

@McLarenF1

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## AGENDA

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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



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WHAT WE DO:  
IN A NUTSHELL

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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

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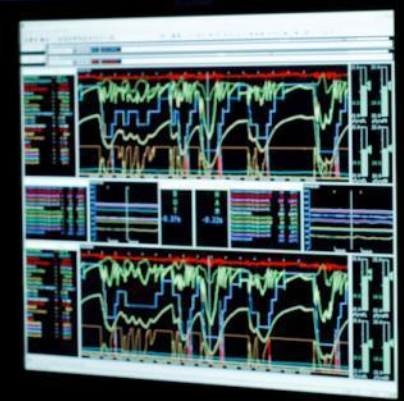
## AREAS OF FOCUS: INDUSTRY SECTORS

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

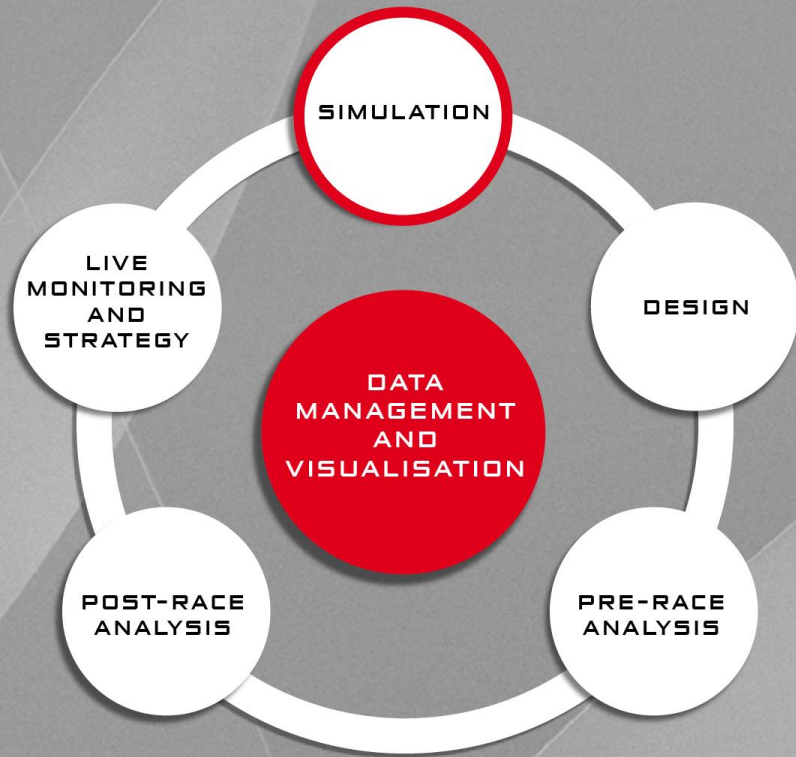




DATA  
UNDER PINS  
EVERYTHING  
WE DO



POWER CAR 24 POWER 250-201 CAR 202 POWER231

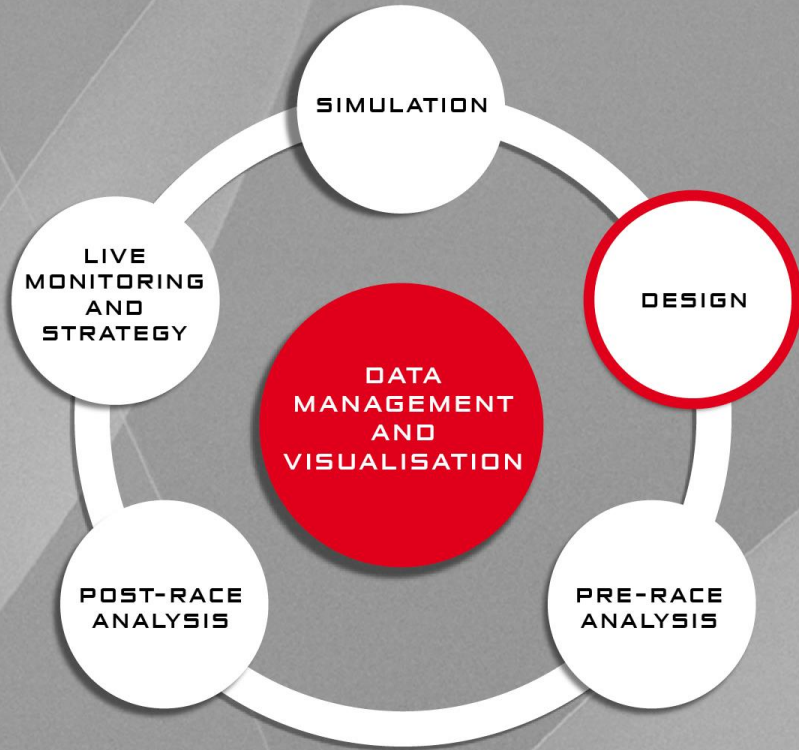


**SIMULATION**

**STRICTLY NO ADMITTANCE  
AUTHORISED PERSONNEL ONLY**

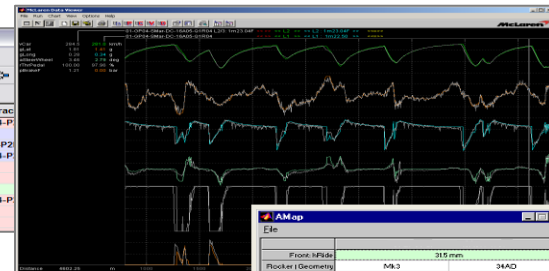






