
McLaren
APPLIED TECHNOLOGIES
BOSS
Mobil 1
Mercedes-Benz
HILTON HHONORS
AkzoNobel
PIRELLI
P ZERO
@McLarenF1

AGENDA

1. Background to McLaren
2. Origins of our technology – Formula 1
3. Beyond F1 – Examples
4. Human Telemetry – Sport to Healthcare
5. Future Applications
6. Questions

McLaren APPLIED TECHNOLOGIES

WHAT WE DO: IN A NUTSHELL

We work with market leaders and visionaries who share our ambition –

To produce breakthroughs in product and performance through technology & design that change the game.

We do this through collaboration and co-creation.

We don’t ask if it can be done, we ask how.

And then we find a way to make it happen.

FOCUS

AREAS OF FOCUS: INDUSTRY SECTORS

We focus on developing innovative products and solutions in four core industry areas: energy, health & wellness, consumer brands and transport.


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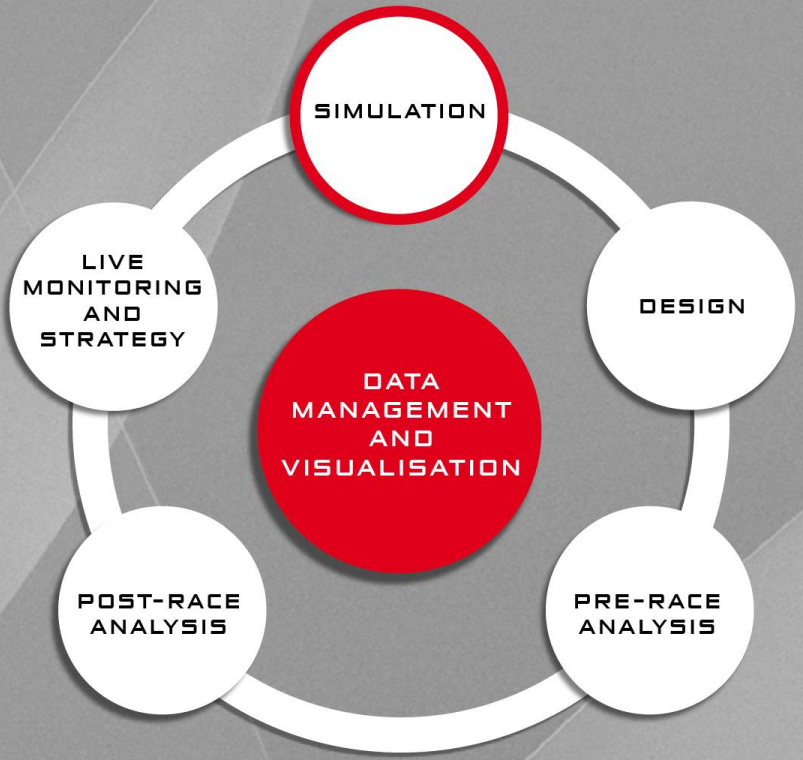
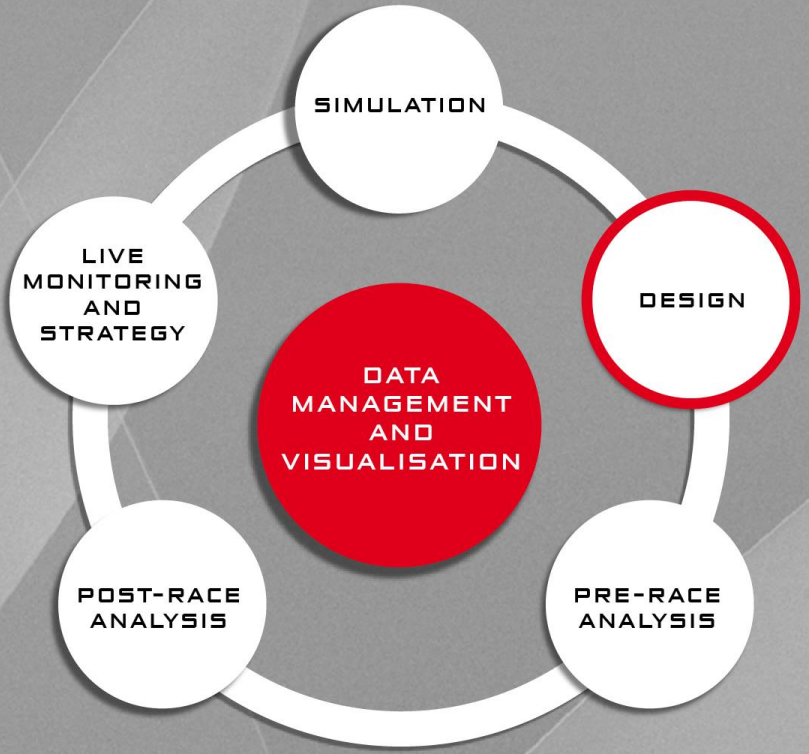
APPLIED TECHNOLOGIES
DATA
UNDER PINS
EVERYTHING
WE DO

