



**NIGEL ROBSON**  
***TECHNOLOGY EVANGELIST***  
***& STORYFIXER***

# PEOPLE BUY FROM COMPANIES THAT THEY TRUST

- ▶ *Tell me a fact and I will remember.*
- ▶ *Tell me a truth and I will believe.*
- ▶ *Tell me a story and it will live in my heart forever.*

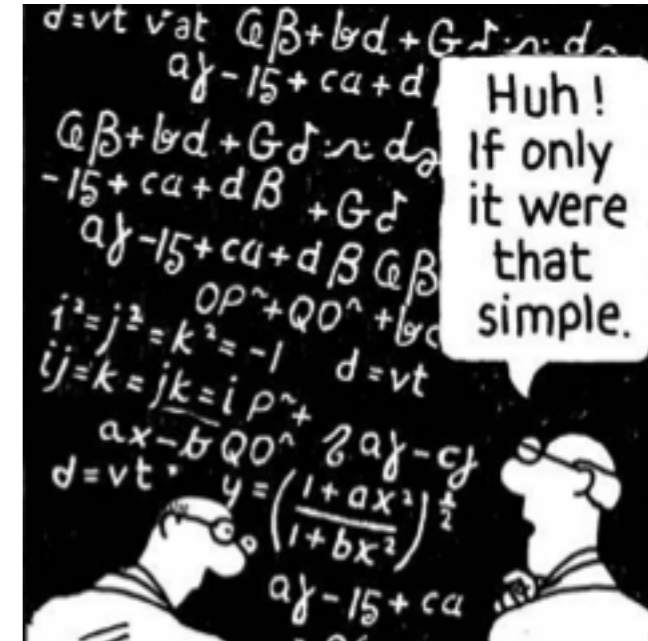


- ▶ **People remember stories.**
- ▶ **Positive stories influence their buying decisions and build trust -- Branding.**
- ▶ **Sales grow.**