MIDAS - [05-GP03-Bahr-KR-20A04 (MILSQL1)\* (ARCHIVE)]

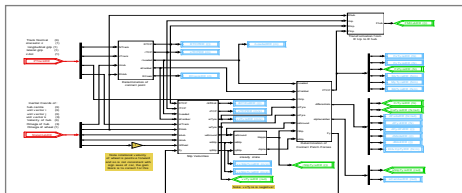
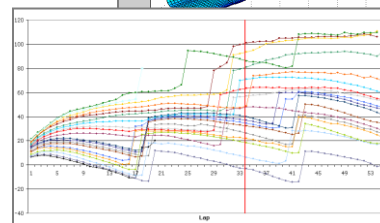
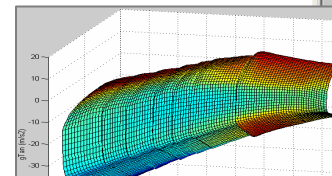
Date	Time	Driver	Session	Lap	km	Trac
01/04/2005	13:34	KR	05:GP03:Bahr:P2T01	Shift: 2m06.68	0.00 km	>KR04-P
01/04/2005	13:30	KR	05:GP03:Bahr:P2R01	L2/4: 1m33.28F	21.34 km	^
01/04/2005	14:26	KR	05:GP03:Bahr:P2R02	L4/7: 1m33.80F	37.34 km	>KR04-P
01/04/2005	14:50	KR	05:GP03:Bahr:P2R03	L2/7: 1m33.98F	37.36 km	>KR04-P
01/04/2005	16:31	KR	05:GP03:Bahr:P2T02	Shift: 1m01.36	0.00 km	^
01/04/2005	16:37	KR	05:GP03:Bahr:P2T03	Shift: 2m06.68	0.00 km	^
18				-18 laps	-96.03 km	
01/04/2005	20:01	KR	05:GP03:Bahr:P3T01	Shift: 2m06.68	0.00 km	>KR04-P
01/04/2005	22:32	KR	05:GP03:Bahr:P3T02	Shift: 1m03.34	0.00 km	^
02/04/2005	07:59	KR	05:GP03:Bahr:P3T03	Shift: 1m57.70	0.00 km	^

