# eye on innovation

## SAULT STE. MARIE INNOVATION CENTRE

## HP Road Show Hits Sault Ste. Marie!

For the first time, the HP Northern Ontario Road Show is coming to Sault Ste. Marie. The Road Show gives participants a chance to learn about emerging technologies, how to manage IT proactively and more.

Admission to the Road Show is free and participants partake in a full day of presentations and



demonstrations as well as a complimentary lunch.

For more than 50 years HP remains one of the leading global providers of products, technologies, solutions and services to individual consumers, small and medium sized businesses ("SMBs") and large enterprises. Their offerings span:
• Enterprise storage and servers,
• Multi-vendor services, including technology support and maintenance,
• Consulting and integration and managed services,
• Personal computing and other access devices, and
• Imaging and printing-related products and services.

The Road Show is May 5th at Algoma's Water Tower Inn. More details are available at www.hp.ca/northernroadshow



Community Geomatics Centre: Building Partnerships

## First Northern GIS in Healthcare Day!

The Sault Ste. Marie Innovation Centre (SSMIC) and ESRI Canada are partnering to host the first Northern Ontario "GIS in Healthcare Day" on May 1st at Algoma University. The event focuses on GIS (geographic information systems) solutions in healthcare through real-life examples and best practises.

"This event is geared to healthcare professionals who are interested in seeing the tremendous potential value and opportunities for integrating GIS and other technologies in the healthcare sector," said Tom Vair, Executive Director, SSMIC.

The agenda is packed full with a mix of guest speakers, expert demonstrations, and networking opportunities. The guest speakers include: David Lewis, Public Health Agency of Canada; Rob Barnett and Marc Lefebvre, Health System Intelligence Project, Ministry of Health and Long Term Care; Elizabeth Bodnar, Chief Privacy Officer, Group Health Centre; Judy Tucci, Child Care Algoma; Chris Sambol, GIS

Technician/Analyst, Sault Ste. Marie Innovation Centre; and Marlene McKinnon, Sault Ste. Marie Conservation Authority.

Most health problems have a geographic context and understanding issues ranging from medical epidemiology to healthcare access in that context can enhance research, save money and improve service delivery. GIS provides the tools and a common analytical framework in which health agencies can build that understanding and realize those benefits. The SSMIC team will be demonstrating some of the successes they've had through GIS with their healthcare clients and partners.

"ESRI Canada is thrilled to be working with the Sault Innovation Centre on this event," said Hugh Williams, Health and Human Services Account Manager, ESRI Canada. "It also gives us a great way to respond to the growing interest in GIS from within the healthcare community."

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### Brought to you by the Sault Ste. Marie Innovation Centre

**Visit: www.ssmic.com**

This monthly newsletter will bring you up to date on all the activities of the Sault Ste. Marie Innovation Centre.

### UPCOMING EVENTS

#### May

| S | M | T | W | T | F | S |
|---|---|---|---|---|---|---|
|   | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
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| 28 | 29 | 30 | 31 |   |   |   |

� **May 1st – GIS in Healthcare Day –** Sault Ste. Marie Innovation Centre

� **May 2nd - ESRI Regional User Conference –** Algoma University

�th **May 5th - HP Road Show** Algoma's Water Tower Inn

� **May 17th - Nortel NetXpress Mobile -** Technology Showcase - Bell Canada Work Centre (Across from the Water Tower)

� **May 26th – TAG Luncheon**

� **May 31st – IT Breakfast – 7:30 a.m., Gran Festa Ristorante**

For more info please contact:
**Sarah Watson**
**942-7927 x-3122 or**
**E-mail:**
**swatson@ssmic.com**

## Real Estate Dizzytree Style!

Dizzytree Inc., a new web development company is launching an online real estate portal, SimpleRealty.ca that will revolutionize real estate buying. SimpleRealty.ca removes the traditional barriers and gives emphasis to the information that matters.