## TECHNOLOGY CAN BE HARD TO COMMUNICATE CONCISELY

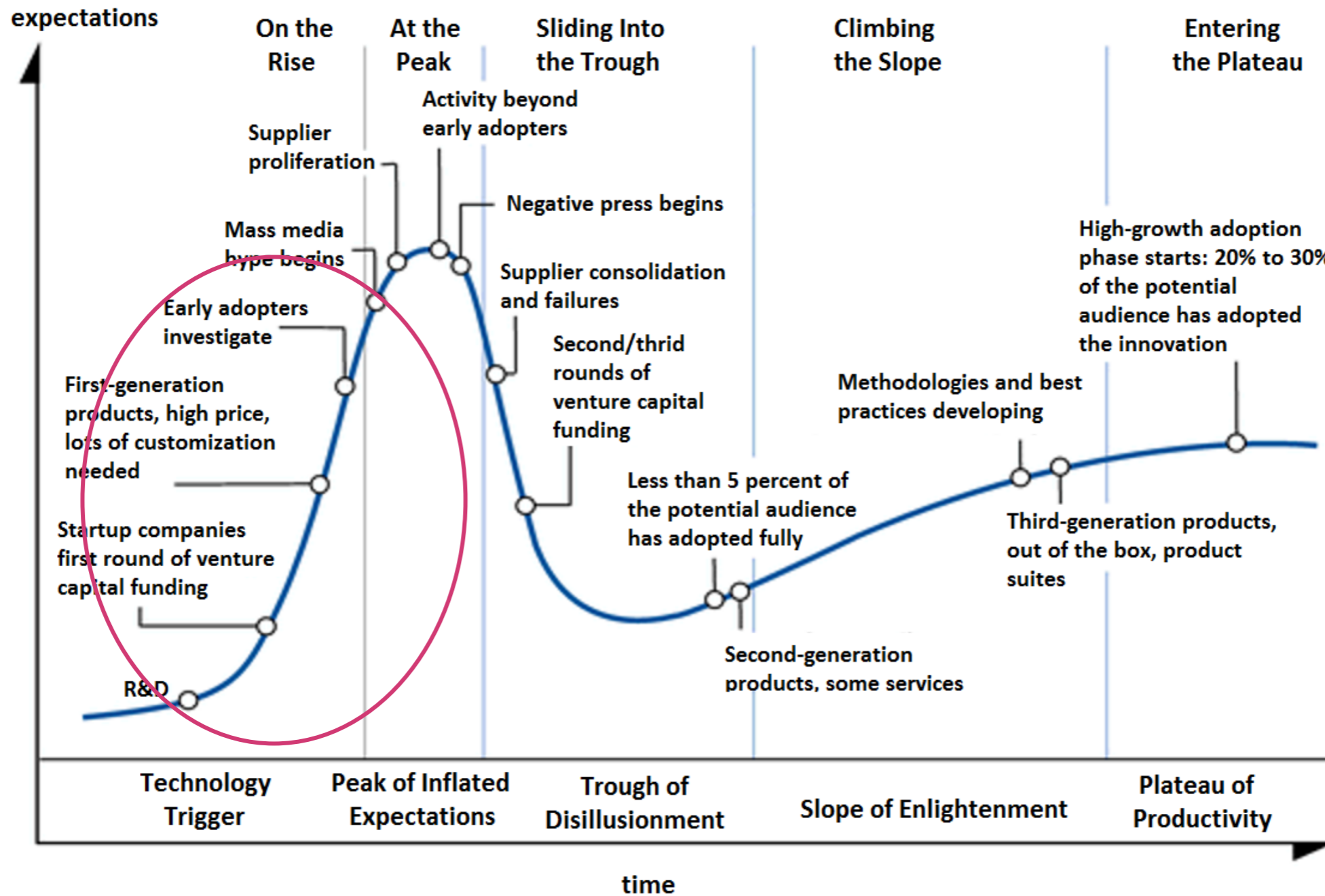
- ▶ Technologists and engineers know their subject but can find it hard to communicate in an effective manner.
- ▶ They need a Storyfixer to work out the stories and a Storyteller to communicate them.
- ▶ This requires someone who can both understand technology and tell their stories clearly and concisely to the world.



## SPECIALIST IN PR FOR HIGH TECHNOLOGY COMPANIES

- ▶ Nigel Robson of Vortex PR has a B.Sc. in Physics and Chemistry with 35 year track record of successfully communicating high technology stories.
- ▶ Trusted source of high quality, high technology stories for the world's media. Usually used verbatim because they are written exactly as editors would write them themselves.
- ▶ Editors are the long term customers of Vortex PR who look to Vortex PR for the stories that they need to do their job.
- ▶ Agency of record for start-ups to international companies. Usually for many years as trusted, integral part of Marcom.

# CREATING AWARENESS AT THE LEADING EDGE OF TECHNOLOGY



Source - Gartner

## TECHNOLOGY EVANGELIST FOR STARTUPS AND GLOBAL COMPANIES

- ▶ Bluetooth - Brightcom
- ▶ Digital Radio - RadioScape
- ▶ USB - Philips Semiconductors
- ▶ Quantum Tunnelling Composites - Peratech
- ▶ Organic PhotoVoltaic solar film - Heliatek
- ▶ Motion sensing analysis - Movea
- ▶ Advanced signal processing - RFEL
- ▶ Next generation LEDs - Plessey



## PROPERLY PLANNED INTEGRATED COMMUNICATIONS PLAN

- ▶ Develop an in-depth understanding of a company's technology and the company's story.
- ▶ Create the story telling programme with a timeline of a year or more to build the brand. Like planning a book with chapters and story lines.
- ▶ Communicate the right story through the right channels. A good story goes viral spreading around the world. Very cost effective.
- ▶ Monitoring the media and regularly reporting on the coverage. Also new trends and stories that could be leveraged to obtain coverage.
- ▶ Media coverage provides third party validation from independent, trusted sources – journalists and analysts. Creates **TRUST** in companies, their **BRAND** and their technologies.