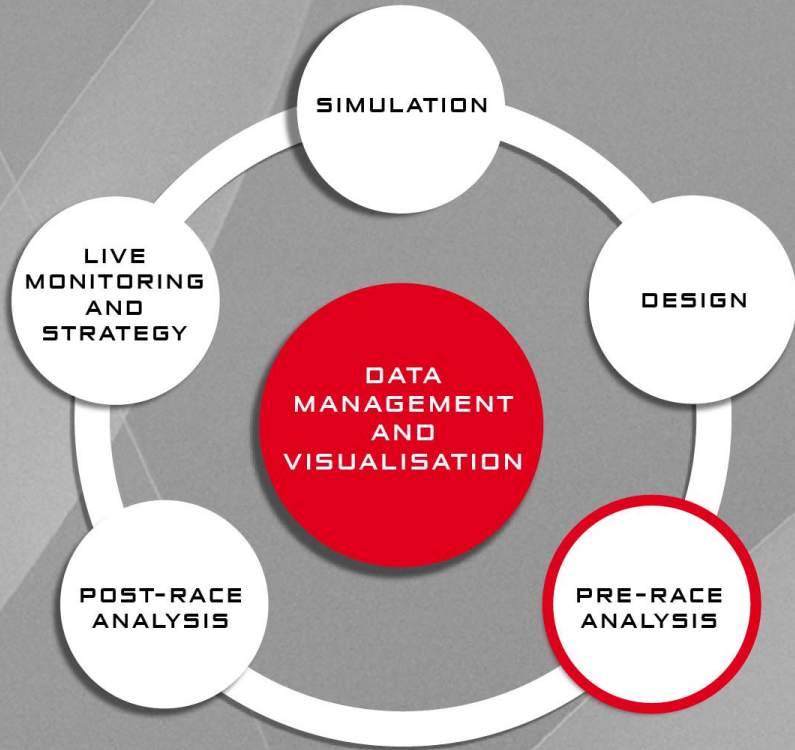


AMap

Floor (FRM)	319 mm
Flocker (Deometry)	M9.3 3440
TBar (ARB)	#20 816
Danger Stop, F166	none 34.8
Tri-Gating, F166	none -
Tri-Stop, F166	Z_Semidund 03
Str	-2.59 x 2.50 4.0 out 1.40 out
AS2062mm (R10 psp)	78.5 mm
M9.2	-S1A5, TEAR
#10 M9.2	#1094
none	53
none	-
Elb on/da	31
-108 x 1.80	3.8 m 2.8 m
AS216Anm (T10 psp)	FATP VAFMUFF (FEE)
414.5	(TURBIT)
900 kph	200 kph
39.20	38.60
69.74	68.00
60.51	59.72
262.47	260.89
430.21	429.98
273.05	276.69
224.26	242.24
238.84	263.49
314.24	238.09
16.27	16.49
800.99	802.40
789.31	844.48
382.34	405.64
12.80	12.77
7.78	8.59
21.98	24.09
11.02	11.00
11.02	11.00
9.72	11.35
6.88	7.78
6.88	7.78
1.62	1.50
0 kph	300 kph
23.6	6.1
78.2	12.4
221.9	243.1
149.4	149.4
317.3	318.1

