

## Invent announces winners of Commercialisation of University Research Student Awards 2012



The sixth annual Commercialisation of University Research Student Awards took place on November 5th at Dublin City University Business School. The award is for the best commercialisation plan based on a new technological product or service created by university researchers. Students identify the best route to market for the technologies and undertake extensive research on competitors, markets and customers. The Award is sponsored by Invent DCU and coordinated by Dr. Teresa Hogan, lecturer in Entrepreneurship at DCU Business School.

The objective of this project is to provide students with an understanding of the key issues involved in the successful commercialisation of new technology-based products or services. It also provides scientists with the opportunity to test the commercial potential of their research.

This year's winning team from the Masters in Electronic Commerce Degree Programme is Pierrick Barreau, Guillaume Bonnevey, John O'Rourke, Euan Callow and Pablo De la Vega who worked along with Dr. Pascal Landais, the researcher on this project. The project involved the analysis of the commercialisation opportunities of the 60 GHz laser signal generator. The 60GHz transmission is a next-generation small range standard that corresponds to the logical evolution of in-home wireless technology trends and introduces promising opportunities such as high data rate, speed, volume and security.

### **Pictured left to right:**

Maria Johnston (Invent DCU), Dr. Brian Stone, Pierrick Barreau, Guillaume Bonnevey, Euan Callow (Award Winners), Dr. Teresa Hogan and Dr. Regina Connolly. Dr. Regina Connolly and Dr. Brian Stone are Joint Chairs of the Masters in Electronic Commerce Degree Programme.