# PROJECT WORK TO FULL SERVICE PR AGENCY

- ▶ Finding, researching and writing content -- press releases, articles, white papers, and customer user stories. Also polish materials written by the company for external use.
- ▶ Place into the appropriate media using extensive network of global media contacts to build awareness and the brand of the company.
- ▶ Organise press briefings by phone or face-to-face as appropriate with media training. This enables the story to be expanded upon and the editors to develop their own angle on the story. Also builds a rapport between the company and key editors and analysts.
- ▶ Assist with newsletters, blogs and social media.
- ▶ Check for relevant features where content such as opinion pieces and articles could be contributed and generally pro-actively promote awareness of the company and its brand.





# TAILORING STORIES TO DIFFERENT PARTS OF CUSTOMER COMPANIES

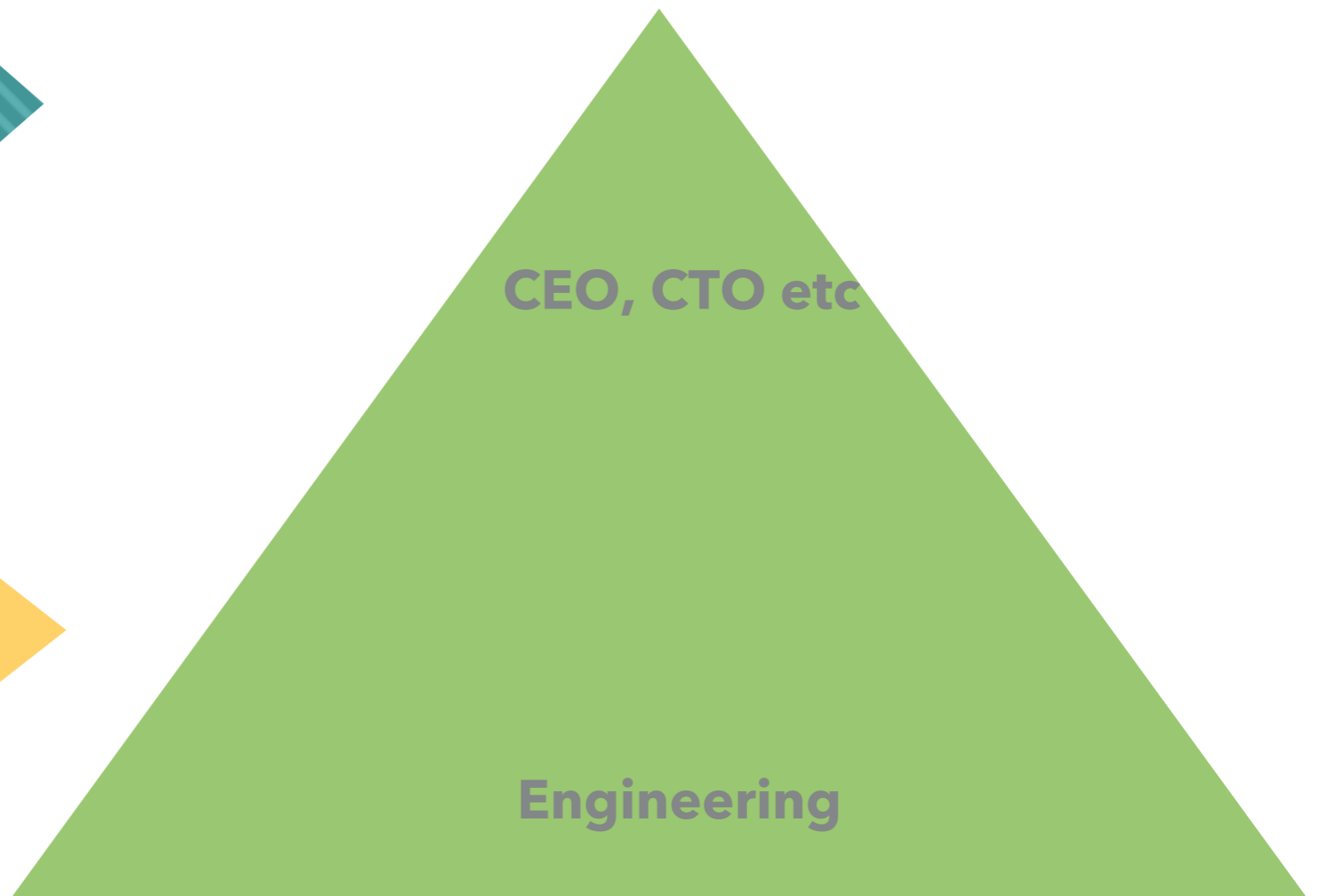
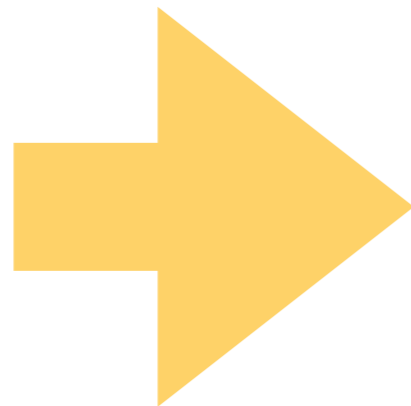
C-level and  
Company wide

