

Plenary Speaker



TITLE: Smart Emergency Response System - Eye in the Sky

AUTHOR: Dr. Justyna Zander, MathWorks (White House Initiative)

DATE/TIME: Wed. July 9, 12:30am in Regency 1-3

ABSTRACT:

As part of the SmartAmerica Challenge, a US government initiative to develop technological advances through cyber-physical systems, a team led by MathWorks recently unveiled a concept for a Smart Emergency Response System (SERS). It has been featured at the *White House* in June 2014 and described by Todd Park (*U.S. Chief Technology Officer*) as an exemplary achievement.



SERS provides the survivors and the emergency personnel with information to locate and assist each other during a disaster. The system allows to submit a help request to a MATLAB-based mission center connecting first responders, apps, search-and-rescue dogs, a 6 ft. tall humanoid, robots, Wi-Fi drones, and autonomous aircraft and ground vehicles simulated with Simulink. For more information, go to: <http://www.mathworks.com/smart>

SHORT BIO:

Dr. Justyna Zander is representing MathWorks and leading an external team and a project on Smart Emergency Response System within SmartAmerica Challenge 2014.

She is running a global non-profit initiative HUMANOIDWAY in modeling and simulation and 'smart' hardware that follows her role of a Senior Technical Education Evangelist at MathWorks, Inc. (2012-2013). Before she was a CEO of SIMULATEDWAY that she founded in 2011 and sold in late 2012. She has been working on Model-Based Design and Model-Based Testing, simulation, software quality assurance, and rapid prototyping with worldwide operations focus. Scientifically, she is currently working on the execution engine and application areas related to Computation of Things for Humanity.

Before, she was a postdoctoral research scientist at Harvard University and Harvard Humanitarian Initiative Fellow in Cambridge MA, USA (2009-2012). Earlier, she was a Scientist and Project Manager at the Fraunhofer Institute for Open Communication Systems in Berlin, Germany (2004-2010).