



***Secrets of Australian IT Innovation  
Competition Winners 2003***

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***Secrets of Australian IT Innovation  
Competition Winners 2003***

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# *Foreword by*

**THE HON DARYL WILLIAMS AM QC MP**

**MINISTER FOR COMMUNICATIONS, INFORMATION TECHNOLOGY AND THE ARTS**

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## **2003 Secrets of Australian IT Innovation competition**

Australia's rapidly growing information and communications technology (ICT) sector can only continue along its path of success if we encourage innovation in knowledge-based industries and the technology sector.

The 2003 Secrets of Australian IT Innovation competition provides a platform for innovative Australian ICT companies to unveil cutting edge technologies and innovative products to both national and international audiences.

The competition also provides a platform for exciting marketing and networking opportunities. The first Secrets competition last year was a huge success, stimulating an estimated \$7.45 million of new business as well as a significant number of additional business leads for the winners. This year a total of 197 entries were received from all States and Territories with 17 winners selected across the eight categories.

The Australian Government is helping to build an environment where our ICT sector will continue to flourish, create jobs and earn export dollars for Australia.

This involves creating a favourable economic climate with strong growth, low inflation and interest rates, a highly-skilled workforce and ICT-specific support.

These initiatives include the establishment of NICTA (the ICT Centre of Excellence), working with the ICT industry to build on the Framework for the Future report *Enabling our Future*, IT incubators in every State and Territory, world-leading venture capital taxation reforms and the National Broadband Strategy.

The high level of corporate engagement is tangible recognition of the opportunities which flow from the Secrets competition.

I encourage you to continue supporting the efforts of some of Australia's most innovative ICT organisations.

**Daryl Williams**

## M E S S A G E F R O M T H E

# *Competition Director*

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**The second Secrets of Australian IT Innovation competition has once again attracted a lot of interest within the ICT industry, with 197 applications in a competition that selects and rewards Australian ICT innovation. The high standard of the applications challenged the judges in selecting the winners.**

The success of the inaugural competition—held to select companies to present to the IT Business Forum at WCIT2002 in Adelaide in 2002—demonstrated a clear need for a competition based on the judging of innovation, rather than market success or revenue increase. I would like to dedicate the second ‘Secrets’ competition to Noel Browne from South Australia, a person who did so much to ensure the success of the inaugural competition and promoted the concept of ‘Secrets’ being an annual event and major promotion of innovation in the ICT sector.

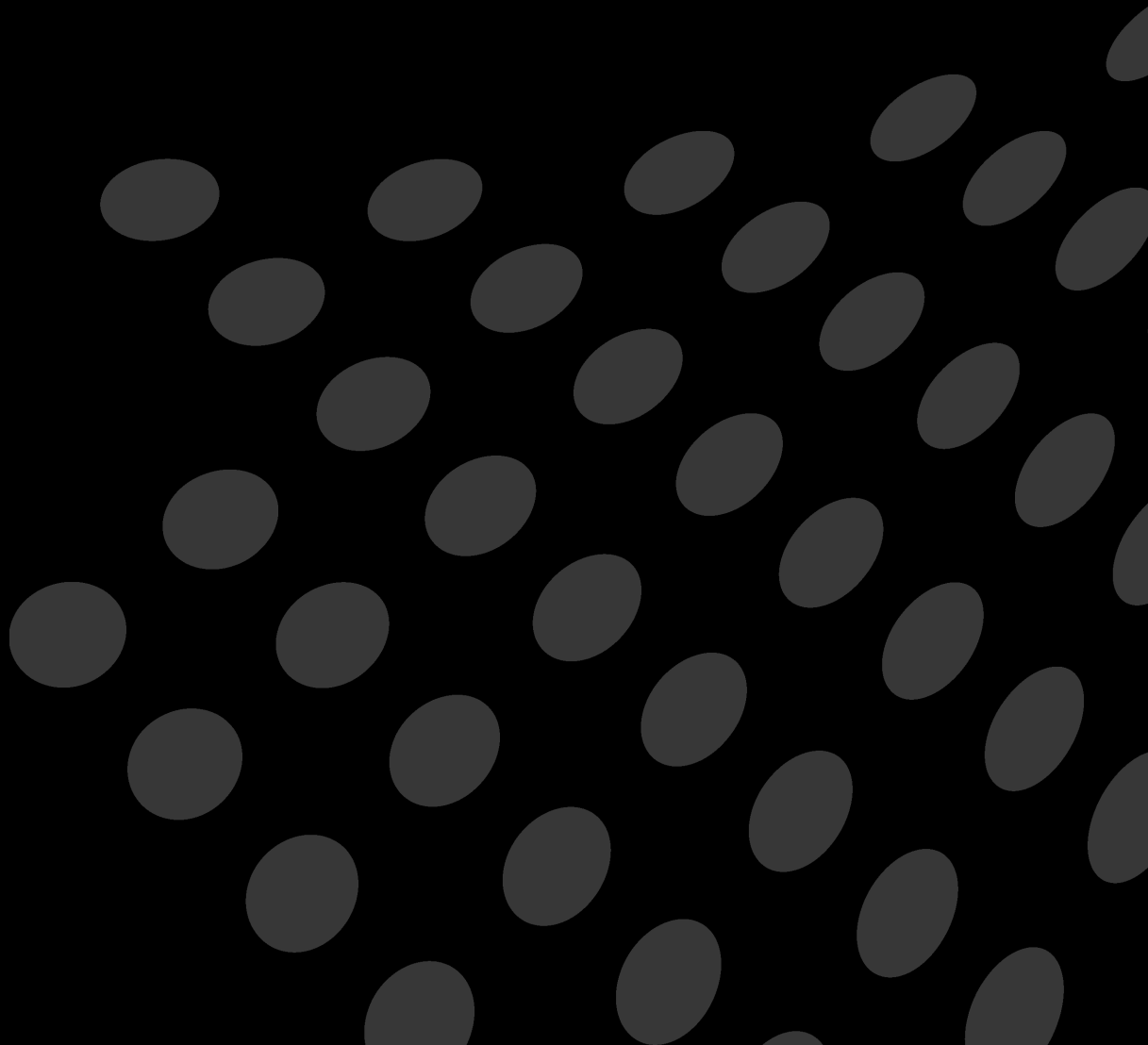
The Secrets competition would not have been possible without the dedication and support of individuals and sponsors. In particular I would like to thank Lucy McInnes, Austrade, who was the Project Manager from the initial planning for the competition until completion of Stage one judging. As Project Manager she organised the development of the IT Secrets website and negotiated the sponsorship arrangements as well other aspects of the competition’s organisation. Thanks also to the judging panel who gave freely of their time and support for the competition.

