



SSMIC joins Ontario Network of Excellence

On Monday February 07, 2010, Ontario's Minister of Research and Innovation, Glen Murray, announced that the Sault Ste. Marie Innovation Centre (SSMIC) has joined the province's recently-formed Ontario Network of Excellence (ONE). Murray made the announcement with Sault Ste. Marie MPP David Oraziotti at a morning press conference held at Algoma University.

ONE is a provincial initiative to foster innovation and create jobs in knowledge-based sectors of the economy. The network is comprised of 14 non-profit partner organizations from across the province. Innovators can access ONE through their local member and then tap into a larger provincial program that is funded with \$600 million annually.

After making the announcement, Minister Murray met, spoke with and watched technology demonstrations from local innovative companies who were attending the event. These included, Algoma BCI, Algoma



Above: SSMIC Executive Director Tom Vair speaks at the announcement on February 07, 2011. For more photos, please see page 4.

Games for Health, BioForest Technologies, the Community Geomatics Centre, SITTM and ServiceProbe.

SSMIC joins ONE as a part of a coalition of Northern Ontario

organizations that collectively form the Northern Technology Alliance. In addition to SSMIC and NORCAT, the alliance is also made up of Thunder Bay's Northwestern Ontario Innovation Centre (NOIC) and North Bay's Innovation Initiatives Ontario North (IION).

As a member of ONE, SSMIC will receive annual funding from the Ministry of Research and Innovation that can be used towards travel, marketing and core operating costs. Local entrepreneurs will benefit because SSMIC will now more easily be able to put them in contact with a wide range of experts – including researchers, academics and investors.

Council briefed on Vulnerable Persons Registry

SSMIC's Kimberley LeClair was before City Council on February 07 to give a report on the Vulnerable Persons Registry (VPR), currently being worked on by the Community Geomatics Centre.

This system uses Geographic Information System (GIS) technology to take overwhelming amounts of data and give decision-makers and emergency responders easy-to-use, easy-to-read information — indicating if a person with specific vulnerabilities lives at a particular address and communicating tips for how to assist en route to the emergency.



During electrical outages, the public utility will know where people — who depend on devices powered by electricity to survive — live. And for large scale emergencies, VPR data will be available to the Emergency Command Centre.

The VPR is slated to be launched in August, 2011.

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Social media and SEO workshop wrap-up

A large and diverse crowd packed the room at the Delta Hotel on Friday February 11 to listen to a presentation from social media and SEO expert Jeff Quipp.

Jeff kicked off the workshop with a discussion on Search Engine Optimization (SEO) and its importance in bringing visitors to a company's website. He discussed ways to improve search results through both paid means and unpaid methods, sometimes known as organic SEO.

Some of the factors Jeff cited that could improve search results included the number (and quality) of inbound and outbound links, keyword selection and placement and the use of appropriate metadata.

One point that Jeff stressed repeatedly was picking useful and appropriate text for anchor links. An anchor link is the [visible and selectable text](#) in a link. Words contained in the text can determine that page's search engine ranking.

After a quick break, Jeff launched into the second half of his presentation on social media. He likened social media to an accelerant that can be used to help spread word of mouth about a brand. He noted that social media offers a chance to



Above: Workshop keynote Jeff Quipp explains the importance of inbound links in search engine rankings.

engage with customers who have had a negative experience with a business and mend fences with them.

Jeff also described different ways of creating social media content and tactics that can be used to create awareness and recruit fans. Jeff's full [workshop presentation](#) is available on the SSMIC website.

SSMIC's workshop series will return in March with its final workshop until the fall. The next workshop will be tentatively scheduled for March 23. More details on

the upcoming workshop, will be made available soon.

Support for SSMIC's workshop series is provided by the National Research Council's – Industrial Research Assistance Program (NRC-IRAP).

