the benefits of ICT-driven transformation to greater segments of the economy and society. Dell's aim is to continue to empower small businesses, upgrade education, modernise higher education and enable advanced research.

While many people are familiar with Dell's business model and success, less well known is the unique working environment forged since its founding in 1984. The company characterises it in a statement of corporate philosophy called the 'Soul of Dell' which serves as a guide for its actions and ultimately forms the basis of its 'winning culture'.

Dell has twice been recognised as a Best Employer in Australia and New Zealand (2004 and 2005) by Hewitt Associates, The Australian Graduate School of Management and AFR BOSS magazine.

For more details on Dell's approach to innovation please visit: [www.dell.com.au/innovation](http://www.dell.com.au/innovation)



# A judge's view



**Allan Aaron**

*Co-founder and  
General Partner  
Technology Venture  
Partners*

In the past decade, the information and communications technology (ICT) sector has undergone massive changes. These changes have provided developing ICT companies with an abundance of opportunities. The Secrets of Australian ICT Innovation competition is not only a great example of these opportunities; it also helps participants gain further opportunities both on a national and international level.

During the past 30 years, ICT industry revenues have outpaced the growth of all other industries. This year the ICT global marketplace will exceed \$3 trillion and is expected to approach \$4 trillion by 2009.

Despite this great achievement, the ICT industry is still young. The 'mainframe era', led by IBM and Digital Equipment, commenced only 50 years ago. It was later superseded by the 'microprocessor era', which commenced just 25 years ago with the PC and the rise of industry giants Intel and Microsoft. The 'Internet era' commenced a mere 13 years ago, in 1994, when Netscape entered the public domain. This outing was followed by Yahoo in 1996, eBay in 1998, and Google in 2004.

Today, we are in the 'convergence era', one of the most exciting periods in the history of the industry. In this era, ubiquitous wireless access and converged portable devices will dominate. We will also see the rise of new developments concerning the need for low cost and fast growing Internet and software companies.

Australia has a strong position in the international market, ranking as the third largest IT market in the Asia-Pacific region after Japan and China and the eleventh largest globally. With our economic growth underpinned by mining and lucrative service industries, attention to global ICT opportunity is sometimes absent. At a time where we can make our ICT mark in world, we risk letting the opportunity slip by.

We need to honour our entrepreneurs, inspire our academics and researchers, educate our public officials and demand vision from our governments. The Secrets of Australian ICT Innovation is one step in this call to action. I'm proud to be involved with the companies that have entered this year's competition and with the judges and organisers who have recognised the importance of these enterprises to the future success of the industry and to our economy.

**Allan Aaron**

*Co-founder and General Partner  
Technology Venture Partners*

# Business/Industrial (Software) Solutions



**Category:**

Business/Industrial  
(Software) Solutions

# Everyone Counts Inc

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## Innovation/customer benefit

Everyone Counts Inc have created an innovation that adds to their flagship product for serving cryptographically strong Internet ballots. Everyone Counts currently provide the most open and transparent solution for remote voting in the world. The biggest challenge for Everyone Counts is that an Internet voting website can be attacked and overwhelmed, causing problems for the submission of votes.

Their solution takes advantage of peer-to-peer technology, a technology normally used to attack and overwhelm websites. Essentially, the company is 'fighting fire with fire'. With Australians well known for voting at the last minute, Everyone Counts' new innovation also provides a solution where systems may get overwhelmed by legitimate voters.

## Company history

Everyone Counts was founded by Craig Burton who has worked with providing Internet elections since 1997. Formed in 2003, Everyone Counts was spun off from KPMG Australia.

The company has provided election systems for the United Kingdom (UK) Labour Party, several UK technical unions, the UK Department of Trade and Industry, four of the world's top five auditors, as well as many ivy league universities around the world. In 2003 Everyone Counts ran a successful pioneering Internet vote for local government in the UK and plans to greatly expand this work in 2007 under their contract with the UK Government.

The most valuable contributions to the company's expansion were an injection of United States (US) private equity, in March 2006, and the hiring of a new CEO, Lori Steele. Lori is a former money manager who has unrivaled relationships in the US and many other countries around the world. While Craig Burton remains the controlling shareholder, Lori lifts the company from its purely technical foundations to make it recognisable as a marketable and scalable solution.

## Company objectives

Everyone Counts is a for-profit business, as well as a social enterprise. Their mission is to provide and continue to research and improve systems that meet the challenges of the network, meet the requirements of transparency and then preserve the fundamental principles of safety, anonymity, equity of access and integrity.

The company has found that access to democracy varies depending on how close a person is to the election, disadvantaging those who are 'time poor', travelling, infirm or disabled, for example. The company aims to find solutions to this problem by providing new technology to curb attendance rates, which are already collapsing as paper elections become more incompatible with modern life.



**Category:**

Business/Industrial  
(Software) Solutions

# Southern Innovation

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## Innovation/customer benefit

Southern Innovation is commercialising an innovative radiation detection technology that promises faster, more accurate scanning for medical imaging, oil exploration, as well as for explosives and other contraband.

In these applications, radiation is used to 'see through' solid objects and identify artefacts of interest. These artefacts may be oil in bedrock, cancers in tissue, or contraband items in shipping cargo.

Current radiation detection systems suffer from a problem called 'pulse pile-up'. This problem occurs when a burst of radiation arrives in a short period and is recorded as one large single event, rather than many smaller ones. A pulse pile-up destroys the quality of information that can be derived from the scan as the 'information of interest' is hidden. The problem gets worse with stronger radiation sources. However, stronger sources of radiation lead to better penetration, clearer images and shorter scanning times.

Southern Innovation's technology—an advanced computer chip—deciphers the information that is usually lost to pulse pile-up. By retaining this vital information, greater detail can be captured in a shorter period of time.

## Company history

Southern Innovation was incorporated in May 2006. Their technology ideas have been developed through the University of Melbourne postgraduate study, sponsored



by the Co-operative Research Centre for Sensor Signal and Information Processing (CSSIP).

The focus of the research was to find a solution for the detection and removal of antipersonnel landmines. Southern Innovation soon realised that the solution they had developed had a significantly broader application.

They have successfully negotiated assignment of the intellectual property from CSSIP to Southern Innovation, submitted an international patent application and have been granted an Australian patent.

Southern Innovation has been successful in raising funds to support the commercialisation of their technology and have been thankful for the support of the Australian Government through grant programs such as Commercialising Emerging Technologies (COMET), the Export Market Development grant program and, most recently, the Commercial Ready grant program.

## Company objectives

Southern Innovation's core business is the development, marketing and sale (via license) of innovative technology for the detection and measurement of radiation.

Through a highly targeted business-to-business marketing strategy, they have identified and networked into a number of very significant markets reliant on accurate radiation detection. This year Southern Innovation aims to sign technology licence agreements with a number of companies throughout these markets.

The detection and removal of antipersonnel landmines remains a passion for both the founders and investors of Southern Innovation. It remains their hope that, through this technology, they can contribute to alleviating the significant burden landmines place on developing communities.



**Category:**

Business/Industrial  
(Software) Solutions

# The Performance Technologies Group P/L

(T/A PTG Global)

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## Innovation/customer benefit

XPDesigner is a visual application design and simulation tool. It allows companies and organisations to design a rich and complex application. With XPDesigner, users can test their applications to see that it will work, be usable and gain a return on investment. This can be all be done before a line of code is written or a package purchased.

It is estimated that US\$2.6 trillion was spent on information technology (IT) in 2005. The Standish CHAOS report shows 53 per cent of IT projects are 'challenged' and 18 per cent fail. By being able to simulate and test the application, business can avoid the cost and risk of failure.

XPDesigner will be to IT what computer aided design software is to architecture. It will be purpose-built by usability specialists and will require no programming to deliver a fully operational application.

Another key benefit of XPDesigner is the inclusion of systematic user interface design methodology that allows users to get the design right the first time. This reduces total development time and cost, cuts change requests during and after launch and improves user productivity and satisfaction.

## Company history

PTG Global is a leader in the research and practice of usability and user interface design. Their unique and innovative methods and services include the IT Blueprint™, XPDesign™ and Certified Usable™.