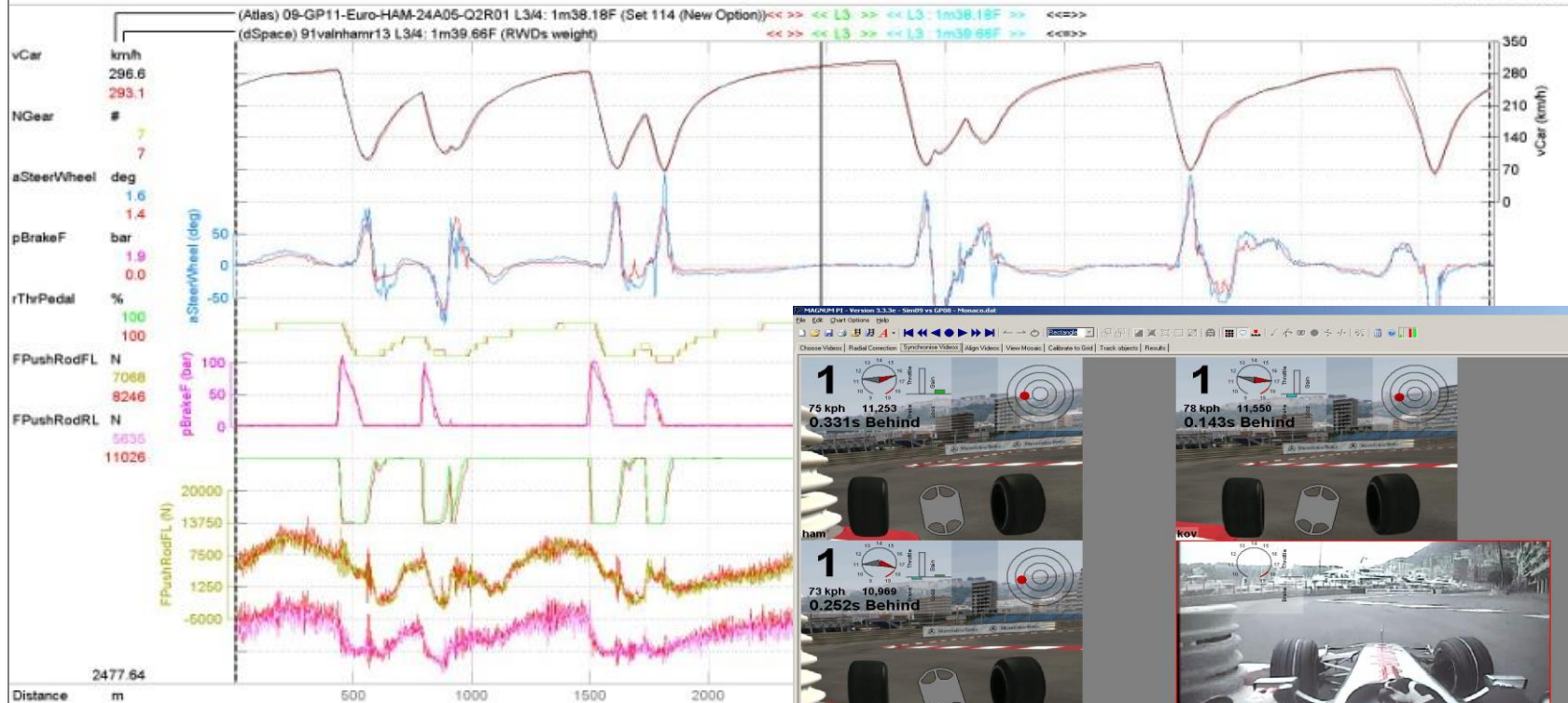
Integrated data analysis & knowledge management system







Std Overlay : 06-Oct-2009 16:47:26



MAGNUM PI - Version 3.3.3e - Sim09 vs GP08 - Monaco.rtd

Choose Video | Radar Connection | Split/Combine Videos | Algo Videos | View Mouse | Calibrate to Grid | Track objects | Results