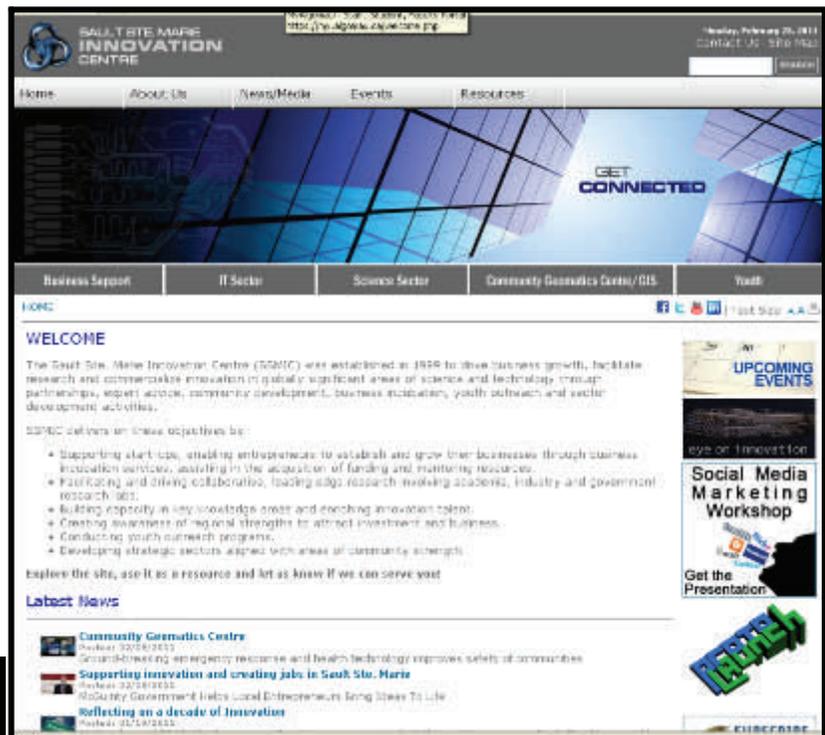


New look and features for SSMIC website

If you've visited www.ssmic.com lately you may have noticed a few changes. On Tuesday February 22, the Innovation Centre rolled over to a new version of its website. While retaining much of the old site's look and feel, the new website offers better navigation, functionality and layout.

The new site offers better integration with SSMIC's social media tools, such as Twitter and Facebook. Video clips and other rich media are also more prominent on the site.

While some things have changed, much of the useful content from the old site has been retained, such as archived newsletters and past workshop presentations. Additional resources for entrepreneurs will be added in the coming weeks.



Above: Screen capture of the new-look SSMIC website that launched in February 2011.

Ruthless computer crushes human opponents on *Jeopardy*

Ken Jennings won 74 consecutive matches on *Jeopardy*. Brad Rutter won over \$3.4 million to become the show's all-time money winner. These trivia kingpins had beaten all-comers – until they faced off against a super-computer from IBM.

Jennings and Rutter were humanity's representatives in the "IBM Challenge" on *Jeopardy*: a two-match exhibition held over three episodes from February 14-16. Their opponent was "Watson", an artificial intelligence system capable of answering questions posed in natural language. Watson was developed by researchers with IBM's DeepQA project.

In the end, despite making a few gaffes, such as answering that Toronto was a U.S. city to one Final Jeopardy clue, Watson stormed to an emphatic victory over its human opponents. At the end of the two matches, Watson racked up a score of \$77 147, bettering the combined efforts of Jennings and Rutter who finished with \$24 000 and \$21 600 respectively.

For winning the challenge, Watson's handlers at IBM received a prize of \$1 million, which they have pledged to split



Left: (l to r) Jeopardy host Alex Trebek, Ken Jennings, Watson and Brad Rutter.

50/50 between the charitable organizations of World Vision and World Community Grid. Jennings and Rutter took home \$300 000 and \$200 000 respectively, with each of the human contestants pledging to give half of their winnings to charity.

Watson is powered by 2880 processor cores and finds answers by parsing over 15 terabytes of information. The super-computer was not allowed to access the internet during the games.

Despite the humbling result, Watson's human competitors seemed to take defeat in stride. Jennings wrote, "I for one welcome our new computer overlords," alongside his last Final Jeopardy answer and also penned a humorous article for [Slate](#) describing the experience.