The secrets of Australian IT Innovation competition is an initiative of the ICT Event National Committee (ICTENC) who were very supportive of the concept of an annual competition and instrumental in encouraging the local ICT industry to take part. In addition, the support provided by the Government’s *Backing Australia’s Ability* initiative and corporate sponsors have made a significant contribution to the success of the competition.

**Allan Booth**



# *Winners*



# *Alcidion Corporation Pty Ltd*

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## **Winner, eHealth**

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Adelaide SA 5000

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**Website:** [www.alcidion.com.au](http://www.alcidion.com.au)

### **Company/innovation profile:**

Alcidion Corporation builds and supports IT-based clinical risk management and patient safety improvement solutions that specifically target system failures in health care. Each year patients are injured during the delivery of health care services, with the majority of injuries resulting from system failures.

Alcidion systems deliver point-of-care clinical risk management, meaning clinicians are able to respond to the highest clinical priorities.

Alcidion's systems deliver a number of important clinical and financial benefits, including :

- ▶ faster time to treatment;
- ▶ improved patient safety;
- ▶ reduced medical adverse events and patient injury; and
- ▶ significantly reduced cost of correction of adverse events.

Alcidion systems also provide direct benefits for clinical staff, such as:

- ▶ high compliance with clinical best practice;
- ▶ reduced litigation risk exposure; and
- ▶ reduced clinician workload stress and improved productivity.

Alcidion's Second Screen clinical risk management system for hospital emergency departments creates a layer of clinical intelligence on top of existing clinical information systems. The system is easily installed in any hospital and delivers an immediate return on investment through improved patient safety.

# *Axon Information Technology Pty Ltd*

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## **Winner, Business/Industrial Software Solutions**

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### **Company/innovation profile:**

Axon IT are the makers of Key Performance Manager (KPM), a range of applications for business performance assessment and information management. KPM is based on innovative technology developed in Australia.

Using KPM, surveys, checklists and audits can be written as word documents then imported, making KPM the ideal tool for measuring performance against standards, legislation or company procedures. Data collected using KPM can then be easily grouped for statistical comparison, between groups or over time.

KPM is used in government and private organisations to integrate a wide variety of assessment tasks. KPM's combination of flexibility and simplicity enables users to benefit from improved efficiency and consistency without having to change the way they work or spend time learning complex, unfamiliar interfaces. The KPM range includes KPM Expert, KPM Lite and (soon to be released) KPM Online for web-based assessments.

Axon IT intends to market KPM to the United States and other English speaking markets. However, KPM is so flexible that it readily lends itself to multilingual opportunities in other parts of the world such as Japan, France and Germany.

Axon IT also markets a range of assessment PAKs created by industry experts. Powered by KPM Lite these off-the-shelf tools are designed to help companies measure and manage their performance.

KPM provides a flexible yet systematic approach that makes it cost effective. KPM can be used for all sorts of different organisational assessments including occupational, health and safety, quality, environmental compliance as well as human resource assessments, market surveys and training material.

# *Biovend Pty Ltd*

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## **Winner, eCommerce**

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### **Company/innovation profile:**

Biovend Pty Ltd has developed an Internet-enabled vending and ordering system for the distribution of reagents to the biotechnology industry.

The Biovend system combines product vending (of sensitive reagents stored at –20 degrees C), with online ordering, catalogue search and critical batch control functions. The system allows the laboratory scientist to purchase products (with instant delivery) in their own laboratory, 24 hours per day.

The Biovend system has been developed as a replacement for ‘freezer programs’ operated by reagent suppliers internationally. These programs supply consignment inventory to laboratories in locked freezers, monitored by a paper-based ‘honour book’ system.

All major reagent suppliers have expressed concerns over excessive costs (both administrative and loss of products) of their current system, and shown a strong interest in Biovend’s solution. Research has estimated that between 30 000 to 40 000 of these ‘freezer programs’ are in place worldwide, accounting for some \$2 billion product sales.

Trials with international Life Sciences companies have proven the ability of the Biovend system to replace the existing ‘freezer programs’. The intellectual property in the system is protected (including Australian and United States patents), leaving Biovend as a unique supplier of this solution.

Biovend’s customers are global life sciences companies supplying biological reagents into laboratories worldwide. The product is currently being trialed by Invitrogen Life Sciences at St. Vincents Hospital, Melbourne University, University of Queensland and other sites across Australia.

# *Combimouse Pty Ltd*

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## **Winner, Communications Applications**

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### **Company/innovation profile:**

Combimouse Pty Ltd has developed an exciting new product, the Combimouse. It is a combination keyboard and mouse that retains the normal mouse characteristics together with the familiar QWERTY keyboard.

The Combimouse is a split keyboard with the right hand unit doubling as a mouse. This overcomes the problem of the user moving their hands to and from the keyboard to operate the mouse. As a result, use of the mouse is encouraged, significantly improving and easing computer input.

The company holds a United States patent on the Combimouse concept and the main target market will be the United States.

The Combimouse is currently being tested by Wichita University in the United States.

# *Conjugate Systems Pty Ltd*

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## **Winner, eHealth**

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### **Company/innovation profile:**

Conjugate Systems (CS) is an early growth company that is in the business of providing products and services for advanced applications of image processing.

CS has developed advanced image processing technology resulting from many man-years of research and development and is now positioned to bring this to the marketplace via strategic partnerships.

Its founder, Dr Jeffrey Zheng, has extensive background in the image-processing field. There are several market forces in this field that will open up opportunities for the CS technology.

With the increasing popularity of digital cameras around the world, the enormous output of digital images has highlighted a need for automated assistance in image management to organise and locate images by content.

The Personal Image Manager solution allows for fully automated cataloguing and searching images. The software has significant advantages over existing commercial products that only allow searching of images with similar colour properties.

The Conjugate Indexing System enables not only the colour, but also the shape and texture and their combinations which offer a diverse and more flexible means of searching an image collection.