Founded in 1999, PTG Global were included in the Business Review Weekly's 'Fast 100' list in 2004. In 2005, they were national finalist for the Yellow Pages Business Ideas grant and, in 2006, they became the largest user interface design firm in Australia and won a \$437 175 Commercial Ready grant for XPDesigner.

PTG Global work with the largest finance, telecommunications and government organisations in Australia and worldwide to deliver applications and services that work for people. They are the largest Australian firm specialising in usability and user interface design. The PTG Global team are unique. They have a large team of industrial psychologists and a strong focus on research and development, spending around 10 per cent of sales on these two areas.

## Company objectives

PTG Global objective is to be a global leader in usability and user interface design. They aim to make the transition to a software product development company in the usability and user interface design space.

They also aim to grow their research and development arm to produce innovative products, services and methodologies.

PTG Global delivers effective, efficient and satisfying user interfaces and experiences for end users.



# Communication Applications



# Syntonic Technologies Pty Ltd

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## Innovation/customer benefit

The '4148 Rapid Tracking Mobile Satellite Communications Antenna' is a small, lightweight, economically priced rod shaped tracking antenna. It provides users with directional control and tracking capabilities that are substantially independent of the orientation of the antenna itself.

The antenna is ideal for applications where it is currently difficult, and/or expensive, to provide a stable operating platform for an antenna to operate from (such as on a 4WD or a cruise ship) or where a small/low profile antenna is required (such as on a handheld UHF radio or a mobile phone).

Its design can be adapted and custom made to suit any operational frequency from 200MHz through to 30GHz and beyond. This means that it can be designed to suit any form of communications equipment.

It is also capable of multi-tasking, which means that it can 'look' at more than one source of radio or satellite signal at the same time. For example, if attached to a satellite telephone, it can transmit data to a fax machine while also receiving a voice call from a mobile phone.

## Company history

Syntonic was formed in 1997 as the research and development segment of Mark and Sheree Smith's group of businesses. It is a spin off from Mark and Sheree's Darwin-based electronics engineering and contracting company, North Australian Technologies.



Syntonic has substantial expertise in on-the-move, long-distance radio and satellite communications and, through it, Mark has designed and developed the 4148 rapid tracking antenna.

The original idea of developing an antenna was to overcome the 'tyranny of distance' experienced by occupants of the remote northern regions of Australia. It was born out of Mark's technical knowledge of the limited products that were available on the market at the time. It was also influenced by the fact that he lives and works in a 'remote' area and has experienced first-hand the frustration of not being able to be in contact with the rest of Australia, and the world, when he wanted to be.

In 2005, he was successful in obtaining a much-coveted United States Patent for the 4148 antenna and he currently has both Australian and European patents pending.

## Company objectives

The 4148 antenna is currently at an highly advanced stage of development and Syntonic Technologies is now ready for its commercialisation.

Contract negotiations for manufacturing rights have already commenced and Syntonic is specifically looking towards the global defence market as its first real 'entrée' into specific national and international markets.

Syntonic's market research shows that the antenna's technology and capabilities are aptly suited for the defence market. Its ability to cope with, and adapt to, the continuous growth demands for antenna directionality, functionality and bandwidth usage by the defence market's military, naval and airforce departments makes it a perfect option for both defence applications and equipment.

Syntonic have recently received a significant number of 'expressions of interest' in regard to their antenna technology from defence orientated suppliers and departments and they are currently assisting these parties with their enquiries.



# Fluffy Spider Technologies Pty Ltd

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## Innovation/customer benefit

FancyPants enables the easy development of eye-catching and high-performance user interfaces and multimedia applications for consumer electronics and mobile devices.

FancyPants is designed for use with applications such as mobile phones, TV set-top boxes, kiosks, electronic advertising, EFTPOS terminals, automotive, medical, education, industrial and building automation. It enables embedded software developers to quickly and easily produce and modify sophisticated user-friendly interfaces and multimedia presentations.

FancyPants substantially reduces costs as it requires only minimum hardware resources. Video can be integrated like any other object that appears in a graphical user interface (GUI), with application developers free of the complexities of advanced presentation and manipulation capability.

## Company history

Fluffy Spider Technologies (FST) was incorporated in 1995 and has since gained an international reputation of providing embedded software development tools for advanced GUI and high-performance multimedia applications. Its flagship product is FancyPants.

FST also provides comprehensive and professional embedded software development services to clients such as Toshiba, VeriFone, Ericsson, Hewlett-Packard, Optus, Vodafone, Telstra, BHP and GEC.





On an international level FST provides ongoing research and development for consumer electronics and laptops to Toshiba, Japan; it also performs mobile phone development for major telecommunications companies and targets innovative original equipment manufacturers in South-East Asia.

In Australia, FST is developing a high-definition television set-top box with Internet and home media centre capabilities.



## Company objectives

FST's mission is to be a leading international provider of innovative and user-friendly software tools for embedded GUI and multi-media applications. They also provide comprehensive and professional custom development services, by:

- ▶ dramatically enhancing the end-user experience with advanced GUI and high-performance multimedia support;
- ▶ enabling clients and third-parties to rapidly, reliably and cost effectively develop, maintain and port their own embedded applications;
- ▶ providing software that requires reduced hardware resources and associated costs;
- ▶ providing software with reduced software licensing costs, as well as increased reliability and flexibility;
- ▶ fulfilling the needs of a consumer and non-consumer sectors; and
- ▶ incorporating many years of professional experience with their international track-record in providing custom embedded application software development services that span the entire product life cycle.





# Digislide

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## Innovation/customer benefit

Digismart is a miniature projector that will enable users to project large scale A3 sized images directly from a mobile phone and additional electronic hand held devices.

Digismart removes the constraints of viewing images on a small screen display, enabling users to project an image of up to a 29 by 43 centimetres. Digismart can be used as an embedded technology within a device, or as a stand-alone device for use with laptop computers

This innovative technology can be used as a professional product as well as for personal lifestyle applications. With Digismart, mobile professionals are equipped to give instant presentations from their PDAs and mobile phone users can turn a solo activity of displaying images, videos and text into an immediate social event.

With applications across a diverse range of industries including defence, medical, building and construction, and leisure, Digismart meets the needs of mobile manufacturers continually seeking differentiators for their products by providing consumers with new features. Digismart incorporates a patented, ruggedised optical engine, miniaturised circuitry and aesthetic design. There is nothing like Digismart currently on the market.

## Company history

Digislide Holdings Pty Ltd was incorporated in 2003. Historically a Research and Development company, Digislide

realised its commercialisation strength by successfully bringing its first product, the MantaRay TV and video projector in one, to the Australian market.

In the past two years Digislide has successfully achieved international recognition through the World Technology awards in San Francisco, 2006, and the Hottest Technology awards in Silicon Valley, 2005. In addition to this they were named a 'Top 100 Global Innovator' by analysts, the Guidewire Group, in March 2006. These accolades have led to demonstrations in the United Kingdom, United States, Spain, China and throughout Australia.

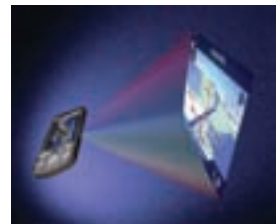
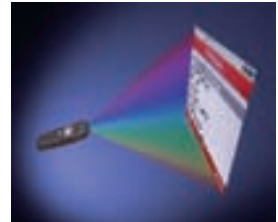
Their international success, coupled with their highly experienced executive level business development specialists and finance manager, will ensure Digislide continues to display an aggressive, yet balanced approach to the ICT market.

## Company objectives

Digislide is currently seeking urgent capital injection to ensure that it can swiftly complete development and commercialise or license its technologies.

Digislide has an extensive product road map in place for Digismart. They have formed many strategic alliances to enable expeditious entry to global markets. This includes industrial design group Astro Studios, designers of the Microsoft Xbox 360, who are located in San Francisco. Digislide also has Mutual Confidentiality Agreements signed with a number of global icons in the consumer electronics and telecommunications industries.