Strategic



Product specific

Tactical



## RESULT – WIDE POSITIVE EXPOSURE OF THE COMPANY

- ▶ **Proactive** – Sales enquiries from prospective customers who already know about your products so easier to close sales.
- ▶ **Confidence** - Existing customers are encouraged to order more from a trusted company.
- ▶ **Increased website hits** provides ROI metrics.



## RESULTS OF STORYFIXING AND STORYTELLING

- ▶ **35 years** of specialising in helping high technology companies from start-ups to internationals refine and communicate their stories to the world. Duracell, MIPS, ARC, Plessey, Philips, Movea, DEC, Inmac, BrightCom, RadioScape, Baolab, RFEL, Heliatek, sureCore...
- ▶ My storytelling has helped companies win numerous awards -- Elektra Awards and Queen's Award for Innovation.
- ▶ Generated leads that have resulted in **million dollar deals.**
- ▶ Used by VCs to boost the awareness of the companies that they invest in.
- ▶ Raised awareness of start-ups has increased **market value for sales of companies.**



# WHY VORTEX PR?

- ▶ Experienced specialist in PR for high technology companies.
- ▶ Long established contacts in media covering high technology around the world. Coverage in BBC, FT, Wired, New Scientist, EET, EW, EPD, M&T, EIN etc. First name terms with key editors.
- ▶ Work closely with companies to become an integral trusted part of the team.
- ▶ Expert in solving the problem of content generation by proactively finding stories within a company that can be used for PR.
- ▶ Global player. Worked for clients around the world. Germany, Spain, Italy, France, Israel, UK, Denmark, Italy, Holland and USA.
- ▶ Long term relationships with companies - typically ten years plus.