Using the Conjugate Structured Image Enhancer CSIE technology, Conjugate image search system can support Biometrics applications including face and fingerprint verification-identification, early breast cancer detection and processing of very large image libraries.

When used in conjunction with the traditional keyword methods of search, the content-based search adds flexibility to a general search for image or multimedia content. The search is fast and accurate with a search efficiency of approximately 100 times better than current competitors.

# *Converter Technology Corporation Pty Ltd*

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## **Winner, Business/Industrial Software Solutions**

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### **Company/innovation profile:**

**Converter**Technology is a leader in the field of file migration strategies and technology. They provide a fast, accurate and cost effective way to move incompatible files to the latest versions of Microsoft® Office.

Their methodology, combined with a proprietary file conversion engine, automates the process, completing migration in a fraction of the time that would be needed for a manual conversion.

**Converter**Technology offers a range of file migration services including project planning, implementation and training. Training is available for corporate customers to assist in-house application engineers migrate their applications to the latest versions of Microsoft® Office.

**Office**Converter is a powerful automated engine backed with a database of algorithms to repair all the inconsistencies between Microsoft® Office versions. It contains all of the known issues published in Microsoft white papers, and several thousands of undocumented repairs found during seven years of development. As well as Microsoft® Office file upgrades, **Office**Converter can assist with Lotus 123 to Excel and Access to SQL migrations.

# *Dtex Systems Pty Ltd*

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## **Winner, eSecurity**

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### **Company/innovation profile:**

Dtex is an Australian company, with its head office and primary research and development facilities located in Adelaide, South Australia. The company has had initial sales success across Asia with the release of its first product, SystemSkan, which has led to the expansion of the business through the opening of a marketing office in Kuala Lumpur, Malaysia.

The result of more than 20 years of experience and nearly \$1 million dollars of research and development efforts, SystemSkan has been developed to protect enterprises from 'the enemy within', by allowing organisations to monitor, restrict and control the activities of individuals or groups of users, securing internal security.

SystemSkan provides the ability to view, record and restrict activities, including Internet, email, instant messaging and application-specific activities. Further developments underway include enhanced protection in a wireless LAN environment, the management of 'cut-and-paste' activity, printing of sensitive documents and use of PC-attached devices such as handheld computers and USB-drives.

Unlike basic monitoring products, that only provide a report reactively once a security breach has occurred, SystemSkan also provides proactive security features. These prevent policy breaches before they occur by continually and automatically screening all activity, and can be configured to prevent inappropriate activities or lock users' PCs when the company's policy has been broken.

Dtex has successfully piloted SystemSkan for a large Australian Government department and are currently negotiating a next stage proposal to customise it for their needs. This is expected to lead to the deployment of SystemSkan across all 22,000 users in the department.

Dtex is one of the fastest growing security software companies in the region, and is dedicated to becoming the pre-eminent provider of internal security solutions worldwide, with key strengths in the Asia-Pacific market.

# *Everyday Interactive*

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## **Winner, Entertainment**

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### **Company/innovation profile:**

Everyday Interactive sees the future as technology becoming hidden inside a new, more familiar 3D appearance.

Emotions on computers are a foreign concept. Bits and bytes don't lead to expressive or interesting moods. So users are left to suffer dealing with computers that are cool, dull, lifeless and more and more central within our daily lives. What if they adapted to a user's mood and could even intimate affection for their user?

In response to this problem Everyday Interactive has been working towards developing an autonomous computer generated personality delivery system.

This innovative approach has lead to the following:

- ▶ an emotional character system that creates characters that have moods and opinions about other characters and users and can interact in multi-user virtual spaces that are described by 3D images or in text (such as an interactive e-book);
- ▶ a method of representing 'favourites' as an extensible 3D corridor structure providing a novel 3D user interface;
- ▶ a 3D graphical emoting system;
- ▶ a universal remote software control for various devices; and
- ▶ and a method of incorporating all the above patents into a full 3D/text entertainment and chat system.

# *Foursticks Pty Ltd*

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## **Winner, Communications Applications**

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### **Company/innovation profile:**

South Australian network performance specialist Foursticks was founded in 2000 to develop solutions to the growing problem of inconsistent performance of applications on enterprise networks.

The company aims to solve one of the great challenges of modern networks—to give the network enough intelligence to understand what the application means for the user and prioritise it accordingly. NP Gateway, Foursticks' flagship product, is used by enterprises such as BRL Hardy, Bridgestone Australia Limited, Santos, the South Australian Government and Pasminco to reduce telecommunications costs and increase productivity.

NP Gateway monitors and controls network activity in real time using patented queuing technologies.

The software can be used to identify problems where high value applications are being compromised by less important traffic, and to allow the business owner to set automated policies that relate directly to the desired business outcomes. NP Net Prioritizer is the first intelligent networking software that manages an individual connection on a personal computer or mobile device, providing 'downloads without downtime'.

Foursticks' NP Software Developer's Kit (SDK) is a unified platform for the NP product suite. The SDK enables hardware and software manufacturers to integrate network performance features into their product and service offerings.

NP Gateway, NP Net Prioritizer, NP SDK and future NP products form part of Foursticks' long-term strategy to create a true end-to-end network performance management solution.

# *Imagination Entertainment*

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## **Winner, Entertainment**

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### **Company/innovation profile:**

Imagination Entertainment started in 1984 with one idea for a board game, Battle of the Sexes. Ten years later this same board game is the fourth best selling board game in the United States and is being sold in many countries around the world.

DVD games started as an idea on paper—without the company not knowing if it could be turned into a reality—taking DVD technology and using it to play a new type of interactive board game with sounds and vision. This would be ground breaking event in the world of board games as board games haven't changed for more than 100 years.

Until now DVD's had only been used to put movies on and not much more. Every time users put a DVD movie into a player it starts at the same place...the start.

The problem for Imagination Entertainment was finding a way to put a random element onto a DVD so every time the game was started new and different set of questions, clips or game play appeared.

This problem was overcome by developing a unique piece of DVD code, which enables the DVD to act randomly and therefore work as a game.

With this idea Imagination Entertainment have reinvented the way games are played.

DVD players are the biggest selling home electrical appliance around the world at the moment giving Imagination Entertainment a global product with an ever-growing global market.