"For the past few years, I



have tried using numerous real estate sites to look for my next home, but I found that almost all the sites lacked the information that I needed," says Dizzytree's Brad Madigan, "I usually had to click through 5 or 6 different pages just to get a very long list of listings that didn't even matter to me. Another weakness is the insufficient use of photos. I was bombarded with useless details when all I wanted was a price, a photo and a few high level facts about the home." "I developed SimpleRealty to give fast access to the information buyers need without the inconvenience of perpetual clicking through useless search forms."
SimpleRealty.ca is designed with the buyer in mind, but

Dizzytree is also developing an application for the real estate agent, tentatively named "RealtyBoss". RealtyBoss gives realtors a web-based presence automatically, by providing realtors with individual websites that are connected to SimpleRealty.ca.

Then, SimpleRealty.ca pulls the listings that meet the buyers' search requirements from the RealtyBoss website listings and connects buyers with respective agents. RealtyBoss' user-friendly content management system helps agents to upload and crop photos effectively.
"By developing the RealtyBoss application, we solve a secondary problem in the industry, the ability to easily update listings. We will work one-on-one with realtors and help them overcome any technology barriers they encounter.
"We understand that the key to success is offering a simple solution to both realtors and perspective home buyers. Dizzytree Inc. is positioning itself and its products to fulfill these needs and create a win-
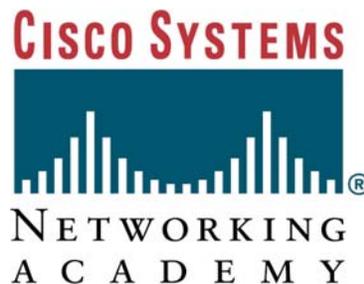
## Talk About Airtight Security

April's TAG Luncheon presenter is an expert in Network Security. Cisco Systems, Inc. is a worldwide leader in networking for the Internet and on April 28th, Michael Zvaigne, Account Manager, Cisco Systems Canada will walk you through Cisco's Self-Defending

Network, an architectural solution that leverages the network to identify, respond and adapt to threats.



The solution provides a common infrastructure that integrates security throughout all aspects of the network. It collaborates processes between the various security and network elements and layers innovative technologies to adapt to new threats.

The Cisco Self Defending Network simplifies the security, network and business environment. Tighter integration of security and networking results in airtight security. Greater security visibility across the entire network results in easier operational management and greater policy control.

Additionally, the network, as the platform for security, enables logical evolution to advanced security services without a total technology refresh or fork-lift upgrade, improving the value of your security investment over time.

"A self-defending network has a foundation that integrates traditional networking technologies with security functions," said Michael Zvaigne.
"Rather than being contained in separate appliances attached to a network, security functions will be hardwired into the network foundation, becoming inseparable from traditional routing and switching capabilities, to form a high-performance security network. By having a unified communications and security foundation in which security components interact with one another at the right time and adapt to fight intrusions as they occur, networks will continue to work at or near capacity even when invaded by detrimental entities, just as the human body continues to function while fighting a cold."

## Do You Qualify for the SR & ED Tax Credit?

The Innovation Centre hosted an information session on the Scientific Research and Experimental Development (SR & ED) tax rebate program for businesses and several participants were inspired to begin the qualifying process for the incentive. The SR & ED program is the largest source of federal government support for industrial research and development.

Angela Gillard and Charles Kidd of the Canada Revenue Agency gave a thorough explanation of the program,

how to apply and were willing to work with companies to determine their eligibility. Charles arranged a site visit to one of the participants' business the following day.

To be eligible for SR & ED incentives, work must fall into one of the following categories:
- Experimental development
- Applied research
- Basic research
- Support work (engineering, design, operations research, mathematical

analysis, computer programming, data collection, testing, and psychological research)

And it must do one of the following: generate scientific/technological advancement, dismiss any scientific or technological uncertainty or qualify any scientific and technical content through investigative experiment or analysis.

For further information on the SR & ED program contact: jvilleneuve@ssmic.com.

## GIS in Health ...

The timing of the GIS in Healthcare Day was chosen to coincide with the ESRI Regional User Conference for Northern Ontario, which follows on May 2nd, also at Algoma University. For more information on the ESRI Regional User Conference please visit: www.esricanada.com/events/ eruc2006

For more information on the GIS in Healthcare event and to register please visit: www.gisinhealthcare.com.