

Cordially invite you to attend

## Seminar under topic “Inside Real Innovation”



By Dr. Eugene A. Fitzgerald  
Professor, Electronic Materials, MIT

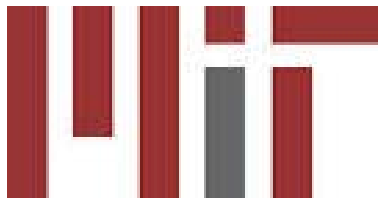
Date: Aug16, 2013

Start Time: 9 a.m. – 11.30 a.m.

Venue: Building 4, second floor

Registration: 8:30 a.m. – 9 a.m.

Please reserve your seat at [khemtmua@scg.co.th](mailto:khemtmua@scg.co.th) within Aug 15, 2013



## speaker's abstract

His experience at AT&T Bell Labs which included the invention of high mobility strained silicon, he has created and led a series of fundamental innovations, from early technology to final implementation in the market. He was a founder or founding team member of AmberWave Systems Corporation, Contour Semiconductor, 4Power LLC, Paradigm Research LLC, and The Water Initiative. Prof. Fitzgerald is also Founder and Board Chairman of the Innovation Interface, a non-profit organization aiding the university/corporate interface. He is co-author of "Inside Real Innovation", internationally published in December of 2010. He is recipient of the IEEE 2011 Andrew S. Grove Award, the IEEE 2004 EDS George Smith Award, and the TMS 1994 Robert Lansing Hardy Medal Award. He received a BS degree in Materials Science and Engineering in 1985 from MIT and his PhD in the same discipline from Cornell University in 1989.

## Inside Real Innovation

Through our own experience in fundamental innovation over the last 20+ years and through our innovation experience with corporations in the Innovation Interface, we have developed a micro-scale innovation picture that captures the processes experienced by innovators. The details of the innovation process are incompatible with commonly held 'linear model' views of research to development to manufacturing. With the iterative innovation process in mind, we outline potential strategies for individuals, corporations, universities, and nation-states to capture the greatest yield from long-term investment in fundamental innovations.