

# National ICT Australia invites you to the



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**When:** 4-6pm, Tuesday 29 May, 2007  
**Where:** Brown Theatre, Level 1  
Department of Electrical & Electronic  
Engineering (Building 193)  
University of Melbourne  
Parkville  
(Melways Map 75A Ref I8)  
**RSVP:** [industryeducation@nicta.com.au](mailto:industryeducation@nicta.com.au)  
by 25 May 2007

## Sensor Network Forum

**Tuesday 29<sup>th</sup> May, 2007**

**Matthew Pryor CEO, Observant**

Taking it to the People: Challenges faced in taking wireless sensor networking to a non-technical audience

**REGISTRATION IS ESSENTIAL FOR THIS  
FREE EVENT**

**ABSTRACT:** Observant has a focus on building simple, reliable solutions for the pastoral and grazing industries. Its solutions are based on wireless sensor network principals, but its customer base is a non-technical audience, who in many cases are distrustful of new technology. The talk will outline many of the challenges faced in taking products out of research and development and placing them in the hands of customers whose primary concern is ease of installation and operation. Observant's solutions have to overcome very hostile operating conditions, the harshest of Australia's climates, and must operate over extremely large geographic areas, often measured in the thousands of square kilometres. The main emphasis of the talk will be on practical matters that have often stood between promising prototype and reliable, trust-worthy product.

**BIOGRAPHY:** An experienced entrepreneur, Matthew has operated at senior levels for information technology firms in Australia and the USA. After 6 years in San Francisco which included the rapid growth and eventual acquisition of a company he co-founded, Matthew returned to Australia in 2002. After a year as Vice President of Product Management for a US owned technology company, Matthew joined the investors in Observant, eventually taking on the role of CEO. With a background in Agent based systems and Business Process Management, Matthew has also been heavily involved in standards development, including being a founding board member of the Business Process Management Initiative ([www.bpmi.org](http://www.bpmi.org)), which eventually merged with the OMG.

