

UK Technology Trade Mission to Australia

29 - 31 October 2019



**TECHNOLOGY
IS
GREAT**

BRITAIN & NORTHERN IRELAND

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Foreword



Technology is one of the UK's most important sectors and the UK Department for International Trade (DIT) is delighted to be the lead partner country for CEBIT Australia 2019. Our GREAT Britain pavilion at the exhibition is showcasing 10 innovative UK tech companies who are here from Britain and will provide attendees the opportunity to learn how UK technology and the UK tech eco-system can support their own business growth.

Also representing the UK tech sector are DIT's special guests and UK speakers, Artificial Intelligence expert and leading global voice on ethical technology, Kriti Sharma as well as DIT's Technology Sector Specialist, Jeffrey Peel.

CEBIT's future-tech focus and revamped format is the ideal platform to present the UK's world-leading capability - and this is a fantastic opportunity to meet Australian organisations seeking a competitive edge in their digital

transformation journey.

The UK is home to thousands of dynamic, high-quality and innovative companies. As of 2018, there are 2.1 million digital tech jobs in the UK, with tech companies raising an impressive £6.3 billion in venture capital - more than any other European country. This investment is driving world-leading innovation in emerging technologies including AI, machine learning, robotics, data science, fintech, cyber security and IoT. Government alongside business and research underpins this through the UK's Industrial Strategy which addresses the major challenges the UK economy faces in the 21st century which are common to developed economies.

This culture of innovation, partnership and entrepreneurial spirit will continue to propel the sector to exciting new heights. Heights that no doubt will be reached through collaborations fostered through the UK and Australia's historic bilateral trade relationship which was worth a total of £15.3bn last year.

On behalf of DIT, I encourage you all to visit our UK team at the GREAT stand and take advantage of this great opportunity.

Warm regards,

Michael Ward
British Consul General and UK Deputy Trade Commissioner, Asia Pacific - Australia & New Zealand



Audoo

Lombard Business Park
8 Lombard Road
London SW19 3TZ United Kingdom

www.audoo.com



Ryan Edwards
Founder & CEO

E: ryan@audoo.com

Audoo is a technology company that is changing how music royalties are monitored, identified and distributed. Its solution simply plugs into commercial operations, such as shops, restaurants, gyms and bars and takes a digital imprint of the music played. This data is then analysed for Performance Rights Organisations (PROs) who ensure artists, composers and publishers are compensated accurately and fairly, every time their music is played.

Audoo are working to ensure every artist and composer is fully recognised and accurately paid for the broadcasting of their works.



Conducttr

43 Sanderling Lodge
London E1W 1AJ United Kingdom

www.conducttr.com



Robert Pratten
CEO

E: robert@conducttr.com



Maria Torres
Consultant

E: maria@conducttr.com

Crisis simulation software for immersive training exercises is what made Conducttr famous.

Rehearsing in a realistic environment allows teams to directly transfer training to their job and this has been proven to accelerate experience which significantly reduces the cost of unplanned incidents.

In the case of cyber security, Conducttr's immersive training could mean incidents are avoided completely.

digital shadows

Digital Shadows

7 Westferry Circus
Columbus Building Level 6
London E14 4HD, United Kingdom

www.digitalshadows.com



Scott Anderson
*Regional Sales
Manager, Australia
& New Zealand*
[scott.anderson@
digitalshadows.com](mailto:scott.anderson@digitalshadows.com)



Lawrence Loh
*Sales Director
Asia Pacific*
[lawrence.loh@
digitalshadows.com](mailto:lawrence.loh@digitalshadows.com)



Philip Sow
*CISSP - Cyber Security
Strategist, APAC*
[philip.sow@
digitalshadows.com](mailto:philip.sow@digitalshadows.com)

Digital Shadows minimises digital risk by identifying unwanted exposure and protecting against external threats. Organisations can suffer regulatory fines, loss of intellectual property, and reputational damage when digital risk is left unmanaged. Digital Shadows SearchLight™ helps you minimise these risks by detecting data loss, securing your online brand, and reducing your attack surface. Digital Shadows was named 'Leader' in the 2018 Forrester New Wave for Digital Risk Protection.

HYPERVSN

HYPERVSN

The Light Bulb
1 Filament Walk, Wandsworth
London SW18 4GQ United Kingdom

www.hypervsn.com



Rob Grosso
Director, Seen Technology

E: rob@seentechnology.com.au

HYPERVSN is an award-winning British company responsible for developing the innovative and disruptive 3D holographic system that provides an immersive experience for viewers. Since its official release in early 2017, HYPERVSN solution has been named among 10 best technologies by Yahoo!, USA Today & Inc Magazine and used by top brands.