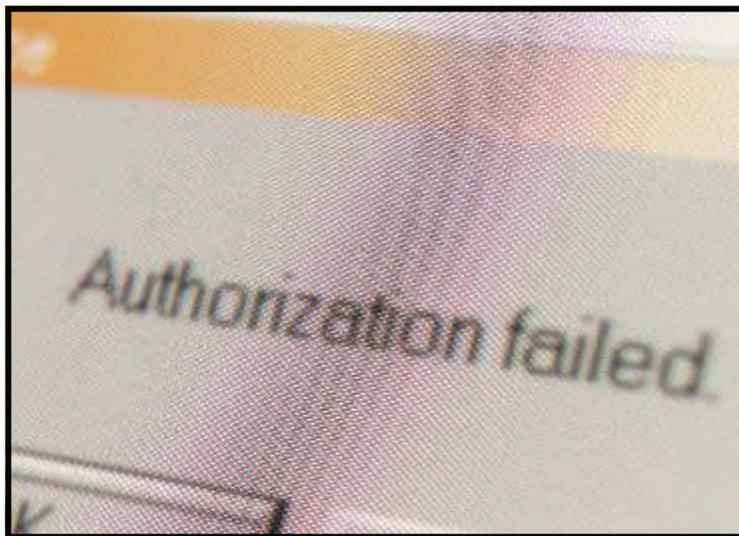
Beyond beating up one human trivia buffs, IBM expects the technology used to drive Watson will find a broad range of future applications, such as assisting medical practitioners and conducting legal research.

ISP's face possible glitches over address shortages

A looming shortage of internet addresses is starting to raise concerns that internet users may begin to see the sort of slowdowns and glitches that were previously predicted to accompany the Y2K bug.

The roots of the problem can be traced to the 1970's, when the internet's creators came to the conclusion that 4 billion numeric addresses would be enough. With only a few hundred mainframe computers around the world accessing the internet at the time, it probably seemed like a reasonable assumption.

However, fast-forward a few decades and the four billion available addresses are now close to being exhausted. In particular, the surging popularity of mobile devices such as smartphones, iPads and e-readers has accelerated the pressure on address availability.



The Globe and Mail is reporting that only 2 percent of available internet space now remains for North America. A spokesperson for the American Registry for Internet Numbers predicts that the remaining allotment of numbers will only last for a matter of months.

The current internet protocol, or IP addressing system assigns a 32 digit number to every device that accesses that communicates through the internet. A new, spacious version of the Internet is available with 128-bit IP addresses, but many Internet Service Providers have waited too long to upgrade.

The result is that when the 32-bit standard expires, Canadian ISP's may be forced to make their customers straddle both the old and new internet. Problems with firewalls, software compatibility and anti-spam and anti-phishing technology could result. Fully upgrading to the new standard could take up to 20 years.

A voluntary 24-hour worldwide test of the new standard will take place this June. So far, none of the major Canadian ISP's have indicated they will participate.

ProtoLaunch March update

February's ProtoLaunch workshop with Mike Marquis of Digital Extremes was one of the most popular yet. It was also the first event held at Sault College for this year.

Mike also graciously agreed to share some of his thoughts about working in the video game industry in a video interview. The interview can be found on [SSMIC's Youtube channel](#) at youtube.com/innovationssm.

The ProtoLaunch workshop series will be continuing on in March with featured speaker Philippe Therien of Ubisoft, Montreal. Philippe is a ProtoLaunch veteran, as he was the keynote speaker at ProtoLaunch # 3 last year.



Above: Philippe (far left in red shirt) assists a student during ProtoLaunch # 3 in 2010.

This time around, Philippe will be offering some advice and guidance on the use of Unity 3D, continuing to build on what students have learned in previous workshops this year.

Information on the workshop's dates and registration will be posted soon on the ProtoLaunch Facebook page at Facebook.com/protolaunch.

As always, any questions about ProtoLaunch are best directed to Dwayne Hammond via email at dwayne.hammond@algomau.ca or by phone at (705)942-7927 ext. 3126.