# EXAMPLES OF WORK

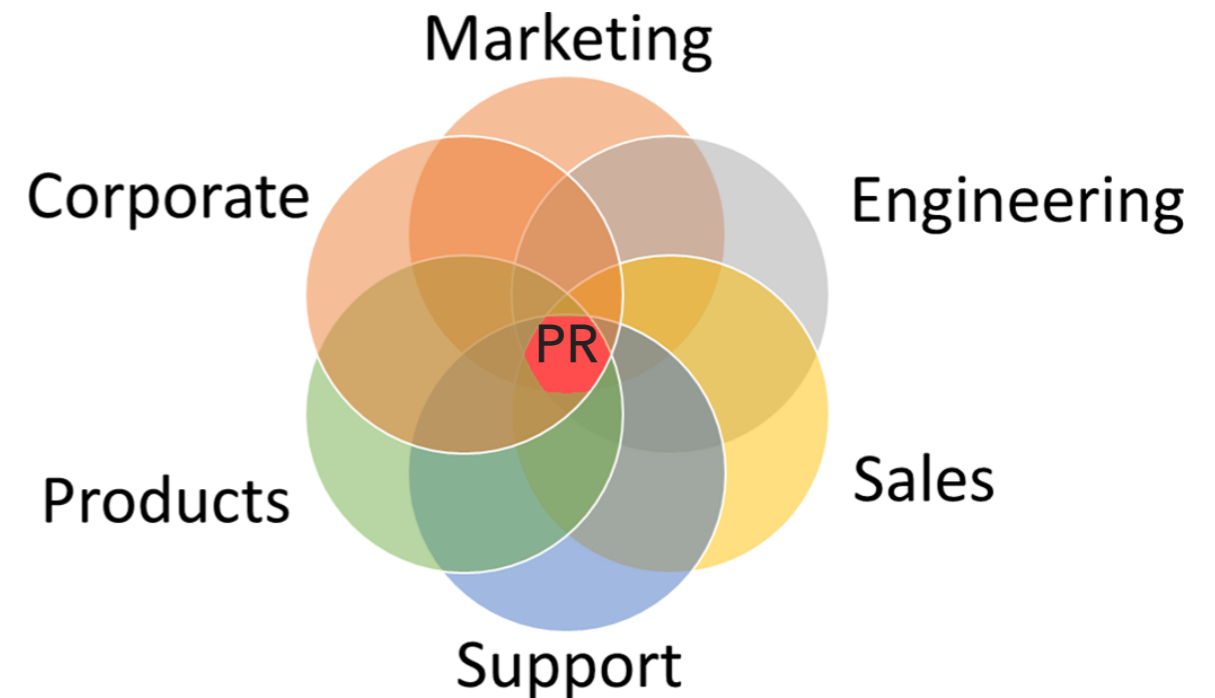
- ▶ At Elektra Awards 2015, entries for clients resulted in four being finalists and two winning.
- ▶ Press conference for Heliatek in September 2016 generated over 500 clippings plus CEO interviews in its key media.
- ▶ Launch of a MIPS processor core resulted in Philips placing multimillion dollar order for use in RFID cards and credit cards.
- ▶ The Storyfinder inside Philips Semiconductors for seven years after organising complete relaunch of the company with international media.
- ▶ RadioScape CEO said, "Everywhere we go people know us thanks to the PR."
- ▶ Movea, RadioScape and RFEL achieved successful industry purchase thanks to PR campaign boosting their profiles.
- ▶ Designed and implemented complete company relaunch for ARC and RadioScape.

## EXAMPLES OF CLIPS

- ▶ 1:1 sureCore CEO interview  
<http://www.analog-eetimes.com/news/surecore-srams-design-ready-says-ceo>
- ▶ Heliatek raises 80M Euros  
<http://www.greentechmedia.com/articles/read/Heliatek-Raises-90M-From-EU-Investors-for-Roll-to-Roll-Organic-Solar-Cells>
- ▶ Plessey signs deal with PhytoLux <http://www.edn-europe.com/?fnid=80491>
- ▶ RFEL launch TRAILBLAZER  
<http://www.sensorsmag.com/news/tech-product/news/rfel-announce-shelf-driver-vision-aid-military-vehicles-23077>
- ▶ Scripted and hosted video about ESCATEC  
<https://www.youtube.com/watch?v=EjhNblsgdGA>

## WHAT ARE THE COSTS?

- ▶ Usually a monthly retainer according to the amount of time required. Enables ongoing engagement and proactive work with media and embedding into all parts of a company to understand every aspect of the company, its technologies, markets and aspirations.
- ▶ Project work such as video scripts, web pages, brochure copy, and press tours are quotes as extras.



# RECOMMENDATIONS [MORE AT WWW.LINKEDIN.COM/IN/NIGELROBSON/](http://WWW.LINKEDIN.COM/IN/NIGELROBSON/)



**Melissa J. Jones**

Executive Director, Mobile Supportive Services, Inc.