# *iOmniscient Pty Ltd*

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## **Winner, Business/Industrial Software Solutions**

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### **Company/innovation profile:**

The iOmniscient surveillance solution uses artificial intelligence to detect bomb threats posed by packages left in busy locations. It is based on unique, non-motion detection technology that scans the video streams from security cameras to identify items that are left static long enough to be classed as suspicious. The technology can also be used for theft detection and graffiti detection.

Most surveillance technologies focus on motion. Until now the detection of non-motion has been left to security guards.

Working with existing camera infrastructure, iOmniscient uses complex statistical algorithms to compare images off the video with a memory of the background scene. It ignores foreground activities and focuses on anything that stops moving for a time period specified by the security team.

The complexity of the algorithms enables the system to recognise that an occasionally swaying tree or opening door is not a suspicious item, and to cope with changing light conditions as well as items being temporarily obscured.

Protected by an International Patent and several Provisional Patents, the company continues to develop new algorithms for adding new forms of intelligence to enable security officers to be more effective.

The worldwide market for security products is expanding rapidly, and the iOmniscient solution suits venues of all sizes—from international airports to small office buildings. Market response to the concept has been enthusiastic—particularly in the United States, the European Union and Asia—and the system is now operational at several locations internationally.

# *Lizard Edutainment Pty Ltd*

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## **Winner, eLearning**

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## **Company/innovation profile**

Fun-Ed, a division of Lizard Edutainment, is an enterprising company developing interactive children's games in which entertainment and learning meet head on.

Using proven and tested pedagogy, the games are designed to stimulate and challenge the minds of primary school level players.

Zany puzzles and capricious quests are woven into exciting story worlds that enthrall and beguile. By achieving success in a range of endeavours, a player's self confidence grows with each new level attained within the adventure. The games are designed with ideas for time spent away from the computer too. Every interactive story results in something to print out and build.

Products feature amazing graphics, an engaging storyline and lots of wonderful characters and encourage fast paced and introspective active thinking, with varying levels of challenge.

Products use effective user-interfaces that maximise the relationship between computer and user, empower and engage students, and incorporate adaptive design that dynamically customises instruction during delivery.

The blend of curriculum-based education turns instruction into engaging, entertaining games built using a combination of artificial intelligence engines, 3D engines and cinematographic animation techniques.

# *Micro Forté Pty Ltd*

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## **Winner, Entertainment**

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### **Company/innovation biography:**

Micro Forté—a leading developer of Massively Multiplayer Online Games (MMOG's)—is currently developing the world's first MMOG on the Xbox for Microsoft.

Since 1985 Micro Forté has created a number of critically acclaimed AAA games including: *Fallout Tactics: The Brotherhood of Steel*, *Demon Stalkers* and many more. It has also worked with leading publishers including Microsoft, Interplay, THQ and Electronic Arts.

In 2002 Micro Forté established BigWorld Pty Ltd, a wholly-owned subsidiary, to license Micro Forté's award winning BigWorld™ Technology—the most scalable, fault-tolerant and customisable MMOG middleware available anywhere in the world.

BigWorld™ Technology allows millions of players to co-exist in a single world, with fine-grained scalability that enables you to scale your world to suit your customer base. The technology provides action-game style interaction with a high-level of detail over low bandwidth connections.

# *Mine Automation Systems Technology*

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## **Winner, Business/Industrial Software Solutions**

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### **Company/innovation profile:**

Mine Automation Systems Technology has developed a unique mine maintenance tool, built on an innovative low cost, multiple form strain gauge that was developed in-house.

The vertically integrated hardware and software innovations include:

- ▶ Throw away cheap strain gauges with low cost links to the trending software.
- ▶ Microprocessing, radio link and energy management package on each sensor.
- ▶ Data flow PC package that splits data into immediate MAYDAY alarms processed onsite and trending information that is analysed offsite and returned.
- ▶ Packaging of the off-site automated trending information into simple to use guidelines to improve operations, including short "micro-movies" of past and predicted outcomes, based on the multi-stage data analysis.
- ▶ Fully automated mill/process control options for optimum performance.

This package when applied to SAG Mill bolt and seal systems can help dramatically improve mine process throughput efficiency and increase the number or productive hours of the plant, while reducing maintenance issues as now demanded by insurance companies and mine safety regulations.

Other uses of the technology package include the ability to monitor roof bolting systems plus oil/gas/water/sewerage pipeline flanges. The system can also be applied to run longer, heavier, faster and safer coal, iron ore and freight train services with greater fuel efficiency.

# NGIS Australia

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## Winner, Business/Industrial Software Solutions

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### Company/innovation profile:

*NGIS Australia* is an independent geographic information systems (GIS) and remote sensing consulting and services firm established in 1993, with offices in Sydney and Perth and agents in Hong Kong and Vietnam.

*NGIS* provides the full range of GIS technologies used in mineral exploration, land information, emergency services, engineering and environmental management and monitoring.

A new product, **GeoSamba**, will deliver a new web solution enabling private and publicly available databases to be integrated in a dynamic real-world geographic context.

**GeoSamba** will break new ground in facilitating the mainstream use of maps as simple graphic doorways to corporate databases. User access will be through a dynamic browser-based interface over private networks or the Internet. The flexible pictorial interfaces will facilitate rapid, managed and secure dissemination of critical information throughout organisations such as emergency services or local government.

**GeoSamba** will offer a rich variety of graphic-user-interfaces, functional tools, report templates and background map packages, enabling the construction of unique solutions for industry sectors. This will allow key sectors to be offered tailored shrink-wrapped low-cost fast-deployment versions of **GeoSamba**.

*NGIS* specialises in the deployment of spatial information over the Internet and have developed **web-based mapping** applications for government and private organisations that focus on delivering business benefits.

# *Smartvisit Solutions Pty Ltd* *(‘SVS’)*

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## **Winner, eCommerce**

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### **Company/innovation profile:**

Smartvisit Solutions Australia provides smart card technology solutions for the tourism and leisure industries through a card management and transaction processing system called SORSE™.

The company has successfully launched a range of tourist products called See Smartvisit™ Cards, utilizing this technology.