The only perceived impediment to securing a licensing or distribution deal is the availability of a production ready prototype. Digislide is fully cognisant of the time versus technology tension, and is committed to maintaining its current impetus to commercialise Digismart.



# Leopard Labs

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## Innovation/customer benefit

Leopard Labs is a leading developer of integrated security and content filtering solutions for mobile phones. Their unique solution offers significant up-front savings to mobile phone users wanting controlled access to the Internet and other forms of security or filtering.

Their innovation allows carriers to continue to push high revenue-generating data services to all of their customer segments; safe in the knowledge that content is filtered appropriately and meets any regulatory requirements that are imposed.

It supports government and Internet regulatory agencies in their desire to protect children from pornographic materials and cyber bullying and allows parents to control and manage the content their children see on their mobile phones.

It also assists businesses to ensure that mobile usage is appropriate and secure and lets handset manufacturers ensure the security of handsets and operating systems.



## Company history

Leopard Labs was formed in 2005 to research and develop innovative mobile security and content filtering technology. Following a successful prototype, the innovation was patented in Australia, then internationally through the patent cooperation treaty.

Leopard Labs have spent two years developing their solution and working with prospective customers. In the next two months they will complete their internal testing and documentation. After testing they expect to launch a pilot project with one of Australia's largest carriers.

## Company objectives

Leopard Labs' vision is to build a commercially successful and highly respected business that fosters a safer Internet community. Leopard Labs aim to provide greater choice and flexibility to carriers, businesses, parents and all mobile users through a socially and regulatory responsible suite of innovative software solutions.



# Commerce



# Peregrine Semiconductor Australia Pty Ltd

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## Innovation/customer benefit

Integration has been the primary driver of value creation in the semiconductor industry over the past 40 years. RF integrated circuits represent the next wave in this value. With customers viewing integration as the key to competitive advantage, the Peregrine UltraCMOS™ process gives customers the tools to gain this competitive advantage.

Peregrine Semiconductor Australia's (PSA) products are based on its patented sapphire Ultra Thin Silicon (UTSi®) Complementary metal-oxide-semiconductor (CMOS) wafer fabrication process called UltraCMOS™. UltraCMOS™ has substantial advantages that include lowering cost and power consumption, elevating levels of integration and giving superior RF performance. These features are an advantage in military, satellite, photonics, mobile phones and WLAN applications.

UltraCMOS™ products are already proven in cellular base stations and in mobile devices. These devices will be used as a starting point for higher performance and more highly integrated products based on 0.25 micron UltraCMOS™. PSA has a customer list of over 200 active customers and they have garnered design wins at major wireless product manufacturers including Qualcomm, Alcatel, Mini-Circuits and many others with a phase-locked loop (PLL) and mixer integrated circuits (ICs). With the next generation process, these highly integrated RFIC products are being designed to substantially reduce costs and power, and to minimise the board area for the next generation of mobile phones and wireless Internet appliances.

## Company history

PSA is a leading developer of high-speed RF-CMOS ICs for wireless and fibre-optic communications. Their site at Homebush was established by AWA 19 years ago then was acquired by Peregrine Semiconductor Corporation, a private company based in San Diego, in 2000. This acquisition led to a \$30 million injection in capital supporting major local research and development projects. PSA currently employs 75 people and has a turnover of \$25 million.

The capability of the technology enables PSA and its customers to design highly innovative applications and the HaRP range of RF switches, used in high-end mobile phones, is the latest example of their capability.

This innovative design allows the mobile phone industry to combine a GSM and WCDMA phone by reducing the third harmonic distortion of the antenna switch to a level that the GSM signal will not block the CDMA signal. This is of critical importance as far as regulatory standards and the product is endorsed by companies such as Nokia, Murata, Epcos, Motorola, LG and Samsung, all multi-billion dollar companies.



## Company objectives

PSA is committed to building the semiconductor industry in Australia. Their objectives are to create a vertically integrated, indigenous microelectronic industry in Australia and link all available design resources that are relevant to RF analogue design.

In addition to this, they aim to leverage the extensive but fragmented Australian support operations and create an international awareness of the Australian RF design skills.

These objectives will be achieved through the establishment of a high-technology cluster around a new state-of-the-art fabrication facility that will support a highly skilled infrastructure.



# Morton Blacketer Pty Ltd

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## Innovation/customer benefit

CellarDoorMETRICS is a revolutionary, web-based performance monitoring system for winery cellar doors. It identifies how much cellar door visitors spend and on what items. It also identifies how successful cellar doors are at getting visitors to purchase their products and what influences their purchases.

Cellar doors can register online to update their sales data, with real-time, web-based analytics combining this information with wine tourism data. This comparative analysis then lets cellar doors benchmark their performance against competitors and tourism statistics, allowing them to identify gaps in their business model and opportunities for improvement.

Bruce Tyrrell, Chair of the Australian Wine Tourism Alliance (AWTA) says that 'with this program, Australian wineries can now have reliable comparative and benchmarking data that is better than anywhere else in the world'. He also anticipates that the value of this information will expand well beyond individual wineries.

Bruce also claims that 'the Australian wine industry will benefit from the CellarDoorMETRICS data right across the board. At regional, state and national levels, the industry will be armed with hard numbers about the true value of wine tourism, giving a huge shot in the arm to government funding applications and lobbying efforts.'





## Company history

Morton Blacketer Pty Ltd is Australian owned and Adelaide-based. In 1996, the company commenced trading to provide IT consultancy and software development services.

Morton Blacketer has rapidly gained a reputation for their expertise, understanding and flexibility, along with their provision of high-quality and cost-effective business solutions. This reputation is largely through their ability to understand their clients' business needs and to identify the appropriate technology. Morton Blacketer then creates a solution that helps clients to achieve their goals.

Morton Blacketer's custom business solutions fall into four main categories—e-business, software solutions, IT consulting and systems administration.

In addition to CellarDoorMETRICS, Morton Blacketer is also the developer behind solutions such as VineAccess and MapPortal.



## Company objectives

Morton Blacketer's goal is to capitalise on their investment in proprietary technology through creating the right partnerships that facilitate Australian implementation and access into export markets.

CellarDoorMETRICS is a great example of Australian leadership in the wine industry and is a result of collaborative efforts of wine and tourism. As a world first, it has the potential to become a significant tool in the development and measurement of the wine tourism sector in export markets. The innovative technology has already begun to generate demand from associated tourism sectors, such as restaurants and accommodation.



# MassMedia Studios

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## Innovation/customer benefit

Traction is a web-based digital relationship marketing platform that allows clients to develop deeper relationships with their customers by delivering the 'right message to the right person at the right time'.

The benefits of Traction include the:

- ▮ ability to conduct integrated digital marketing using multiple channels to increase customer reach and improve customer engagement and brand experience;
- ▮ improved understanding of customers and the digital channels through which businesses can communicate with them;
- ▮ simplifying of the management and administration required with running a multi-channel campaign, through the provision of all digital marketing needs in a single platform;
- ▮ ability to quickly identify what will make future campaigns more successful using the real-time campaign insights and reporting; and
- ▮ cost and time savings of using Traction's in-built campaign functions (e.g. survey, competition and send-to-friend engines) instead of custom developing these components.

Traction empowers businesses to quickly and efficiently implement a wide variety of digital marketing campaigns without technical assistance because of its easy to use interface. An advantage to Traction is that, being a web-based and hosted application, Traction requires no upfront IT investment.

## Company history

MassMedia Studios is a digital communications company that was founded in 1999. They have a clear vision to deliver communications solutions across all digital channels, including Internet, mobile, email, multimedia and interactive television.

Since its inception, MassMedia Studios has grown to become a global company, with offices in Sydney, New York and London serving a range of mid-to-large companies, government departments and not-for-profit organisations.

MassMedia Studios has four business units—Interactive Agency, E-Learning, Custom Solutions and Products (Traction).



## Company objectives

MassMedia Studios aim to significantly expand their global Traction customer base and continually develop the platform to be the leader in every area of digital communications.

They also aim to further enhance the Traction value proposition by opening existing application programmable interfaces to third party application providers.