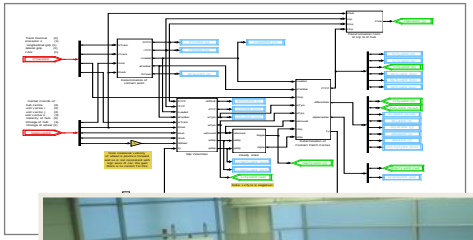


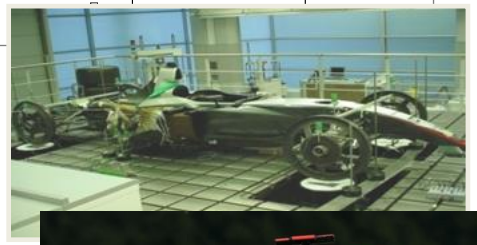
SIMULATION

STRICTLY NO ADMITTANCE
AUTHORISED PERSONNEL ONLY

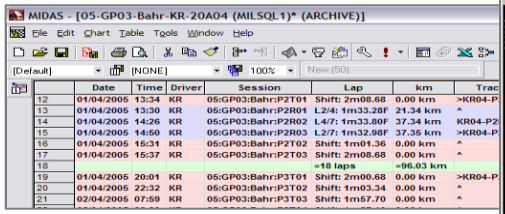

Vodafone

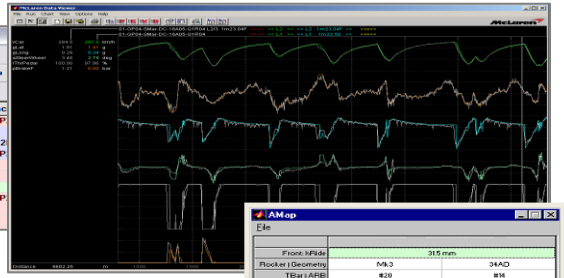

SIMULATION
DESIGN
PRE-RACE ANALYSIS
POST-RACE ANALYSIS
LIVE MONITORING AND STRATEGY
DATA MANAGEMENT AND VISUALISATION

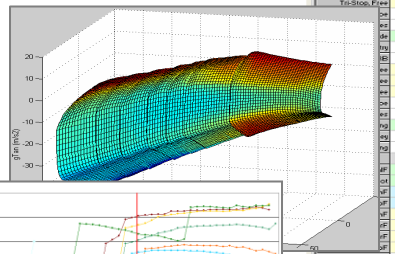


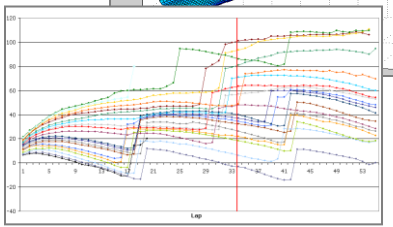


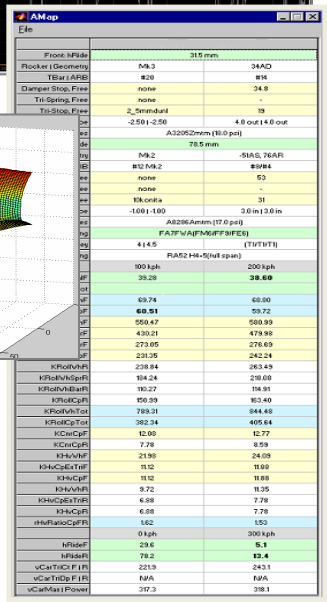
Integrated data analysis & knowledge management system