SORSE™ has been specifically designed to meet the requirements of the tourism and leisure industries. The technology:

- ▶ enables details of goods and services purchased by a customer to be electronically stored on a smartcard which is then presented at participating merchants
- ▶ is an online booking engine which is personalised for each sales agent
- ▶ has product fulfilment and tracking capabilities
- ▶ produces automatic electronic sales agent invoices, calculating commissions
- ▶ generates online financial and marketing reports for merchants and sales agents
- ▶ includes an online merchant payment system, generating reciprocal tax invoices enabling electronic funds transfer.

# *UniQuest Pty Limited*

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## **Winner, eHealth**

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## **Company/innovation profile**

UniQuest is the main technology commercialisation company for the University of Queensland.

UniQuest brings the outcomes of ICT research to the market via technology licensing, the creation of start-up companies and consulting.

The company has recently developed Ex-Ray—technology designed to identify and assess mental health problems such as schizophrenia, dementia, delerium, drug psychoses, stroke, ataxia and a number of neurological disorders such as Parkinsons Disease.

Current conventional methods for the diagnosis of mental health disorders are significantly limited by their subjective nature, resulting, for example, in 50 per cent of cases of severe depression being missed by General Practitioners (GPs) in the primary care environment.

A major problem with schizophrenia is that the time between onset of first symptoms and diagnosis is approximately nine months using conventional diagnostic methods, by which time significant social and cerebral damage has often occurred, making the outcomes for the illness worse.

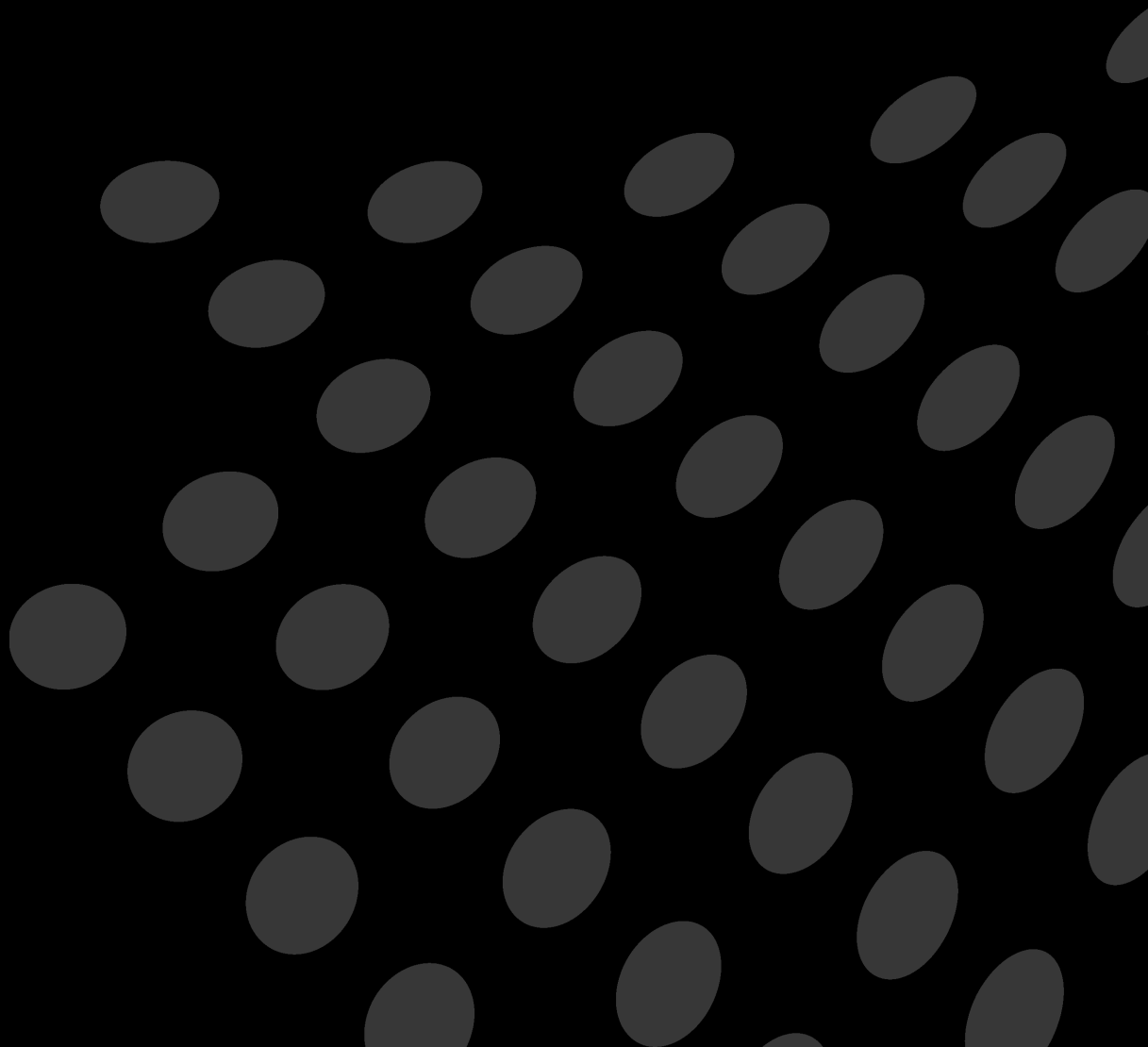
Ex-Ray is a novel technology that utilises the integration of image, speech and text in a machine-learning environment. This external 'X-Ray' is able to accurately and quantitatively diagnose a wide range of psychiatric and physical conditions. 'E' in this instance represents External, Environmental and Electronic.

The commercial importance of this technology lies in the need to utilise objective methods for the accurate and early diagnosis of a range of psychiatric and physical conditions. The technology can be readily incorporated at the point of care level into General Practice or into radiology services for referral by GPs. It is estimated GPs spend about 25 per cent of their time on mental health issues.

Ex-Ray is security-relevant and important to government departments as it quantitatively measures the psychological state of a population at any given time.



# *Sponsors*



# *Australian Government support for ICT*

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Australia's information and communications technology (ICT) sector is one of the most highly developed and cost competitive ICT platforms in the Asia Pacific region. There is a strong local industry and many international ICT corporations have significant global operations based in Australia.

The Australian Government is committed to developing the information economy in Australia, encourages investment, and seeks to create a global presence for Australia's information industries. The Australian Government is proud to support the local ICT industry through the Secrets of Australian IT Innovation competition.