By educating the marketing-communications industry about the benefits of a single customer view across communication channels, MassMedia Studios look to increase their profit to grow their business and further extend their research and development efforts.

MassMedia Studios would like to see Traction adopted as the digital relationship marketing platform of choice by all major companies and their agencies in Australia and overseas.



# Security



# Quantum Communication Victoria

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## Innovation/customer benefit

Quantum Communication Victoria's (QCV) innovation introduces a new way to transmit data with 100 per cent security. The technology utilises single particles of light, otherwise known as photons.

The current limitation that faces QCV systems is the requirement of a light source that produces individual photons on demand in normal environmental conditions. QCV's innovation provides an immediate solution to this limitation and, by replacing the current technology with QCV's on-demand single photon source (SPS) module, it will drastically improve the performance of existing commercial Quantum Cryptosystems.

The SPS module will guarantee customers and businesses that their data and information is fully protected from theft. The module will also be reproducible, at low cost, on a commercial scale and is based on diamond—the only material capable of delivering single photons reliably at room temperature over a prolonged time.

Diamond crystals are directly grown onto the tips of optical fibres using a proprietary technique, allowing the single photons emitted from the diamond to be coupled directly into the optical fibre core and transmitted.

## Company history

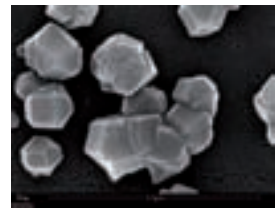
QCV was established in mid-2005 after gaining a \$3.3 million endorsement from the Victorian Government to



move its technology from the lab bench to prototype. The initial innovation was developed at the University of Melbourne, School of Physics where the QCV is based.

The QCV was established as an unincorporated joint venture between three companies (MagiQ Technologies, Silicon Graphics, Qucor) and the University of Melbourne. The QCV has an Executive Board and an Industry Advisory Group who provide valuable advice and strategic direction.

QCV's team consists of expert research and engineering personnel across the fields of photonics and material science, as well as a management and marketing team to drive product development and commercialisation. Furthermore, QCV has set up several key laboratory and product development facilities with a specific focus on device fabrication, SPS characterisation and photonic device packaging.



## Company objectives

QCV will acquire a return on its investments from contract work, licensing of intellectual property, sale of devices, facility rental and equity in 'spin-off' companies or a manufacturing joint venture. The QCV also aims to engage investor interest in their innovation model in order to raise capital for the establishment of an incorporated entity.

In addition to working towards its commercial objectives, the QCV is also actively involved in engaging and educating the community and industry bodies in its key research areas. The initial market being targeted with the QCV SPS module is the quantum cryptography market. This is an emerging market which is projected to grow significantly.

The QCV joint venture partnership with MagiQ Technologies, the commercial leader in Quantum Cryptosystems, provides QCV with a direct path to global markets in communications security. Additionally, QCV will continue to develop commercial partnerships with multiple original equipment manufacturers and system integrators.



# Softection Pty Ltd

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## Innovation/customer benefit

Digital Asset Protection (DAP) is object-level electronic data protection. The process includes encryption, tracking, logging and control of chosen confidential information. The innovative security product steps beyond firewalls, which can be bypassed by smart hackers or trusted people with passwords. The DAP platform completely controls an organisation's most valuable asset—their confidential data—and stops it being leaked.

The DAP patent pending technology solves one of the greatest security issues of 2007, data leakage.

According to [www.privacyrights.org](http://www.privacyrights.org) 'over 100 million data records of US residents have been exposed due to security breaches since Feb 2005.' Thirty-four American states have passed laws requiring organisations to notify each individual person that their data has been exposed and offer them assistance, costing companies suffering a breach an average of US\$12 million for each lost laptop. The only way they don't have to suffer this cost is if they can prove they have used software like Softection DAP to protect the data.

Another benefit is that boards of directors can freely exchange highly confidential electronic documents about sensitive topics without providing administrators in the IT department total unrestricted access. Government agencies can manage highly sensitive tender processes without worrying if the data was leaked, with logs automatically generated for governance and compliance.

## Company history

Softection Pty Ltd is a privately held software company founded in 2003. The original research and development (R&D) funding was to build a software solution to protect confidential information from being leaked by trusted employees.

The efforts produced a software platform that is very powerful, easy to use and unique to the market. Patents are pending for the DAP platform and are expected to vest in February 2008.

Softection has had expressions of interest for the DAP platform from around the world. The Indian government is sending a delegation out to review the product for inclusion in their data protection initiative, and distributors and Systems Integrators in the US, Canada, England, Singapore and Indonesia are in negotiations.

## Company objectives

Softection's first objective is to establish itself as Australia's number one digital asset security software company. With a firm foundation in Australia, they can then launch into North America. With strong partnerships in Texas and San Francisco, the company business plan has them opening an office in the US by February 2008.





# Lockstep Technologies Pty Ltd

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## Innovation/customer benefit

Lockstep Technologies' innovation, STEP-WISE, radically enhances privacy for consumers transacting on the Internet.

STEP-WISE is a unique extension to existing smartcard platforms. It is used to de-identify highly sensitive transactions, such as e-health record entries, welfare entitlements and payments instructions, e-voting and more.

With the tagline 'safety in numbers', STEP-WISE encapsulates identifiers or customer reference numbers and seals them cryptographically into a smartcard. It firewalls each identifier, removes all extraneous personal detail and linkages, and puts all identifiers back under the sole control of the consumer. It ensures that when an identifier is presented online, it is identified as legitimate and it is used with consent.

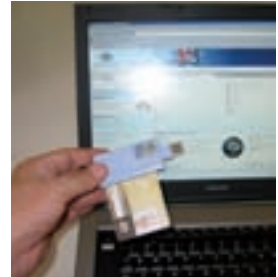
The benefits of STEP-WISE are that:

- ▀ identifiers cannot be cloned, counterfeited, or copied illicitly from one card to another;
- ▀ transactions contain the bare minimum personal information and cannot be cross-linked;
- ▀ for greenfield projects such as e-health records, total anonymity is possible and transactions cannot be re-identified without the smartcard and therefore the cardholder's express consent; and
- ▀ every transaction bears a tamper-proof 'pedigree', proving it originated with consent from an authentic smartcard, carrying a *bona fide* identifier.



## Company history

Lockstep Technologies and sister company Lockstep Consulting were founded in 2004 by Stephen Wilson, a leading international authority on identity management and authentication. Lockstep Technologies undertakes internally funded research and development (R&D) into smartcard based solutions for privacy, mutual authentication, and digital rights management. Their consulting arm provides independent research, analysis and advice in e-authentication and digital identity, and acts as a market research conduit into their applied R&D activities.



## Company objectives

Lockstep Technologies' primary business objective is to research, develop and commercialise innovative solutions for privacy and security, based on digital identity devices such as (but not limited to) smartcards.

Their current priorities are a set of unique solutions for de-identifying e-health transactions and mutual authentication to combat web fraud and phishing. The Lockstep business model is based on wholesaling core intellectual property licences to smartcard scheme owners such as banks, government agencies and systems integrators that build smartcard systems.

Lockstep Technologies' short to medium-term tactical business objectives are to:

- ▶ deploy its core intellectual property in partnership with multinational implementation partners in Australian smartcard opportunities, and so create revenue;
- ▶ build on their local successes to take Lockstep Technologies into targeted overseas market segments;
- ▶ extend Lockstep Technologies' international patent protection;
- ▶ re-invest license revenue in further applied R&D in digital identity devices and extend their patent portfolio; and
- ▶ evaluate further opportunities for STEP-WISE.



# Learning



# Sydac Pty Ltd

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## Innovation/customer benefit

Sydac's innovation, Hazard Perception and Situational Awareness Training (HAPSAT), is the world's first training simulator of its kind. It allows personnel to train collaboratively, in realistic situations, whilst in the safety of a classroom.

HAPSAT trains multiple personnel in complex situations that require collaboration and may only happen once in a lifetime. HAPSAT enables personnel to train for real-life situations, as a team, regardless of individual location.