Photogallery from ONE announcement, Monday February 07, 2011



1. MRI Minister Glen Murray at the podium.

2. Glen Murray and David Oraziotti speak with Paul Bolan of Bioforest Technologies Inc.

3. Minister Murray is interviewed by MCTV news.

4. Members of the crowd socialize after the announcement.



UPCOMING EVENTS:

MARCH

Sault Ste. Marie Innovation Centre

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6	7	8	9	10	11	12
13	14	15	16	17	18	19
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27	28	29	30	31		

- **March 4, 2011**

TAG Luncheon with Marc Dube
OFRI

Contact mward@ssmic.com for details

- **March 10, 2011**

Innovation Breakfast
Gran Festa Ristorante

Contact mp Pratt@ssmic.com
for details.

- **March 23, 2011**

IRAP Workshop
Details coming soon on
www.ssmic.com

Visit www.ssmic.com to view an
updated calendar of events.

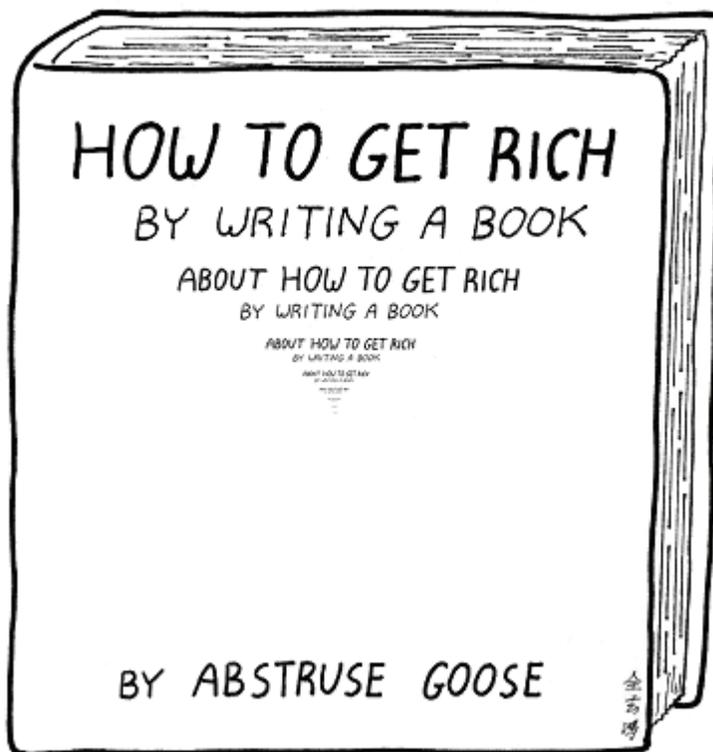
For more information
about any of the events
or to RSVP contact

Jonathan Coulman at: 942-7927
X3122 or jcoulman@ssmic.com.

Verbatim

“If you open up the mind, the opportunity to address both profits and social conditions are limitless. It's a process of innovation.”

- Jerry Greenfield



<http://abstrusegoose.com>

SSMEDC names new CEO

The Sault Ste. Marie Economic Development Corporation has a new CEO. Thomas Dodds will take up the top post at the EDC beginning on April 4.

From 2003 to 2011 Dodds was director of international business for FedNor – Industry Canada. He has also held other past positions with FedNor and also served as executive director of the



Sault Ste. Marie
**ECONOMIC
DEVELOPMENT
CORPORATION**

Community Development Corporation of
Sault Ste. Marie and Area.

Dodds holds a masters of public
administration degree from the University

of West Florida and an undergraduate
degree in planning and environmental
studies from the University of Waterloo.

Dodds succeeds former long-service
EDC CEO Bruce Strapp. Strapp departed
the organization to become the Executive
Director for the Northern Ontario Heritage
Fund (NOHFC) in October, 2010.

Are you an entrepreneur or part of a SME that would like to be profiled in a future edition of Eye On Innovation?

Contact: mward@ssmic.com

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