

## Technology Update

It's been a busy month. In the last few weeks, I've attended the Boat International Superyacht Design Symposium in Kitzbühel, Austria, the Mobile World Congress in Barcelona, and the Dubai Boat Show. During my travels, I've seen plenty of new technology, some interesting, some amazing and, particularly in Dubai, some which is frankly rather bizarre.

### Design Symposium

This was my first visit to the Boat International Superyacht Design Symposium, and I was very impressed. Fortunately I'm not a skier as, if I were, I would have been very disappointed by the lack of snow in this lovely old resort. I was accompanied by my colleague from Kymeta, the US company developing the new flat panel satellite antenna, and our primary purpose was to meet the design gurus in the industry, as this new flat panel is making quite a noise amongst the design fraternity. My visit served that purpose particularly well and was a real opportunity to discuss the design considerations from both a practical and aesthetic point of view and to get a measure of the level of activity in the new design and build side of the industry which, according to all those present, remains buoyant.



### Mobile World Congress

The Mobile World Congress (MWC) is the annual world showcase for the mobile communications industry.

Hats off to Barcelona for providing such a superb host city once again! The main event took place at two world-class venues, Fira Gran Via and Fira Montjuïc.

Some years back, this event took place in Cannes but it soon outgrew the venues available there. It moved to Barcelona in 2007, and for the last few years has been hosted in the Fira Montjuïc buildings either side of the avenue climbing up to the Montjuïc Palace and Olympic Stadium. The MWC has now outgrown this venue, and last year it expanded up the road to the Fira Gran Via, which is also enormous. The Fira Gran Via is made up of 9 huge, two storey halls connected by an enormous corridor about 1.5km long! I went to the same venue for the Barcelona Boat Show a few years ago, and that Show only managed to fill one of these halls.



More than 85,000 attendees from over 200 countries were treated to a wealth of learning and networking opportunities at more than 40 conference sessions plus the world's largest mobile industry exhibition. More than 1,800 companies showcased their organizations through exhibition stands and hospitality space across the nine halls.

As I mentioned last month, there was a collection of SIM-based NFC (Near Field Communications) service offerings for attendees, which were placed throughout the venues to provide event information, NFC downloads and Mobile World Live TV. NFC services were also showcased in the GSMA Event App, where using just their handset, attendees could access the event through a virtual badge, pay for their meals at the venue, and share contact details. You wouldn't expect anything less at the world showcase would you?

Upon arrival, you register using your mobile phone, you login your particular interests, and your phone guides you around the show.

For some bizarre reason, the first thing I was taken to was a media mirror. This is an advertising medium that shows you a variety of products you may like which are selected automatically based on what it reckons your age and gender are! I think it left a lot to be desired, as selecting only by guessed age and gender is pretty limiting. For example, instead of telling me that I need an Aston Martin, it recommended some new clothes! No fun at all...

Anyway that wasn't a great start, but then I walked into the small village that made up the Samsung booth. I had heard that they had launched their new Galaxy S5, so was keen to have a look, but would you believe I couldn't find it? What I did find was a display of some of the world's top footballers dressed as storm troopers and the message was "Football will save the planet"! I'm not sure how, but it is World Cup year, so anything's possible.



I then moved on to the next village, the LG stand, where I was interested to see their curved phone. The only reason for the curve is for it to conform to your face and ear more comfortably, as old fashioned phones used to do. The one I found though would not fit in my pocket!

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4K super hi resolution TVs were the big feature in downtown Sony. Their latest smartphones can take super higher resolution photos and video that can be shown on these TV screens.



After years of trying to find Wally with my kids when they were younger, I finally found him on the Nokia booth, a small hamlet with a full size tree in the middle of the village green!

The biggest feature of the MWC was clearly the Connected Car. Interestingly, Ford had elected to launch their new Focus at the MWC rather than at the Geneva Motor Show this year. As you can see, it has 18 radars, cameras, lasers and ultrasonic sensors. Cars will have their own eyes and will be safer than the human driving it. The aim of all the car manufacturers is to develop the “driverless, deathless car”!



We are not far away from this, and our colleagues at Kymeta are developing a small flat satellite antenna that will eventually be installed on the roof of every car to keep the car updated with software, firmware, travel information and maps. This is already work in progress with Toyota.

### The Dubai Boat Show

It has been 6 years since I last attended the Dubai Show, and not a great deal seems to have changed in that period. The road outside the entrance was still dug up. All the skyscrapers by the show still looked empty with only a few lights on. However I did discover the floating section of the show that was very like a smaller version of

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Fort Lauderdale with floating booths for the superyacht builders like Lurssens and Amels. This was a great improvement.

However, excluding all the serious stuff, my favourites were the real live version of the Iguana 29 that has built in retractable caterpillar tracks so you can walk up the beach.



I then found these huge 557hp outboard motors!

There was even an inflatable jet ski!

However, what really caught my eye was this local police patrol car. Yes, that really is a Bugatti Veyron, the fastest street-legal production car in the world! It's almost enough to make you consider a career in the Dubai Police Force.



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