Typically, emergency training is too dangerous and costly to undertake outside of simulation. Using HAPSAT, personnel can develop emergency strategies and practice 'what-if' scenarios. Personnel can also review the impacts of their decisions.

## Company history

Sydac has been at the forefront of the commercial application of simulation technologies since it was formed in 1988. They pioneered the use of simulation in Australia and are now providing solutions to customers both nationally and internationally.

Sydac opened its United Kingdom office in 2006 to provide marketing and support for simulators delivered to Sydac's growing customer base there.



Sydac's business culture is based on developing new ideas, creating excellent solutions and delivering high levels of customer service. Their ability to form long-term business relationships is well established—they have been working with many of their customers for more than a decade.

Sydac differentiates itself by approaching difficult problems through innovation, offering clients tailor made solutions rather than standard products. Through actively listening to their customers and delivering leading edge solutions, Sydac is positioned to take advantage of the increasing demand for their products within their target markets through superior quality, value and service.

## Company objectives

Sydac's vision is to become a global leader in applied simulation in specific niche markets. Sydac has the technical skills and experience to turn this vision into reality and the business strategy.

Sydac has identified opportunities for HAPSAT technology in both local and international markets. As a result of heightened concern with homeland security, some international opportunities exist in the United Kingdom and the United States.

In 2007, a major focus of Sydac's marketing will be to promote HAPSAT technology and Sydac as a successful Australian company, competing internationally.



# CADRE

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## Innovation/customer benefit

The CADRE Animated Figure Engine (CAFÉ) is an innovative Learning solution.

Textbooks, learning systems, educational websites, and training manuals are typically full of complex data-driven figures such as graphs, diagrams and other visual representations of data.

Using CAFÉ helps learners to avoid going into cognitive overload by building the graph in stages with explanations if required. CAFÉ makes the graphs interactive to allow both exploration of the data and evaluation of their interactions. The system provides automatic feedback to address learner's misconceptions and performs in a format that works with any learning system. CAFÉ does all of this at a price that allows content developers to cover every graph/figure in their material.

## Company history

CADRE is a learning development and design company that grew from the Centre for Applied Design, Research & Education, at University of Western Sydney (UWS) in 1995. Since 1998 the company has been separate, operating with its own staff and resources. However, UWS remains a shareholder and CADRE continue to perform research projects with them.

CADRE consists of 22 programmers, researchers and designers working mainly with United States publishing firms, Australian education providers, and corporate clients. The company is based in Ultimo, Sydney, and has staff

located in Canberra, San Francisco, London, Paris and a small usability research lab at UWS Kingswood campus.

Over the last ten years, CADRE has gained a great deal of expertise from developing sophisticated learning content—more than \$17 million worth—for the world's largest publishers and educational providers. Combined with their productivity tools, they can develop high quality learning experiences at lower costs, achieving better learning results.

CADRE's passion is to design learning materials that easily convey difficult concepts, in a solution that is visually engaging, intuitive and effective for the users, and flexible for changing organisational needs.



## Company objectives

CADRE design has three distinct, but related, objectives. They are:

1. helping learners to master concepts that have proven difficult to grasp and retain when using traditional training methods;
2. helping trainers and teachers to understand how their learners are performing by ensuring that the content genuinely assesses whether the learning objectives have been successfully mastered; and
3. helping managers to measure the performance of the learning solution.



CADRE's mantra is 'better learning outcomes at lower cost'. To measure this, they focus very closely on measuring the performance of the content.

CADRE's objective for the next 18 months is to build their client base. They believe they can do this better than their competitors by drawing on years of experience in developing learning content for the education sector. This experience combined with their own research and that of others in the field, gives CADRE an insight into what works and does not work in an online context and leads to improved learning outcomes in educational and training settings.





# ReadOn Pty Ltd

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## Innovation/customer benefit

ReadOn is a new learning tool that taps into the natural strengths of the dyslexic thinking style to build certainty, confidence and enjoyment in reading. The product is a highly interactive software system that serves as a learning tool for children and adults with reading difficulties.

ReadOn has been designed with maximum versatility in mind. Age and interest appropriate text can be typed, pasted or scanned into ReadOn. Students can select from a wide choice of fonts, colour schemes and voices, providing them with ownership of their learning and allowing them to find excitement in reading, sometimes for the first time.

Though designed with a dyslexic student in mind, ReadOn also has many mainstream classroom applications. There is also significant potential for ReadOn in addressing the needs of people with disabilities and for students learning English as a second language.

ReadOn is well suited for the visual or kinaesthetic thinker. It builds certainty and confidence around word recognition. It builds knowledge of the sequential ordering of letters in words and allows difficult words to be 'auto-logged' for individual students. Methods are complimentary to, but not reliant on, phonic approaches and therefore recommended for students with low phonemic awareness.

## Company history

ReadOn Pty Ltd is a West Australian company that has developed a revolutionary new means for people with





reading difficulties to learn in a suitable and proactive environment that pays special attention to their needs.

The motivation to create ReadOn came from the company directors' own daughter, now 11, who was diagnosed with dyslexia at the age of seven. They began to create a software program that they felt could support the child with not only learning to read but also assist her with reading all information texts.

The thrill of watching their child enjoying independence in the reading process and her renewed motivation to read made them realise they had created a software program that needed to be shared with other people with reading difficulties—and so ReadOn was born.



## Company objectives

ReadOn's objectives are to:

- ▶ develop innovative assistive technology products and services to meet consumer needs;
- ▶ ensure ReadOn offers superior value to both customers and retail partners;
- ▶ form collaborative and reliable relationships with suppliers;
- ▶ explore and evaluate opportunities to work with other players in the global assistive technology market;
- ▶ ensure ReadOn obtains and maintains the financial resources that will allow it to continue to grow and innovate;
- ▶ raise awareness of its products and services as well as awareness of dyslexia and learning difficulties in the wider community;
- ▶ maintain a responsible community presence through leadership and stability; and
- ▶ have fun.



# Emona Instruments Pty Ltd

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## Innovation/customer benefit

net\*TIMS (Telecommunications Instructional Modelling System) is laboratory equipment designed specifically for university-level telecommunications and signal processing courses. The equipment is controlled by students across the Internet or local area network (LAN).

net\*TIMS is an open-ended telecommunications modelling system that can implement practically any form of modulation or coding. It is based on Emona Instruments Pty Ltd successful TIMS laboratory hardware.

The innovation in net\*TIMS is that one set of hardware can now be used by up to 20 students simultaneously, irrespective of their physical location. Each student can have a unique session and experiment experience without contending with interference by other students logged on at the same time. A lecturer can also view and assist students with their experiments and students can collaborate if permission is granted to do so.

net\*TIMS is the first, and currently the only, solution that addresses the 'hardware controlled at a distance' issue in the area of telecommunications transmission theory and signals and systems.



## Company history

Emona Instruments Pty Ltd was established by Alfred (Fred) Breznik in 1979. They specialise in the marketing and sale of electronic and electrical test and measuring instrumentation and technical teaching equipment.

Since 1987, Emona Instruments has also been involved in research and development (R&D), and manufacturing of TIMS, and now net\*TIMS. These products have been well received and have proven their success by serving tens of thousands of students in more than 15 countries including the United States, Australia, Korea, Taiwan, England, Italy, the Middle East and Mexico.

Emona Instruments was assisted by Austrade to open up in the North American market in 1998, which has become an important and lucrative market for their products. Emona Instruments repeat customers include prestigious institutions such as Princeton, Rutgers, Georgia Tech and the Johns Hopkins University.

## Company objectives

Emona Instruments is actively marketing net\*TIMS to all universities or colleges implementing a distance learning electrical engineering program.

Through the assistance of Austrade they hope to achieve recognition and promotion for a flexible Internet controlled hardware/software solution, where the initial application in telecommunications and signals and systems lab experiments can be accessed from a remote location.





# Seeing Machines Limited

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**Dr Nick Cerneaz**  
*Chief Executive Officer*

## Innovation/customer benefit

The TrueField Analyzer will be the world's first objective and non-contact visual field perimeter, a device used by doctors to detect and manage diseases like glaucoma. Currently perimeters are subjective and/or based on clinically/commercially unacceptable technology within this market segment.