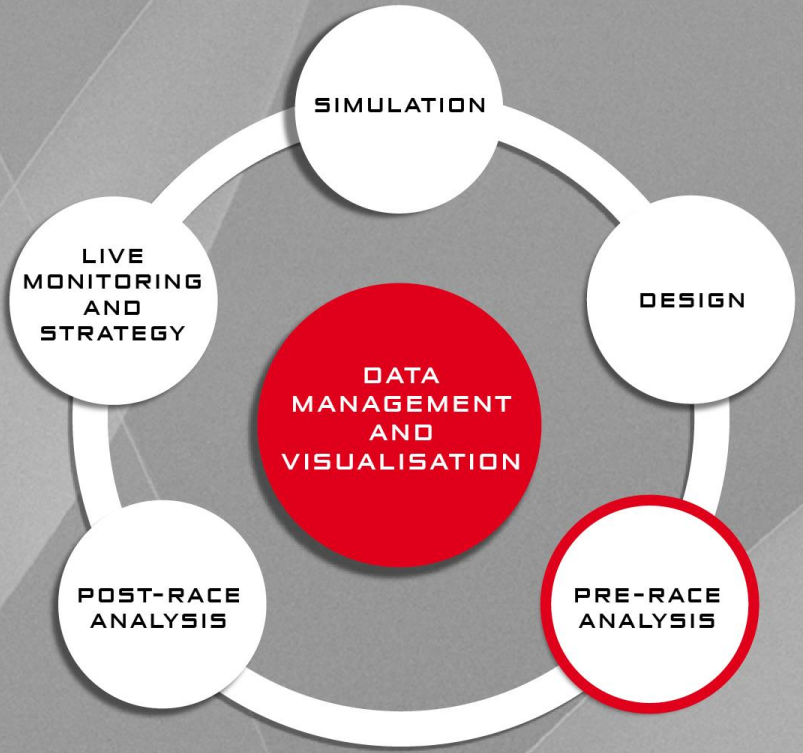








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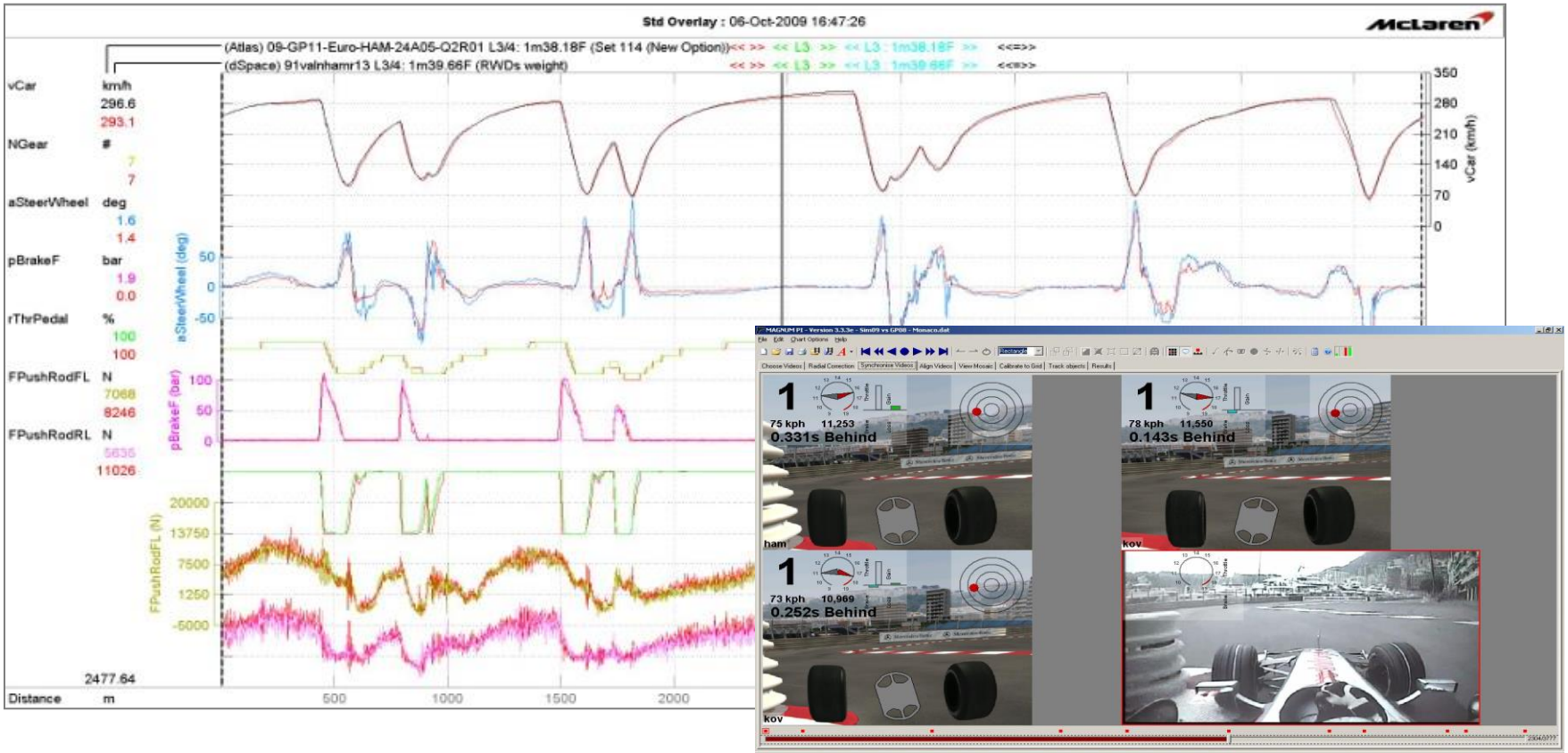
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(dSpace) 91valnhamr13 L3/4: 1m39.66F (RWDs weight)
vCar km/h
296.6
293.1
NGear #
7
7
aSteerWheel deg
1.6
1.4
pBrakeF bar
1.9
0.0
rThrPedal %
100
100
FPushRodFL N
7068
8246
FPushRodRL N
5636
11026
2477.64
Distance m