MIPERMIT

MiPermit

Unit 7, Callow Park,
Callow Hill, Brinkworth
Wiltshire SN15 5FD United Kingdom

www.chipside.com | www.mipermit.com



Paul Moorby
CEO

E: paul.moorby@chipside.com



Daniel Giles
Project Manager

E: daniel.giles@chipside.com

MiPermit is Chipside Ltd's e-commerce platform for smart local government. Digitally transforming parking services, law enforcement and traffic management through its core mobility systems, back office legal case management software systems, public facing evidence portals, parking payment systems, law patrol software and big, open data platforms. In April 2019, Her Majesty the Queen awarded Chipside Ltd the premier business award in the UK, Queen's Award for Enterprise 2019, Innovation.

novastone

Novastone Media

4 Crown Place
London EC2A 4BT
United Kingdom

www.novastone.im



Douglas Orr
Founder & CEO

E: douglas.orr@novastonemedia.com

Novastone builds white label messaging solutions enhancing engagement internally and with external parties. The solution allows the organisation to engage with clients on any public IM channel without compromising on security and compliance. It also helps tackle the common shadow IT problem found in most organisations where employees use tools to communicate which are not provided or managed by the company.



TAAP

Kinetic Business Centre
Theobald Street, Borehamwood
Hertfordshire WD6 4PJ United Kingdom

www.ontaap.com



Andrew Murphy

TAAP Account Director

E: andrew.murphy@ontaap.com

TAAP is a software licensing business built around digitisation, any and all aspects of the digital transformation journey, processing real-time data, data insights through business intelligence, cross-platform mobility regardless of operating system, system integration, business process change, workflow, AI/ML, collaboration, standardisation, data integrity and business agility. TAAP is deployed globally across a wide range of industry sectors and verticals. Invest in TAAP to deliver your next digital transformation project.



Qumodo

The Printrooms
164 - 180 Union Street,
London SE1 0LH United Kingdom

www.qumodo.do



Benjamin Gancz

CEO & Co-founder

E: benjamin.gancz@qumodo.do



Cosima Calder

Data Scientist

E: cosima.calder@qumodo.do

Qumodo conducts bespoke research and development into human interaction with artificial intelligence. It offers specialist products to aid the detection and prevention of terrorism and child sexual exploitation. Its customers include domestic and international policing organisations, online content providers and NGOs.

unifi.id

Unifi.id

Level 39
One Canada Square, Canary Wharf
London E14 5AB United Kingdom

www.unifi.id



Weiyang Li

Business Development Executive

E: wli@unifi.id



David Fell

Business Development Executive

E: df@unifi.id

Unifi.id specialise in the smart building sector, including high-rise buildings, education, and hospitality. Our advanced ID/Access card delivers actionable insights from long-range sensors on movements. Insights transform building management, delivering bottom-line results. Unifi.id are rapidly growing internationally, Australia is its next target market. Unifi.id systems enhance security and safety, minimise risks for occupants and fire services if evacuations are triggered through its real-time insights, essential for smarter cities.



Unmanned Life

78 Cannon Street
London EC4N 6HN
United Kingdom

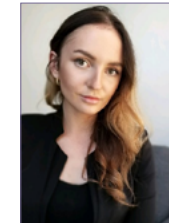
www.unmanned.life



Kumardev Chatterjee

Founder & CEO

E: kumardev@unmanned.life



Patricia Jamelska

Global Partnerships Manager

E: patricia@unmanned.life

Unmanned Life is the global multi-award-winning AI for Autonomy SAAS Platform enabling industries to be fully autonomous, deploying Autonomy-as-a-Service for Industry 4.0 over wireless networks including 5G, across major verticals like Supply Chain Logistics, Telco, Public Safety, Smart Cities and Manufacturing.



Department for
International Trade

Contacts



James O'Hern
*Senior Trade Manager,
Technology and Smart Cities*

UK Department for
International Trade
3 Whitehall Place
London SW1A 2AW
United Kingdom

T: +44 207 215 5439

M: +44 7825112909

E: james.ohern@trade.gov.uk



Jim Thompson
*Head of Technology and
Smart Cities Team Australia*

UK Department for
International Trade
British Consulate-General
Level 17, 90 Collins Street
Melbourne VIC 3000, Australia

T: +61 (0)3 96521604

M: +61 438 316851

E: jim.thompson@mobile.trade.gov.uk



Department for
International Trade

[great.gov.uk](https://www.great.gov.uk)

DIT

The Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

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