“ I have had the privilege of working with Nigel at various times since I first met him in 1993 when his consultancy became PR agency of record for Philips Semiconductors. In my view, Nigel is one of the leading high technology PR consultants in the world today. He has strong abilities in all key areas of business-to-business PR:

- A network of editorial and analyst contacts second to none, and he enjoys strong relationships with all of them. They know they can trust Nigel to deliver factual and relevant information that fits with their news and communication strategies.
- Strong strategic and tactical planning skills. Nigel has the ability to help plan long-range campaigns and then keep up a consistent drive to shape stories and deliver materials over time. This is a unique skill that I have not seen often. An important element of this is his ability to effectively help management craft a viable long-term story line that both supports and strengthens company positioning.
- Great teamwork skills. Nigel is very collegial and giving of his knowledge. Because of this, he works well with all levels of the organization and is a great teacher.
- Excellent understanding of technology, technology trends, and market development. Nigel knows how to explain a product or service and position its value within the market landscape -- no one does it better. This is a large part of the reason why editors and analysts trust him. He is very astute at working with engineering and marketing to find the key features and functions and can craft benefit statements that are meaningful for the key audiences. **less** ”





# VORTEX PR

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# EXAMPLES OF WORK

## PERATECH

- ▶ Engaged to publicise company and its QTC technology as very low visibility
- ▶ Helped Peratech win several awards including Queen's Award for Innovation



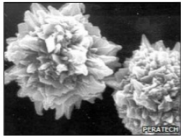
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Page last updated at 01:04 GMT, Tuesday, 9 February 2010

**Quantum trick for pressure-sensitive mobile devices**

By Jason Palmer  
Science and technology reporter, BBC News

Hand-held devices could soon have pressure-sensitive touchscreens and keys, thanks to a UK firm's material that exploits a quantum physics trick.



These mace-shaped particles use quantum physics to control current

The technology allows, for example, scrolling down a long list or webpage faster as more pressure is applied.

A division of Samsung that distributes mobile phone components to several handset manufacturers has now licensed the "Quantum Tunnelling Composite".

The approach could find use in devices from phones to games to GPS handsets.

In January, Japanese touch-screen maker Nissha also licensed the approach from Yorkshire-based Peratech, who make the composite material QTC.

However, as part of the licensing agreements, Peratech could not reveal the phone, gaming, and device makers that could soon be using the technology to bring pressure sensitivity to a raft of new devices.

Besides control for scrolling, the pressure-sensitivity could lead to a "third dimension" in touchscreens. For instance, instead of many "2-D" pages of applications, they could be grouped by type on a single page - using the press of a finger to dive into each type and select the desired app.

**Quantum mace**

The composite works by using spiky conducting nanoparticles, similar to tiny medieval maces, dispersed evenly in a polymer.

None of these spiky balls actually touch, but the closer they get to each other, the more likely they are to undergo a quantum physics

RELATED INTERNET LINKS

- Peratech
- Samsung Electro-mechanics
- Nissha

TOP SCIENCE & ENVIRONMENT STORIES

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- Smartphone keys get quantum trick
- Shuttle makes final night flight

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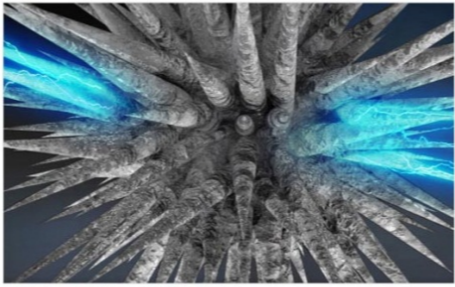
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**New Breed of Variable-Pressure Touchscreens Harnesses Quantum-Mechanical Phenomenon**

By Clay Dillew Posted 02.09.2010 at 12:17 pm 3 Comments



A Rendering of QTC's Nanoparticle "Mace" Peratech

Tapping a principle of quantum mechanics and a medieval-looking nanoparticle, a UK firm has created a composite material that may soon deliver efficient, pressure-sensitive touchscreens to numerous devices. Yorkshire-based Peratech has already licensed the technology to a division of Samsung that provides mobile components to other handset manufacturers, but it's in the growing realm of touchscreen tech where the potential for Quantum Tunneling Composite (QTC) is most exciting.