aSteerWheel (deg)
pBrakeF (bar)
FPushRodFL (N)
vCar (km/h)
500
1000
1500
2000
1
75 kph 11,253
0.331s Behind
ham
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kov
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73 kph 10,969
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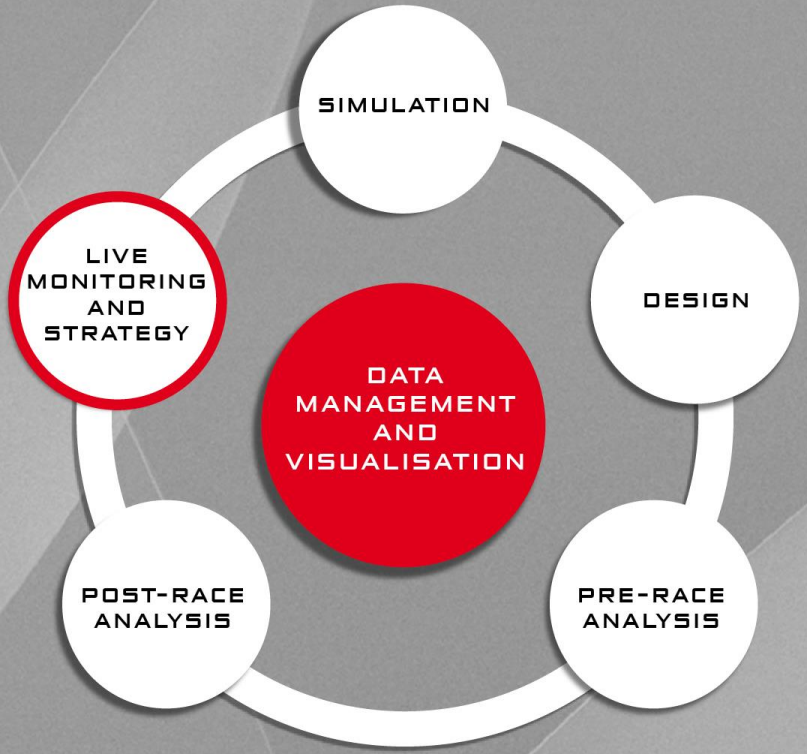
kov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Going Beyond F1