The subjectivity leads to measurement unreliability and tremendous test uncertainty for the doctor. The standard tests are long and frustrating for patients who often find them complex, mentally draining, and lead to appreciable anxiety.

By contrast, the TrueField Analyzer is both objective and fast. It gives doctors significantly improved confidence in the visual field measurement and drastically reduces the difficulty, anxiety and frustration for the patient.

The product embodies revolutionary and innovative technology to achieve its functionality. It combines patented visual stimulus technology licensed from the Australian National University (ANU) with Seeing Machine's own unique pupil tracking and measurement technology.

## Company history

Seeing Machines was formed in 2000 with a portfolio of head pose and eye gaze tracking technology and a vision to enrich the experience of human-machine interactions with natural vision based systems (computer vision technology).



From this foundation, the company has:

- ▶ worked with the automotive industry to develop driver distraction and fatigue monitoring systems/products;
- ▶ introduced the *faceLAB™* product range;
- ▶ licensed technology from the ANU underpinning the TrueField Analyzer and supported development of the product;
- ▶ developed an application programming interface to the core tracking technology and built a growing business supplying that technology to original equipment manufacturers;
- ▶ developed an international distributor network;
- ▶ grown from its initial handful of employees to today's 35 full-time staff;
- ▶ raised development capital through a number of private funding rounds; and
- ▶ received a large number of industry and peer awards.



## Company objectives

The company's mission is to enrich the experience of human-machine interaction with natural vision-based interfaces.

Translating this into practical terms, Seeing Machines' objective is to be a world leader in providing advanced computer vision software algorithms that solve problems and enable their customer's own business ventures.

Their business model is based on generating licensing and royalty income in return for access to the company's technology. They aim to work in partnership with their customers, helping them to solve their own issue and thereby building value in their offering.



# Fred Bergman Healthcare Pty Ltd

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## Innovation/customer benefit

The SIMPAD™ system is an innovative monitoring and management system designed to assist in the care of elderly and disabled people who suffer from incontinence. The system improves the accuracy, timeliness and reliability of the data collected on incontinence and as a result, facilitates more effective and efficient practices for its assessment and monitoring.

Unlike similar products, SIMPAD™ is disposable and therefore can be integrated into existing practices using disposable pad products. This makes SIMPAD™ feasible as a solution for the assessment and evaluation of incontinence, as well as the ongoing management of the condition.

The product delivers benefits to the sufferers of incontinence and to the care staff who look after them. These benefits include:

- ▀ reduced workload—subjects can be checked more efficiently;
- ▀ improved skin integrity—subjects are left in soaked pads less often;
- ▀ reduced odours and cleaning—subjects have less frequent overflow or leakage from pads;
- ▀ better quality care—more accurate continence plans are put in place; and
- ▀ lower barriers to implementing quality care planning—reduced workloads associated with incontinence assessments.

## Company history

The late Dr Fred Bergman registered the first patent on the Fred Bergman Healthcare FBH core technology in 1994. The original idea was conceived as a result of Dr Bergman's experience and direct involvement with residential aged care in the 1970s and 80s in Melbourne.

His observations of the inadequacies of continence management in nursing homes led him to design and develop a prototype system for the more effective assessment and management of incontinence. Over 10 years, Dr Bergman gathered a multi-disciplined team around him and was actively involved in the planning of the clinical trial when he died suddenly in January 2005.

The clinical trial was funded by the Department of Health and Ageing as part of its Clinical Information Technology in Aged Care program. The trial was conducted using a prototype device in 2006 at Dava Lodge in Victoria. In that year, the company was also selected for the Commercialising Emerging Technologies (COMET) program.

The clinical trial is now complete, and preliminary findings confirm that the system introduces significant efficiencies and improvements in quality of care. The final results will be released in March 2007.



## Company objectives

Fred Bergman Healthcare's objective is to improve the cost and quality of care through the introduction of technologies that help carers and clinicians monitor and evaluate their subject's condition.





# Medtamic

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## Innovation/customer benefit

MD Analyze represents a significant breakthrough in medical information technology. It allows for more than 25 billion clinical concepts, previously kept as free text, to be codified and managed electronically. The system is fully integrated with existing electronic medical records and is compatible with new eHealth initiatives in Australia and overseas.

The innovative elements of the MD Analyze family of clinical information systems are recognised by a United States patent. Further patent applications have been lodged to ensure that legal rules for privacy, relevance and patient consent can be practically applied in the delivery of healthcare.

Some benefits of MD Analyze can be displayed through cost reductions flowing from the practical implementation of the principles for evidence-based medicine, improved guidelines for clinical decision-making, standardised use of clinical pathways and reductions in preventable errors and adverse events that require additional care.

## Company history

The company's vision is to give clinical performance its rightful status alongside service performance and financial control in the delivery of healthcare. It supports the trend to manage healthcare by quality, rather than activity measures.

Medtamic was incorporated in Australia in 2000 with a beta version of a neurosurgery database used for the collection of



research data. Beta sites were established at Prince of Wales Hospital in Sydney and Royal Melbourne Children's Hospital where the program was used by surgeons for clinical audits, research and operation reporting.

Since 2003, Medtamic has executed a business plan for the commercialisation of enterprise software database applications. These applications assist neurosurgeons, spine and orthopaedic surgeons to collect and report data on their procedures, patient outcomes and complications.



## Company objectives

The Medtamic business strategy is to supplement experience with early adopter customers in the United Kingdom, United States and Australia, with an aggressive strategy to reach the addressable global market. The company plans to supplement software licensing revenue by providing a valued data aggregation service to enhance the benefits obtained from the MD Analyze database system.

To execute this strategy, they will:

- ▶ establish locally based companies in Europe, the United States and the Asia-Pacific and license the necessary intellectual property rights and patents for the technology to each new entity;
- ▶ develop local hospital and regional centre's of excellence;
- ▶ establish clinical data centres in the key clinical services relating to cancer, stroke, joint replacement and spine surgery, radiosurgery and pain management;
- ▶ establish direct distribution channels to surgeons through their professional organisations and the major device companies that already support their collection of clinical data; and
- ▶ create joint venture entities with related professional service organisations for sales, distribution, implementation and systems integration and for data aggregation.



# Entertainment



# Cylo Technology Pty Ltd

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## Innovation/customer benefit

Cylo Technology's 3style mouse is an innovative new take on the wireless mouse. The puck-shaped mouse rotates freely in addition to 'normal' mouse operation, providing extra dimension of input. The mouse is ideal for a range of entertainment applications, including video and audio control, by providing a professional 'jog wheel' control and rotation of on-screen knobs, gaming control and 3D input for both professional and home users.

The mouse also provides exceptionally smooth, continuous scrolling in standard PC applications with a similar user experience to the Apple iPod. Ergonomic advantages include eliminating finger strain associated with scroll wheels and fixed hand positions.

The availability of a simple, effective 3D input device is a key barrier to the uptake of 3D software applications, including Virtual Reality. It is expected that significant long term growth will be realised from emerging applications.

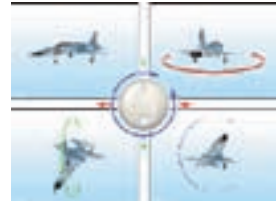
The 3style mouse and its fundamental operating principles are protected by a granted United States patent with a second Patent Cooperation Treaty (PCT) application allowing worldwide protection of many design features.

## Company history

The technology behind the 3style mouse originates from a 2002 university project of Cylo founder Laurence Crew. In October 2005 Laurence took up residence at Australian



Technology Park (ATP) Innovations to commercialise the mouse. Laurence was awarded a Commercialising Emerging Technologies (COMET) grant for the project in May 2006 and founded Cylo Technology Pty Ltd as the vehicle for the mouse and subsequent initiatives.



Laurence and team members Mindy Meehan and Lou Baker took part in the New South Wales Enterprise Workshop program in Autumn 2006 and won 'Best Marketing Plan' and overall 'Best Business Plan' for the Cylo Technology business plan at the annual awards later that year.

