The Wavefront Wireless Commercialization Centre

BCIT Applied Research Conference

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Agenda

+ An Introduction to Wavefront
+ SME Engagement
+ Academic Engagement
+ National Engagement
+ Global Engagement
Wavefront is the commercialization centre accelerating the growth of the Canadian wireless sector.

+ Helping the Canadian wireless sector develop faster and reduce time-to-market
+ Helping international companies discover Canadian wireless capabilities
SME Engagement

Wavefront Wireless Commercialization Centre (WWCC)

**INPUTS**
- SME’s
- Financing
- Market Demand
- Academic Research
- IP

**SERVICES**
- Training
- Testing
- Incubation
- Advisory
- Market Linkages

**PARTNERSHIPS**
- Device Manufacturers
- Mobile Carriers
- Investment Community
- Wireless Equipment Manufacturers
- Global Associations
- Regional Wireless Clusters

**ACCELERATED**

**COMMERCIALIZATION**

**OUTPUTS**
- Company Growth
- Employment Growth
- Revenue Growth
- Increased Success Rate
- Increased Exports
- Technological Leadership
Commercialization Services

200+ wireless companies engaged with Wavefront

300+ Wavefront Community Companies
Wireless-focused business and technical seminars

30+ Events

1000+ Attendees
Engineering & Testing Services

+ Onsite Handset Library
+ Remote Handset Testing
+ Usability lab & services
+ Test equipment
+ Live & test network access

900+ Handset Rentals
Saving Members $340k+

650 Hours of Testing using Perfecto Mobile Cloud Services

"Wavefront's world-class usability services helped us understand our users and improve our mobile event guide apps."
- Jeff Sinclair, Co-Founder

“Wavefront's comprehensive library of mobile handsets allowed us to conduct extensive functional testing of the latest release of our Survey On Demand App. As a result, we were able to improve the overall quality of our software and achieve our release date deadline.”
- Dave King, CEO
$3.1m+ in economic value

- 21 wireless incubator companies
- 3 foreign inbound investment companies

“There can be no underestimating how much one’s surroundings contribute to productivity and morale and Wavefront scores an A+. It is a place where you enjoy coming to work every day. The tenants offer an unrivalled opportunity for collaboration among wireless industry peers.”

– Nigel Malkin, Co-founder
+ Sales & Marketing Strategy
+ Business Planning
+ Market Research

70+ Companies Used

Wavefront’s Advisory Services

“Wavefront was able to provide me with valuable market research that I needed quickly. I was able to take this research and present it to a client as well as use the document created as a template for future clients.”

– Angela Robert, CEO
+ Accelerated Paths to Market
  – Contact mapping & relationship building in large international enterprises
  – International Wireless Clusters

20 Global Partnerships

Access to 265m+ global mobile subscribers through Wavefront partners

“Mobile Web is evolving rapidly all around the world. [Wavefront's] global connection meetings in Tokyo helped Mobify close a deal in Silicon Valley, proving that pursuing international growth can bring early benefits.”

- Igor Faletski, CEO
Academic Engagement

- Market Intelligence
- Wireless Resources
- Research Capability
Wireless Industry Connections

+ Market Intelligence
+ Business Advice
+ Technical Opportunities and Obstacles

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Researchers/Universities/Engagement Events planned for 2011 fiscal year

“Exposure to real industry problems has helped my students and myself hone our research agenda.”

– Dr. Dave Michelson, UBC
Technology Scouting

+ Technology scouting for ecosystem partners
+ Finding innovative Canadian wireless technologies
Global Engagement

- Export Assistance
- Inbound Investments
- Partnering Opportunities
Technology Focus Areas and Partners for 2011

- Machine to Machine Wireless Applications – Sierra Wireless
  + Connected Energy
  + Connected Transportation
  + Connected Health
- Mobile Applications – Nokia, Navteq, Orange
  + Consumer
  + Enterprise
- Next Generation Networks - Ericsson