The composite works on an idea in quantum mechanics that if you shoot a tiny particle at a solid wall, there is a slim probability that it will pass straight through, based on an effect known as quantum tunneling. QTC is made by evenly dispersing a bunch of spiky, conducting nanoparticles resembling tiny medieval maces in a thin polymer laser. The nanoparticles don't

**TECH CENTRAL** TIMESONLINE

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May 11, 2010

**Robots given the sense of "touch"**



Here's an example of some real cutting-edge technology being developed in the UK:

A revolutionary "electronic skin" which will give robots a sense of touch is being developed by a small Yorkshire company.

Peratech has been commissioned by the Massachusetts Institute of Technology (MIT) Media Lab to create the "skin" for a series of projects investigating how humans and robots might interact.

MIT hopes the robotic "skin" could be helpful in designing machines that have better grasping capabilities and for developing more natural ways for humans to communicate with machines. Humans react to touch all over their bodies and with this new technology robots could be given the same sensitivities.

There is a growing market for robot companions for the home or in medical and social care, particularly in Japan and Korea. NextGen Research has estimated that the worldwide market for consumer-oriented service robots will hit \$15 billion by 2015.

Peratech has patented a unique polymer material which can translate the action of "touch" into an electrical reaction. This in turn can be measured and translated into a robotic sense of touch and pressure.



QTC: PRESSURE SENSING MATERIAL

ABLE TO SENSITIVELY CHANGE RESISTANCE TO CONDUCTIVE WORK

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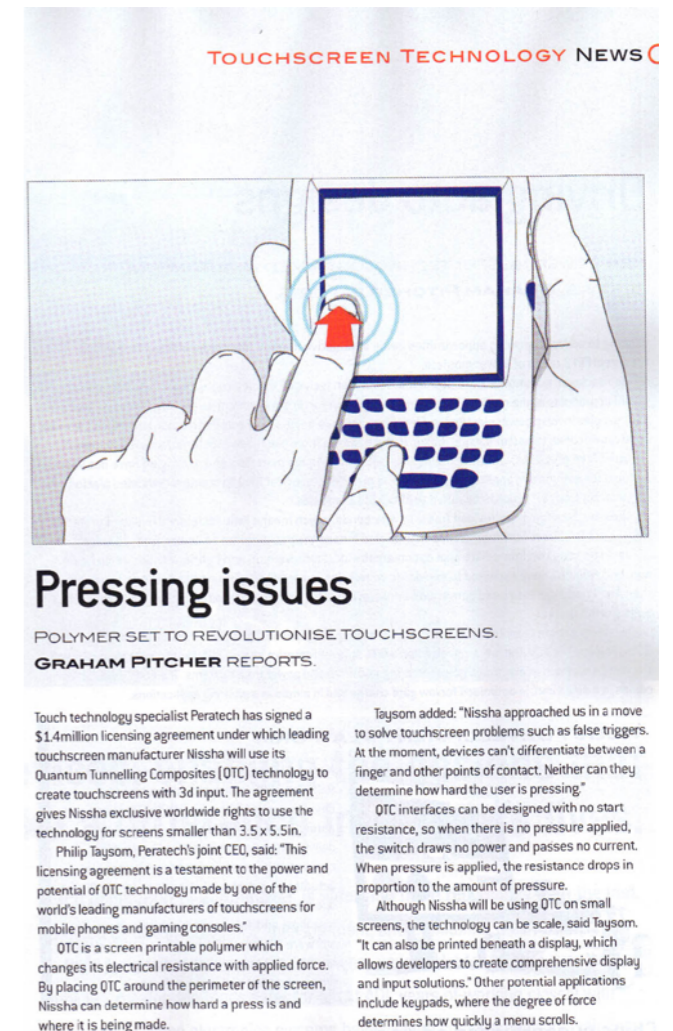
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# PERATECH STORY EXAMPLE

- ▶ Phone interviews with key news magazines already resulted in quality coverage in EETimes, Electronics Weekly (top story of the day in newsletter), The Inquirer, Technology Review & New Electronics.
- ▶ Web coverage exceeded 700 within 24 hours with sites such as NanoTechnology Now, Reuters, Hoovers, Yahoo & Wireless Developer Network rippling through the web building awareness. 4000 hits at 48 hour mark.
- ▶ Blogs buzzed with the story from the wire and comments on editorial stories on leading sites.
- ▶ Followed by monthlies such as EDN, Elektronik i Norden and EPD as their production cycles worked the story through the system.