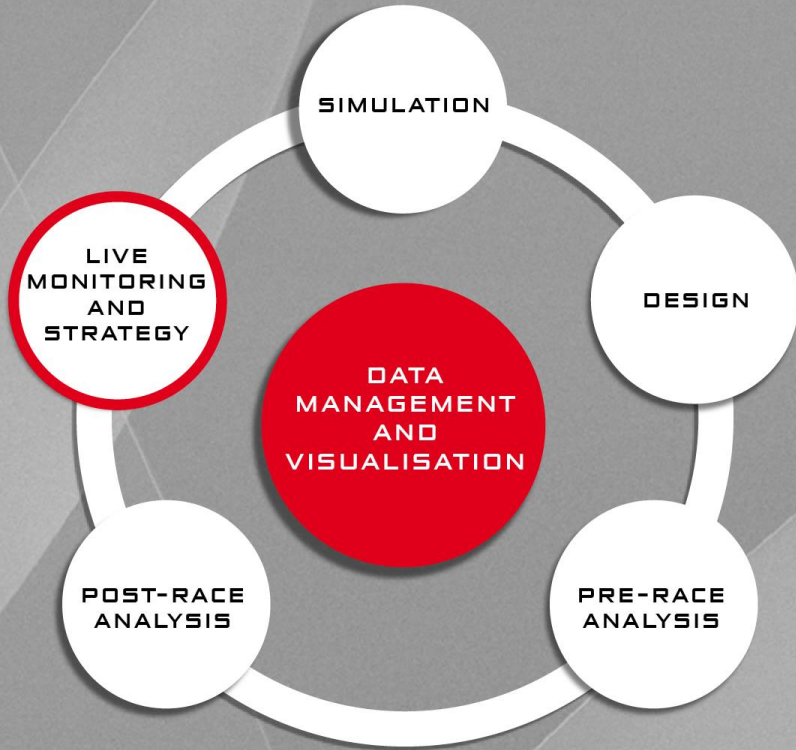
Driver	Speed (kph)	Time (s)	Position
1	75	11.253	0.331s Behind
1	78	11.550	0.143s Behind
1	73	10.969	0.252s Behind

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# Going Beyond F1





COMPLEX  
SYSTEMS



DECISION  
SUPPORT  
SYSTEMS



# USE OF DATA FOR DESIGN OPTIMISATION



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APPROACH:  
TECHNICAL

OPTIMAL  
EQUIPMENT  
PERFORMANCE

50:50

OPTIMAL  
HUMAN  
PERFORMANCE

100% Machine

100% Human

# HUMAN TELEMETRY

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## 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



RBS  
RBS  
RBS  
RBS  
RBS  
RBS

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**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**

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## BIO-TELEMETRY SYSTEMS

ANALYSING DATA TO  
ANTICIPATE AND ADAPT  
IN REAL TIME

IMPROVING  
SUCCESS  
RATES IN  
WEIGHT  
MANAGEMENT

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## 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**

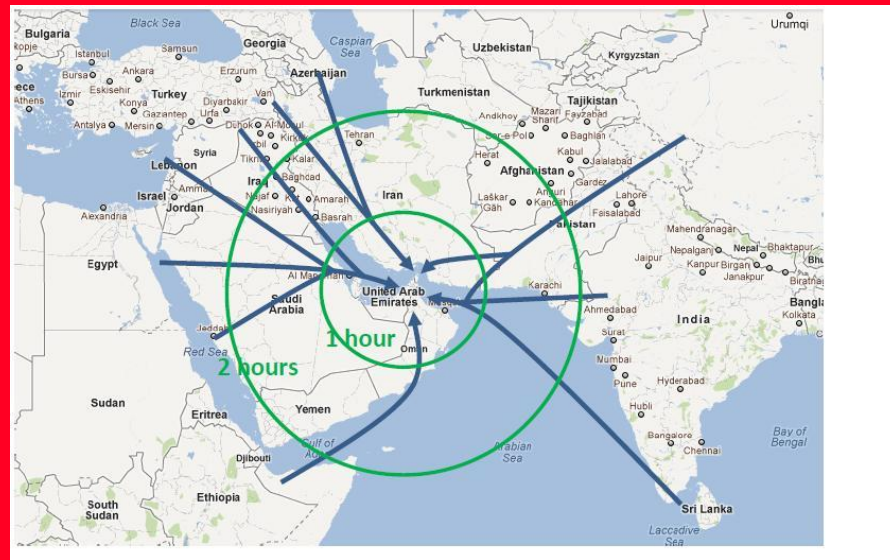
ANALYSING DATA TO  
ANTICIPATE AND ADAPT  
IN REAL TIME

**NEXT STEPS  
IN DIGITAL  
HEALTH &  
WELLNESS**



APPLICATIONS

# REAL WORLD APPLICATIONS





## REAL WORLD APPLICATIONS



CAN IT BE  
DONE?  
DEFINITELY