Responsible for a range of policies, program and initiatives in support and promotion of Australia's ICT sector, the **Department of Communications, Information Technology and the Arts** builds on the opportunities provided by new technologies, to enrich the economic, social and cultural well-being of all Australians.

Working in partnership with business, government and industry, **Invest Australia**, the Australian Government's inward investment agency, offers a comprehensive, free and totally confidential service for potential investors. Invest Australia can provide companies with all the information needed to establish or expand a business in Australia.

**Austrade**, the Government's export facilitation agency, assists the Australian technology industry to develop internationally. In addition to general market advice and introductions, Austrade meets the needs of high-tech exporters through developing international partnerships and establishing overseas representation through its global network of representatives in 108 locations in 57 countries.

Through *Backing Australia's Ability*, the **Department of Education, Science and Training**, helps harness the collective talent, energy and resources of all those dedicated to securing Australia's economic future. It represents a commitment to pursue excellence in research, science and technology, to build an even more highly skilled workforce and increase opportunities for taking new ideas to market.

The **Department of Industry, Tourism and Resources** helps business and industry through a range of programs nurturing emerging knowledge-based industries by building research capabilities, accelerating the commercial application of ideas and strengthening the innovative culture in Australia.

## **CONTACT DETAILS**

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# *State and Territory sponsors*

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Secrets of Australian IT Innovation is supported by:



## CORPORATE SPONSORS

# *Gilbert + Tobin*

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**Website:** [www.gtlaw.com.au](http://www.gtlaw.com.au)



Gilbert + Tobin is proud to be associated with the Secrets of Australian IT Innovation Competition 2003.

Since inception in 1988, Gilbert + Tobin has upheld its reputation for innovative policies, practices and the provision of advice targeted towards innovative solutions. The firm continually seeks to expand its thinking and develop new opportunities.

Gilbert + Tobin is a strong supporter of the business community and community at large. The firm prides itself on its strong pro bono practice and has worked hard to educate and support the business community.

By sponsoring the Secrets of Australian IT Innovation Competition, Gilbert + Tobin is able to continue this support of the business community and help nurture innovation in Australia. In this competitive world, innovating companies must not only safeguard their intellectual property but also be aware of the legal and regulatory landscape in which they do business.

Gilbert + Tobin's team of commercial, intellectual property and regulatory lawyers have years of experience in providing business-critical legal advice to all sizes and types of ICT companies, including the leaders in IT development, both in Australia and Asia.

# Icon

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**Address:** Level 5/221 Miller St  
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Icon was formed in 1989 to provide specialist information technology (IT) contract and permanent recruitment services to large multinational corporations, government organisations and small to medium enterprises.

Today, Icon has offices in every major capital city in Australia and New Zealand and supports more than 1000 contractors on client sites and is a worldwide leader of professional staffing services. Icon is part of the Ajilon Group of companies, the worldwide leader of professional staffing and managed services.

Icon has established a number of vertical business offerings to complement their core contract and career recruitment capabilities, these offerings include:

- ▶ [www.graduate.com.au](http://www.graduate.com.au)—online graduate recruitment;
- ▶ HR Services—hire with confidence by utilising assessment tools;
- ▶ Segmented Recruiting—perform all or parts of the recruitment process; and
- ▶ Online Resource Management—internet ASP module based recruiting.

# NOKIA

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Nokia first began operations in Australia in 1985 as a network infrastructure business helping to build the country's mobile telecommunications networks.

In September 1993, Nokia Mobile Phones started in Australia and introduced mobile handsets to Australian consumers. In 2000, Nokia Internet Communications began operations providing internet security products and solutions for enterprises.

Since its beginnings Nokia has grown to become one of the most successful and well-recognised brands in Australia, leading the market with its mobile technology, enterprise products and services and network infrastructure.

Headquartered in Sydney, Nokia Australia also has offices in every state capital servicing the needs of its customers.

Nokia is also building the foundations for new technologies in Australia with its FutureLab facility designed to help develop mobile technologies, applications and services and deliver them to market.

Nokia's contribution to industry development and commitment to Australia has been recognised under the Federal Government's Partnership for Development scheme (PfD). The PfD program encourages Information Technology companies to include Australia in their global development plans by making new investments and strategic alliances with Australian enterprises.

Nokia has an international reputation for technological innovation and unique design and is proud to support the 2003 Secrets of Australian IT Innovation Competition.

# *PricewaterhouseCoopers*

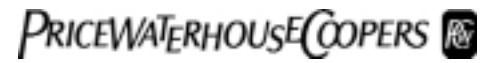
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**Address:** GPO Box 2650  
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**Website:** *www.pwc.com*



PricewaterhouseCoopers is one of the world's leading professional services organisation, drawing on the knowledge and skills of more than 150 000 professionals across 142 countries.

The company provides solutions to clients' business needs and aims to assist at every stage—from research through development, commercialisation, equity raisings and merger/acquisition or public float.

Clients include emerging and high-growth companies in computer services, networking, software, telecommunications, e-business, biotechnology, pharmaceuticals, and medical technology, among many other areas.

PricewaterhouseCoopers works to ensure its clients meet their business and personal objectives.

# *Sun Microsystems*

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**Address:** 828 Pacific Highway  
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**Phone:** +61 2 9844 5000

**Facsimile:** +61 2 9844 5142

**Website:** [www.sun.com.au](http://www.sun.com.au)



Back in 1982, Sun Microsystems was just three students and a pretty smart programmer. They had a very different idea—that computers should be able to talk to one another no matter who made them. Pretty innovative, out of the box stuff, but they took that idea and made it real.

Now a multi-billion dollar company with offices in more than 100 countries across the globe, Sun has nurtured its culture of innovation and remained true to the vision of network computing.

Just as the company believes that the power of a single computer can be increased dramatically as it is interconnected with other systems, Sun maintains that by joining forces with other innovators everyone benefits from faster industry development.

For Sun, innovation is about challenging conventional thinking, encouraging creativity and taking reasoned risks to push boundaries.

That's why the company backs non-profit projects that spring from academia, research and the scientific community. And that is why Sun gets behind initiatives that lift the Australian industry's game and help aspiring companies succeed both locally and overseas.