In October 2006, Cylo brought on board Chris Howells, founder of NetComm Ltd, as an external advisor. Chris's depth of experience in technology marketing has been of great assistance.

Cylo exhibited the 3style mouse prototypes at the Consumer Electronics Show in Las Vegas in January 2007. With an excellent response from potential customers and partners, Cylo is set to make the mouse into a commercial reality in the near future.

## Company objectives

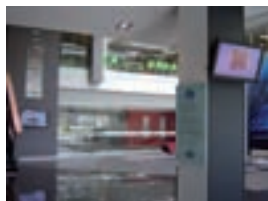
Cylo's immediate objective is to commercialise the 3style mouse in conjunction with global partners to achieve the best possible consumer market penetration. Cylo is currently in negotiations with several potential partners to either license the technology to manufacture under their own brand, or to invest in Cylo to produce, promote and market test the product.

Cylo's overall objective is to improve interaction between people and technology through elegant products and software solutions, and to leverage the exceptional talent available in Australia to create world class products and solutions.



# PIVoD Technologies

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## Innovation/customer benefit

PIVoD's Solo Multiplayer is an innovative software solution designed to simplify the management and playback of multiple media formats. These formats include MPEG, WMV videos and various image types, as well as PowerPoint, Flash, html and other executable programs.

Solo Multiplayer is a high quality, reliable solution for the presentation of multimedia content to display devices. It is ideal for applications where mixed media is required and it can be displayed on any screen type, including LCD, plasma and projector.

Solo Multiplayer can control the power and media for a single display in a small business to multiple displays in retail, corporate or commercial venues. It is flexible and scalable and adaptable for any environment. Its ease of use in the control of these devices and multimedia, through one simple web browser interface, is one of the differentiating factors of the solution when compared to other available control devices.

Solo Multiplayer has been developed from PIVoD's award winning core technology, the PIVoD Media Platform. It is a standalone system with in-built content management, playlist management, simple power control and scheduling features.

## Company history

PIVoD Technologies is part of PIVoD Group Limited, an Australian company focusing on leading edge technologies. The company develops and delivers the highest quality digital media-on-demand and device control systems to cultural venues, public spaces and corporate facilities around the world.

PIVoD Technologies has implemented many multimedia delivery and control systems in Australia and around the world. Having grown out of an audio visual company, the design and capabilities of audio visual equipment is inherent in their software centric digital solutions.

PIVoD Technologies is an early adopter and developer of digital technologies. Through its development of the award winning PIVoD Media Platform, it has revolutionised media streaming, media delivery and device control systems for a range of markets.

PIVoD Technologies has established offices in Connecticut, Louisiana and the United Arab Emirates, as well as Sydney, Melbourne and Perth.



## Company objectives

PIVoD Technologies' objectives are to develop and deliver the highest quality digital media-on-demand and device control systems to cultural venues, public spaces and corporate facilities around the world.

Using leading edge technology, such as the PIVoD Media Platform, PIVoD Technologies' develop cost-effective, reliable and scalable solutions to simplify the control of audio visual equipment and spaces.



# Rising Sun Research

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## Innovation/customer benefit

cineSync is the first public, commercially available services able to review, annotate and synchronise the viewing of digital frame-based media remotely. cineSync doesn't stream the media itself. Instead, it synchronises the 'control' data through the company's server network: the playback, drawing and text commands of media that are already present in both locations. This keeps the bandwidth requirements extremely low, and enables a truly secure collaboration of confidential media across the open Internet.

In this way, cineSync is not a distribution or streaming facility, but rather a secure, collaborative media review technology. Existing workflows to address the global distribution of creative production are either error prone or expensive and impractical: telephone conversations while reviewing footage 'blind' (i.e. no synchronisation) is slow, frustrating and often inaccurate; and personal over-the-shoulder reviews are costly and have limitations.

## Company history

Rising Sun Research (RSR) was incorporated in April 2000 as a technology spin-off of the highly successful visual effects studio, Rising Sun Pictures.





Over the past seven years, RSR has built an international clientele and world-class reputation for delivering solutions into the film and visual effects market. Two years ago RSR undertook the development of a new product, cineSync, with the backing of an Austrade research and development grant.

Since then, the company has completed a successful international commercial launch, secured international clients (including Disney, Pixar, and several A-list Hollywood film productions, like *Superman Returns* and *X-Men 3*), and were recently honoured with ANZA Technology Network's 'Hottest Technology' award in Silicon Valley.

## Company objectives

RSR is thriving in the early stages of a corporate strategy that positions the company as a Commercialisation Engine; a company focused on bringing to market intellectual property developed in-house through their technology incubator. These are sourced externally from the public research sector through programs like TechFast, or acquired directly from the commercial sector.

cineSync is a key example of this strategy in execution. RSR rapidly prototyped a concept and seeded in the market early, built a strong, international client list and is continuing to build a compelling commercial operation around the product and its technology.



# About the judges



## Allan Aaron

Allan Aaron is the Director and General Partner of the Australian venture capital firm Technology Venture Partners (TVP). Allan co-founded the firm in 1997 and, since then, it has grown to be one of Australia's largest independent venture capital firms, managing \$220 million in funds.

Allan sits on the boards of several TVP investee companies and is on the IT Committee of the Industrial Research and Development (IR&D) Board responsible for providing grants to Australian technology companies. Prior to forming TVP, Allan was a founding executive of the Australian Technology Group (ATG), which was a government sponsored venture capital fund. In this role Allan was responsible for ICT related venture capital investments. During that period he sat on several technology related government committees including the IR&D Board.

Prior to founding TVP, Allan was an associate with McKinsey & Company, engaged in strategic consulting work for large international corporations and a director of Ernst & Young's Management and Technology Consulting practice. He also held systems engineering and marketing roles with IBM and professional engineering roles in the aerospace industry.

Allan holds an Honours degree in Aerospace Engineering and a Masters of Business Administration and is a Graduate of the Australian Institute of Company Directors.



## Sonja Bernhardt

As the first Australian inducted into the Hall of Fame for Women In Technology International, Sonja Bernhardt is arguably the highest profile woman in the Queensland ICT industry.

Sonja is the Chief Executive Officer of Gold Coast based technology company, ThoughtWare Australia Pty Ltd, and Director of world-class peer mentoring and coaching company, About Achievement. Sonja also holds a diverse range of

executive board and committee appointments, locally, state, nationally and internationally.

Sonja is also a published author and is actively involved in various media activities and conference presentations. She has a weekly radio spot as a technology and communications expert, is a semi-regular on national ABC Radio and is an increasingly popular presenter at business and ICT events.

With over 19 years experience in the ICT industry, Sonja has three ICT and management related degrees, including an MBA, is a Fellow of the Australian Institute of Management, a Certified Developer of Enterprise™ and was a double award winner in the Achaeus Institute entrepreneurship program in 2005.

As a leading industry role model and mentor, Sonja is also featured on a number of websites, including *Girls With IT* and *GIDGITS*.

## Peter Bloomfield

Peter Bloomfield consults internationally on IT strategy and applying information technologies to improve customer relationships and organisational effectiveness. A graduate of the California Institute of Technology (Caltech), Peter developed his analytical, problem solving and management abilities and expertise through diverse executive-level engagements in the United States, Europe, China, Venezuela and, most recently, Australia.



Peter began his career as an engineer designing petro-chemical plants. After a year of intensive computer use—modeling, running simulations and forecasting—he transferred to data processing. Peter was responsible for system development and operations for Bell System and independent telecommunications companies commencing in 1972, and joined US WEST, a regional Bell Company, in 1986. Following this, Peter became a consulting principal with IBM Global Services and

with Unisys and is a member of the Institute of Electrical Electronics Engineers

Peter's interests include participation in tertiary education—as an alumni board member and committee chair, through business sponsorship, state government policy committees and as an adjunct instructor.

Peter moved to Sydney three and a half years ago for professional opportunities, and fell in love with Australia and its people.



## Sharon Don

Sharon Don is a specialist mobile wireless and convergent multimedia commercialisation consultant to government and the ICT industry.

