



CUDOS ENTREPRENEURSHIP SEMINAR SERIES 2011

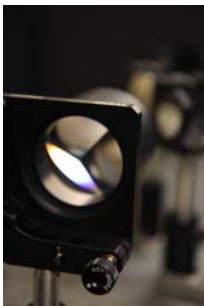
Date: Wednesday, 16 November 2011
Time: 12:00-1:00pm (refreshments provided)
Venue: LT 1, School of Physics (Building A28),
Physics Road, The University of Sydney

SPEAKER: DR JOHN HAYWOOD

Smart Digital Optics, a successful start-up

This talk will look at the formation of Smart Digital Optics, a successful start-up which is manufacturing and marketing optical current measurement systems to high voltage power transmission system operators. SDO has faced a number of interesting issues along the way, including IP licensing/ownership, funding, and a challenging market.

Dr John Haywood was born in London, Ontario, Canada. He received the BSc and MSc degrees in electrical engineering from the University of Waterloo in 1986 and 1988. He joined the Optical Fibre Technology Centre at Sydney University in 1990 as a Research Fellow to develop optical sensing technologies. In 2003 he received his PhD degree in electrical engineering from the University of Sydney. In 2004, John along with four colleagues founded Smart Digital Optics to commercialise the optical current sensing technology developed at the OFTC. John is currently the CEO of SDO.



ADDITIONAL DATES & SPEAKERS

Venue: LT 1, School of Physics, The University of Sydney

01/12/2011 9:30-10:30am **John Dyson** (at KOALA Conference, Melbourne)

TBC 12:00-1:00pm **Harald Rosenfeldt**

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<http://www.cudos.org.au/education/seminarseries.shtml>

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