The 2003 Secrets of Australian IT Innovation Competition is an important step in this road to success and Sun is proud of its involvement in this competition. But for Sun, it doesn't stop here.

Bringing to life its vision of collective innovation, Sun will continue to foster the growth and success of Australia's brightest through its iForce™ Developer Program. With more than three million Java™ developers in the network globally, Sun hopes entrants in this years competition will draw on this resource to expose their technology to the world.

# *TheSolutionFinder*

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**Address:** PO Box 223  
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**Facsimile:** +61 2 9719 9241

**Website:** [www.thesolutionfinder.com](http://www.thesolutionfinder.com)



TheSolutionFinder is an international guide for the ICT industry. It features an intelligent search engine, allowing end-users to search for solutions, products and services that fit their own functional requirements and suit their technical environments.

Developed by ISEG Pty Ltd (International Solutions Evaluation Group) TheSolutionFinder has more than 300 product and service categories.

Users set their own priorities at a feature or function level when selecting products and services.

The origin of all vendors, products and services is maintained so users can identify which ones are Australian made and/or supported.

Access to TheSolutionFinder is free of charge and vendors pay a small annual subscription to list their products and services. Vendors may also update their own entries (e.g. such as listing new versions of software) through their own sign-on and password, ensuring a high level of currency.

TheSolutionFinder is already assisting vendors identify suitable business partners and helping Australian companies gain world-wide exposure for their products and services.

# *Trade Partners UK*

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**Address:** c/o British Consulate General  
Level 17, 90 Collins St  
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**Phone:** **+61 3 9652 1670**

**Facsimile:** +61 3 9650 2990

**Website:** *www.britaus.net*



The UK and Australian Governments are committed to cooperation in the information industries by entering into strategic partnerships designed to maximise opportunities for throughout the European and Asia Pacific Regions.

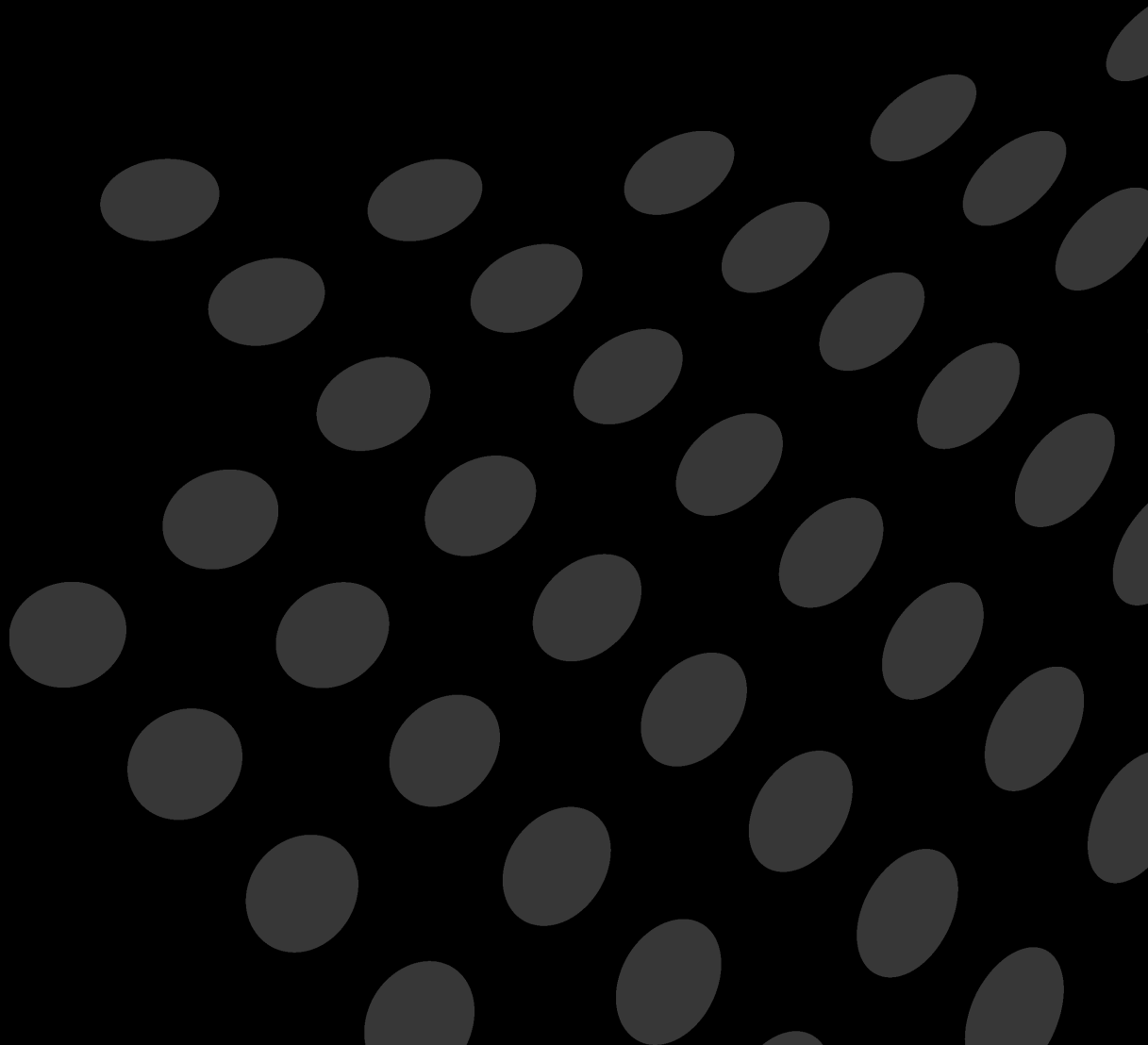
Exciting research and development and product innovation in both countries, coupled with market strengths in both regions, provide considerable scope for the development of these mutually beneficial business relationships.

Over the last two years, Trade Partners UK (TPUK) has supported three missions of high-calibre Australian companies to Britain, and two British groups at CeBIT Australia.

These activities have led to the formation of business relationships in a number of areas and demonstrate the benefits of collaborative partnerships when competing together in the global market place.



# *Judges*



# *Sonja Bernhardt*

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Sonja Bernhardt is the director and owner of two technology companies, Buziwomen.com and ThoughtWare Australia Pty Ltd—a traditional style company that provides software and services to the ICT, biotechnology and scientific sector.