She is the co-founder of two pioneering development companies that focus on the delivery of intelligent secure mobile routing solutions, and real-time interactive cross-platform multimedia solutions and content. Sharon currently serves on the Market Access and Partnerships Program (MAPP) panel, a joint Australian and Tasmanian government competitive merit-based grants program that supports ICT companies to develop and commercialise products and services for a global market.

With a background in finance, venture capital, marketing and technical product development, Sharon is a passionate supporter of Australian innovation. She is recognised as an Internet pioneer, having founded Videcom, a winner of the inaugural Secrets of IT Innovation Award 2002 (Multimedia), in 1996. Videcom was the world's first fully convergent multipoint audiovisual and data sharing communications service.

Sharon was instrumental in developing and managing the ground breaking Via Vodafone innovation and developer's program; and commercialising third party mobile content and application opportunities for Vodafone Australasia.

More recently Sharon was General Manager Products and Services for Personal Broadband Australia, the world's first operator of the iBurst open access mobile broadband data network. Prior to this, she managed 3G product development for Optus Singtel, including mobile video telephony, multimedia services, mobile content and management, and migration of 2G and 2.5G products and services to 3G.

## Julian Gyngell

Julian Gyngell is a corporate lawyer specialising in technology and intellectual property law for more than 20 years. He works with clients in a number of complementary and converging industry sectors such as ICT, Telecoms, e-commerce, biotech/pharmaceutical/life sciences and entertainment/multimedia.

He entered the IT industry in 1984 working for ICL (now Fujitsu) where he worked in the Strategy and Technology unit.

Since moving into private practice in 1986 he has been a partner at top-tier law firms in Sydney, Melbourne, London and Hong Kong. While in London (1990–2002), his practice included numerous projects throughout Europe and the Middle East, while a secondment in Hong Kong included projects throughout Asia. After 12 years in London he returned to Sydney at the end of 2002 and established his own boutique IT law firm which allows him to offer a more personal, flexible and proactive service to his clients.

Julian's international experience has exposed him to many of the world's major jurisdictions that include the United Kingdom, Western and Eastern Europe, North America, Asia, Middle East and of course Australia. He provides a single point of contact with the experience to appreciate and manage the various commercial, legal, regulatory and cultural aspects of a transaction.

Julian has been a Secrets of Australia ICT Innovation competition judge since 2004.





## Charles Lindop

Charles Lindop is the Director of Interface Solutions and Principal at IDC Financial Services. In his role, Charles focuses on information and communications technology (ICT) research/industry linkages, business planning, private equity and market validation activities.

During the early to mid 2000s, Charles established a range of technology business incubator programs for ATP Innovations, a Sydney company owned by four of Australia's leading research universities.

In the 1990s Charles established and ran three successful ICT businesses for Hitachi Data Systems and United Customer Management Solutions. Charles also held senior sales positions at Hewlett-Packard and SAP Software.

Charles currently sits on the advisory boards of a number of ICT companies. He has a focus on market validation, sales and marketing, and sound business operations. He is a Non Executive Director of New South Wales Enterprise Workshop, a not-for-profit organisation providing skills development to chief executives through a network of volunteer business personnel.

Charles is actively involved in the Australian ICT community. He is a member of the Australian Information Industry Association (AIIA), the Australian Electrical and Electronic Manufacturers' Association (AEEMA), Microsoft.net and the Pearcey Foundation. He is also a judge of a number of other ICT industry awards including the Australian Technology Showcase, the iAwards and the Consensus software awards.

## Angus MacDonald

Angus MacDonald is Sun Microsystems' Chief Technology Officer and technology leader in Australia and New Zealand.

With more than 25 years experience in IT, Angus has weathered many of the storms that have hit the industry. However, he is confident that more exciting and tumultuous times are still to come.

His understanding of technology trends and industry direction has steered him through a diverse ICT career including positions at CSR, Prime Computers, Perkins Elmer, Neology and Fujitsu.

At Sun Microsystems, Angus is also the chief technology advisor to Sun Australia's investment review committee—Sun's channel for investing in and assisting ICT companies, developers and inventors realise their potential on the world stage.

Angus has been on the judging panel of the Secrets of Australian ICT Innovation competition since its inception in 2002.



## Matthew Michalewicz

Matthew Michalewicz is the Chief Executive Officer of SolvelT Software Pty Ltd, an Australian company specialising in software solutions for planning and scheduling optimisation and predictive modeling. Prior to co-founding SolvelT Software, Matthew served as Chairman and CEO of a high-tech company he founded in the United States in 1999.

Matthew's business achievements have been recognised by countless publications, including Time Magazine, New York Times, Forbes, Wired Magazine, Business Journal, Associated Press, Ziff Davis, Information Week, NewsWeek, and many others. The Business Journal named him as one of Charlotte's '40 under 40' list of accomplished business leaders, the University of North Carolina at Charlotte named



him 'Alumnus of the Year', and Ernst and Young listed him as a finalist in the 'Entrepreneur of the Year'.

In addition to his achievements Matthew is the co-author of several books and publications, including *Winning Credibility: A guide for building a business from rags to riches* and *Adaptive Business Intelligence*.

Matthew currently serves on many boards and committees, including the independent assessment panel for the Intelligent Island program, the Board of Directors of the Australian Dance Theatre, and the Business Development Board of the Polish-Japanese Institute of Information Technology. He is also a Business Ambassador for the state of South Australia and a Visiting Fellow at the University of Adelaide.



## Andrew Paddon

Andrew Paddon is a director and board adviser to several technology companies. His expertise includes new venture creation and management, and investment banking. He has worked with a range of companies operating in the telecommunications, software, biotech, health, transport, resources and defence sectors.

Andrew began his professional career in the early 1990s as a software developer. He later progressed to become the Managing Director of a software business and co-founder of a health informatics company.

Andrew joined Nokia in 2000, integrating mobile network services with Nokia platforms to support sales to operators throughout the Asia-Pacific. He successfully launched Optus's three top-selling data services in 2001, managed the launch of the first live MMS service in the Asia-Pacific in 2002, and managed the development of a service offering for Singapore's first 3G network in 2003.

After completing his MBA in Finance, Andrew joined Capital Technic Group in 2004, supporting high growth companies designed to develop and commercialise telecommunications services.



## Jim Thompson

Jim Thompson is Trade Development Manager for the United Kingdom (UK) Government's trade development body, UK Trade & Investment (UKTI), in Melbourne.

His principle involvement in UKTI is to identify business opportunities for UK companies in the Australian ICT sector. In accordance with this, Jim has been responsible for developing and implementing the strategic partnerships program under which UKTI has organised missions of Australian ICT companies to Britain for matchmaking meetings across the country.

Jim was born in the UK and spent 25 years in the British Diplomatic Service, living and working in South Yemen, Denmark, Cyprus, Nigeria and Malaysia. He moved to Australia in 1989 and worked for nine years in the private sector before returning to government service, for the UKTI, in 1998. In addition to the ICT sector, he covers trade development in the high-tech engineering and electronics sectors.

In 2000 he was presented with the Government's 'D' Group award for services to UK exporters, one of only six such awards world-wide, presented every two years.

Jim has been on the judging panel of the Secrets of Australian ICT Innovation competition for the past three years. Through the competition, UKTI has introduced numerous winning companies to potential partners in the UK, where synergies can benefit companies in both countries.



# About the Photographer

## William (Bill) Southwell

Bill Southwell says he has 'spent many years travelling around our diverse and amazing country and has stood in awe of its abundant beauty'.

His photographs display his attempts to capture some of that beauty on film. With every photograph, Bill hopes that his love of this country will be evident.

Bill does not use filters or any perfection techniques in his photography. He uses the natural light and moment, the way that he sees it. He does not use digital cameras either. The film he uses has lovely colour saturation and is one of the sharpest available today. Enlargements are taken from his original transparencies and all are printed on high quality materials that are fade resistant.

Bill also makes all his own frames and believes that the frames are as important as the photo it windows. His frames are all made from recycled Australian hardwoods such as Red Gum, Jarrah, Blackwood and Ash.

To view more of Bill's wonderful and unique Australian photographs visit [www.redheart.com.au](http://www.redheart.com.au)

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