McCormick
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Transportation Center Seminar……..

Connected Cars - Lifestyle Delivery

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Applications
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Thursday - May 28, 2015
4:00 - 5:00 pm

Location:
Transportation Center
Chambers Hall
600 Foster, Evanston
Lower level

Abstract: The world is quickly evolving into the "Connected Everything Society" – from intelligent cars to smart homes to health and wellness solutions. Amongst the various Internet of Things (IoT) verticals, automotive brings unique challenges by significantly increasing the number of high bandwidth high mobility connections. At the same time it opens up a realm of possibilities. We are in an unique position to leverage the deep knowledge of the wireless infrastructure and the applications it carries, with precision mapping and road traffic technologies, to create new experiences not otherwise possible. We have generated a suite of "Lifestyle Delivery" use cases which aim to make the world safer, greener, smoother, and more enjoyable. We look forward to sharing these ideas with you, and learning more about how you see the world changing.

Bio: Sania Irwin established and heads up the Systems & Applications organization in the Chief Technology Office (CTO) at Nokia Networks, focused on generating the vision, the blueprint, and the collaterals to transform today's society to the intelligently connected world of the future (e.g., through Smart Cars, Smart Homes, Smart Cities …). The entity creates cutting edge products and solutions for the wireless market (e.g., in the space of Internet of Things (IoT), Over The Top (OTT) Applications, Self Organizing Networks, Wireless Experience Management, Smart Analytics and Machine Learning, etc.). She has set up Technology Labs where these industry leading solutions are prototyped and showcased – generating customer mindshare, demonstrating thought leadership, and accelerating the pace of innovation. Previously she led the Systems Engineering unit at Motorola Networks, charged with delivering product architectures and specifications, as well as network planning and optimization solutions for its UMTS offerings. She has spearheaded the creation of technology portfolio aligned with business strategy. Prior to working in the Telecommunications industry, Sania guided Operations Research efforts at General Motors Corporation, and championed solutions in the Information Technology domain at Xerox Corporation. She earned her Bachelor's degree in Computer Science and Mathematics from University of Rochester, and her Master's and PhD degrees focused on Wireless Communications and Operations Research from Northwestern University.