With more than 17 years experience in the ICT industry Sonja is a member of the Australian Institute of Company Directors, and has extensive industry involvement and appointments on technology boards and committees, at local, state, national and international levels.

Sonja is a published author, is actively involved in various media activities and conference presentations, and has a weekly radio spot as a Technology and Communications expert. Sonja has been a semi regular on national ABC Radio, and is in increasing demand as a presenter at business and ICT events.

As the founder and Ambassador of Women in Technology (WIT) and advisor to Girls Into Doing Great IT Society (GIDGITS), Sonja Bernhardt is one of the most impressive ICT mentoring and role modelling figures in Australasia.

# *Mark Broadbent*

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Mark Broadbent identifies paths for the commercialisation of CSIRO research in information technologies. The CSIRO is one of the world's largest scientific research institutions, with a charter to carry out scientific research to assist Australian industry and further the interests of the Australian community.

In previous roles with Sun Microsystems as Asia/Pacific Developer Programs Manager and Australian Partner Development Manager, Mark has assisted many software developers with technology, business and marketing planning.

Over the past 18 years Mark's roles within the computer industry have included Database Designer, Analyst/Programmer, Support Specialist, Systems Engineer, Trainer, and Marketing Programs Manager.

Mark has worked with companies such as Mayne Nickless, The Travel Software Company, Gould Computer Systems Division, Prime Computers, Sun Microsystems, and Bullant Technology.

# *Helier de Veulle*

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Helier de Veulle joined Gilbert + Tobin in February 2002, as a lawyer in the Communications and Technology Group. He works primarily on information technology, telecommunications and e-business related matters.

His experience includes advising on issues such as systems integration, software development and licensing, website terms and conditions and hosting arrangements, as well as developing and negotiating agreements in these areas.

In particular, Helier has advised clients on substantial projects for outsourcing, software development, and the supply of telecommunications services and procurement of associated equipment. He has also been responsible for editing and co-ordinating the publication of the latest edition of Gilbert + Tobin's 'Software Legal Guide'.

# *Bert Franzen*

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Bert Franzen joined Icon in 2001 as the General Manager of the New South Wales branch.

His appointment provides the organisation with a wealth of executive management experience as well as a technical mentor for the branch.

Bert has held various executive and hands-on positions in the recruitment industry for 12 years, spending the last ten years promoting and managing large scale e-business consulting and services projects to major Australasian financial, telecommunication and wholesale/distribution organisations.

# *Angus Henderson*

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Angus Henderson is a partner in the Gilbert + Tobin's Competition & Regulation Group. He specialises in telecommunications, broadcasting, competition and privacy law, with a large proportion of his practice devoted to interconnection and access issues and the development of regulatory models in the telecommunications and broadcasting industries.

Angus has represented clients across the Asia Pacific region on regulatory framework establishment—including in Singapore, Hong Kong, Thailand, Vietnam, Laos, Cambodia, Sri Lanka, Taiwan, Japan, New Zealand, Australia and Malaysia. He has also provided interconnect pricing advice and developed interconnection guidelines in Singapore, New Zealand, Hong Kong, Australia, Sri Lanka, Malaysia and Thailand.

Angus is a regular speaker at communications, broadcasting and technology conferences in Australia and has presented papers in the Philippines, Indonesia, Malaysia and Singapore. He is co-editor of *Communications Law and Policy* in Australia and holds a Bachelor of Science and a Bachelor of Laws from the University of New South Wales.

# *Craig Lawn*

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Craig Lawn is a partner at PricewaterhouseCoopers with more than 20 years experience providing tax and structuring advice to rapid growth, technology based, Australian companies.

He has specialist expertise dealing with intellectual property; creating spin-off companies—in particular working with universities and research organisations; Co-operative Research Centres; ESOP planning; capital raising; and global expansion including flip ups to foreign markets.

Craig has provided advice to leading technology based companies such as Resmed, Altium, Radiata, Memtec, Bishops, BT Looksmart and many new companies, as well as global leaders including Sony, Canon, Sonic Healthcare and Raytheon.

# *Angus MacDonald*

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

With more than 25 years of IT experience, Angus has ridden the many waves of the industry and is confident that some of the most exciting and turbulent times are yet to come. His understanding of technological trends and industry direction has steered him through a diverse IT career including roles at CSR, Prime Computers, Perkin Elmer, ICL, Neology and Fujitsu.

At Sun Microsystems, Angus is also chief technology advisor to Sun Australia's Investment Review Committee—Sun Australia's vehicle for investing in and assisting local ICT companies, developers and inventors realise their potential on the world stage.

# *Andrew Paddon*

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Andrew joined Nokia in 2000 where his main role is to assist in integrating and commercialising third party value added services throughout Asia-Pacific.

In addition, Andrew's role includes identifying and managing the development of value added services and working on planning operations best practices, and service architecture and value added services business development.

Andrew has worked professionally as a software developer and ran his own software development business for several years. In 1999 he co-founded a health informatics company as Chief Information Officer.

Andrew holds several degrees including an MBA from Macquarie Graduate School of Management. He has honours degrees in Law and Computer Science and completed a Bachelor of Computer Science in 1996.

# *Jim Thompson*

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Jim Thompson has been Trade Promotion Manager with the British Consulate-General in Melbourne since 1998. He is principally involved in identifying business partnering opportunities for UK companies in the ICT sector in Australia.

Jim has been responsible for developing and implementing the strategic partnerships programme under which the UK Government's trade development body, Trade Partners UK, has organised missions of Australian ICT companies to Britain for matchmaking meetings across the country.

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.

# *Debra Tippett*

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Debra Tippett is a Senior Associate in the Technology Group of international law firm Minter Ellison. Debra specialises in contract management and commercial law, with a particular emphasis on IT tendering and contracting, outsourcing and e-business.

Debra's client base includes many large Australian Government departments and agencies as well as private sector companies, including high-growth small-to-medium enterprises (SMEs).

She worked for several years in the technology area in both the public and private sectors, and has a particular interest in the e-health area, having worked for many years in a large health related Commonwealth agency. While working for this agency, Debra held a senior management position in its IT section where she gained hands-on IT knowledge and experience.

Debra has presented seminars and conducted workshops on IT procurement, risk management, privacy and e-security, and contract management.