

Online Registration

Please register on or before
18 May 2016 (Wednesday)



The Synergy of Model-Based Design and Engineering-Driven Analysis

Speaker: Jim Tung, MathWorks Fellow
Date: 19 May 2016 (Thursday)
Time: 4:00 pm – 5:00 pm
Venue: Room 501-502, 5/F, Photonics Centre, 2 Science Park East Avenue, Hong Kong Science Park, Shatin, Hong Kong
Language: English
Online Registration <http://www.astri.org/registration-form/?pid=17268>

Speaker's Biography



Jim Tung is a 25-year veteran of MathWorks, holding the positions of Vice President of Marketing and Vice President of Business Development before assuming his current role as MathWorks Fellow, focusing on business and technology strategy and analysis. Jim previously held marketing and sales management positions at Lotus Development and Keithley DAS, a pioneering manufacturer of PC-based data acquisition systems.

Abstract

Engineering data has become essential in business-critical systems and applications. Audio, real-time video, motion, machine performance metrics, and other sensor-generated data is being combined with business, transactional and other IT data to enable sophisticated analytics that may run on Big Data on IT systems, in real time on embedded systems, or both in an IoT approach. Combining these analytic methods with Model-Based Design enables organisations in many industries to develop smarter products, devices and services that expand the business impact of their data, analytics and smart systems.

- ALL ARE WELCOME -



<http://core0.staticworld.net/images/article/2015/09/statistics-stats-big-data-analytics-100613892-primary.idge.jpg>