COMPLEX
SYSTEMS


DECISION
SUPPORT
SYSTEMS

USE OF DATA FOR DESIGN OPTIMISATION

APPROACH:
TECHNICAL

OPTIMAL
EQUIPMENT
PERFORMANCE

50:50

OPTIMAL
HUMAN
PERFORMANCE

100% Machine

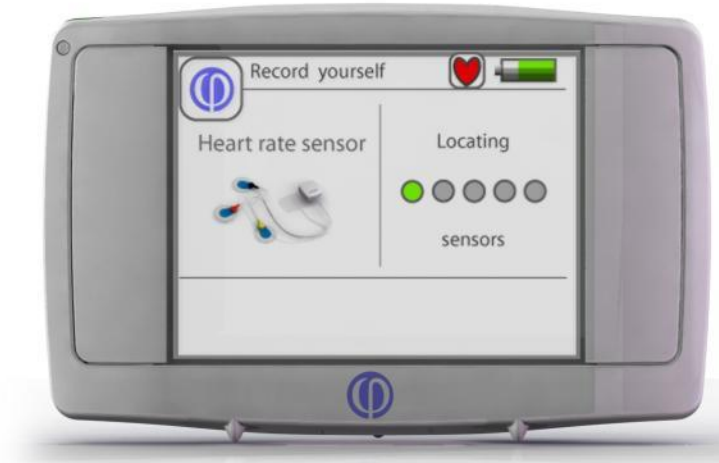
100% Human

HUMAN TELEMETRY

BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO ANTICIPATE AND ADAPT IN REAL TIME

EARLY (2007) PLAYERS IN TELEHEALTH



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BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO ANTICIPATE AND ADAPT IN REAL TIME

SMART SYSTEMS

ANALYSING DATA TO ANTICIPATE AND ADAPT IN REAL TIME

FIRST INTELLIGENT MEDICAL DEVICE PLATFORM?


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BIO-TELEMETRY SYSTEMS
ANALYSING DATA TO
ANTICIPATE AND ADAPT
IN REAL TIME
PATIENT
ADHERENCE IN
DRUG
DELIVERY
DEVICES

BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO ANTICIPATE AND ADAPT IN REAL TIME

IMPROVING SUCCESS RATES IN WEIGHT MANAGEMENT

BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO
ANTICIPATE AND ADAPT
IN REAL TIME

STRESS & FATIGUE MANAGEMENT WHERE PERFORMANCE MATTERS

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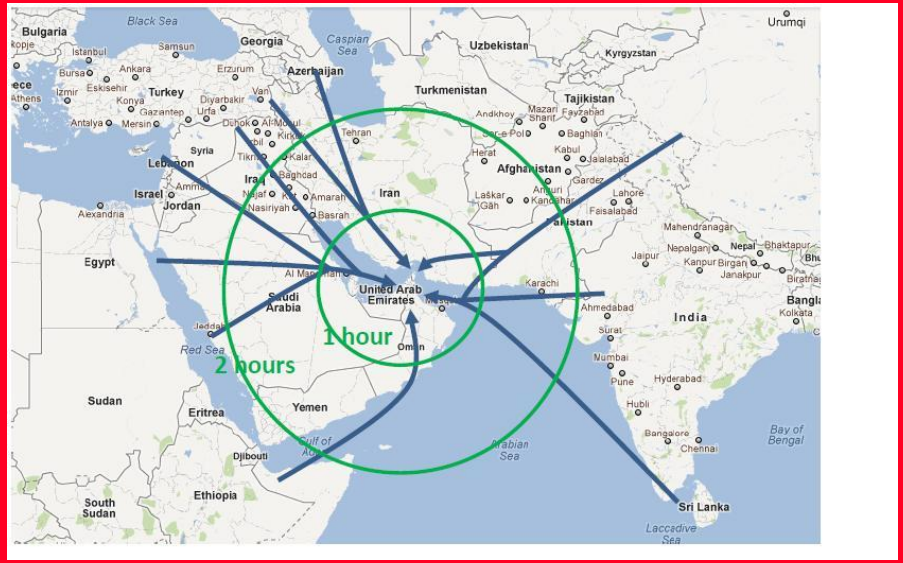
BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO
ANTICIPATE AND ADAPT
IN REAL TIME

NEXT STEPS IN DIGITAL HEALTH & WELLNESS

APPLICATIONS

REAL WORLD APPLICATIONS



REAL WORLD APPLICATIONS

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CAN IT BE DONE? DEFINITELY