# RADIOSCOPE

- ▶ Complete change of direction for the company into DAB from GSM.
- ▶ Launched the new identity.
- ▶ Established RadioScape as a leading authority on DAB.
- ▶ Demoed every step of the advancement of DAB to leading editors.
- ▶ Articles in Financial Times, New Scientist, Electronics Weekly and EETimes plus trade media for electronics, FMCG, and radio.
- ▶ CEO said, “We have never spent a penny on advertising. We are known though PR and our salesmen welcomed.”



# HELIATEK

- ▶ Brought in to build global awareness as only known in native Germany.
- ▶ Obtained extensive coverage for its award winning Organic Photovoltaic technology and 80M euro funding round.
- ▶ Winner of Elektra Awards 2015.

**Heliatek achieved with 9.8% cell efficiency certified world record for organic solar cells**

[Grace Won 2011-12-07]

Heliatek achieved with 9.8% cell efficiency certified world record for organic solar cells

Roth & Rau achieved 21% efficiency on 156mm wafer size with new high

Phoenix receives solar energy management certificate

Grid parity for solar electricity for commercial and industrial customers

Heliatek GmbH has developed by the Fraunhofer ISE certified CaILab cell efficiency of 9.8% to a 1.1 cm<sup>2</sup> tandem cell produced by low-temperature process, again set a world record for organic solar cells.

With the new record cell Heliatek has placed for the third consecutive year of record global efficiency in organic photovoltaic technology and thus reinforces its position as a technology leader in the field of

**Organic solar cell breaks world efficiency record**

analysis

ENERGY

Heliatek cell is actually two identical cells deposited one on the other - called a tandem solar cell (see diagram).

At the moment, both cells have the same absorption spectrum. "For final optimization, we should split these absorbers," said Le Segallien.

So why not three cells? "We have created triple junctions. Currently, with two layers, we are harvesting almost all of the photons in the absorber range," he said.

Organic solar cells need multiple layers to function.

One of Heliatek's successes, according to Le Segallien, is that all of its layers can be deposited at temperatures low enough to be compatible with substrates made from PET (polyethylene terephthalate - drinks bottle plastic).

All deposition, except for the transparent conductive oxide layer (see diagram) which has to be sputtered, is through simple vacuum deposition.

This requires a long tunnel source to provide the material vapour that will condense and set on the film.

And here the firm aims to benefit from the burgeoning OLED industry which uses similar techniques.

"OLED has gone there anyway, we can really profit from this. In principle, we are compatible with Gen5 (display fab) Gen5 is already available OLEDs with linear sources over 1m long," said Le Segallien.

The sputtered transparent electrode is currently TiO<sub>2</sub> - titanium tin oxide - which may be replaced with

cheaper zinc oxide.

Currently the firm works on 200x200mm PET foil and smaller glass substrates.

If you are aiming at plastic, why work on inherently more fragile glass at all?

"Plastic is significantly better on glass, and we have got to be able to differentiate between intrinsic and extrinsic effects," said Le Segallien. "Thermal stability and life on glass come along with building integration requirements. On polymer, I think we will solve the issues with our partners in next year."

One of the reasons that glass is more benign is that it completely seals out oxygen and moisture that can damage the stack - although creation is already in line of an issue with solar cells than it is with OLEDs "where delicate calcium electrodes are sometimes needed."

"Electron transport in OLEDs requires calcium-level electrodes. In photovoltaics, everything happens at 1eV levels, approximately at the aluminium level, so we don't have anything more oxidisable than aluminium," said Le Segallien. "Put an unprotected OLED in oxygen, and you can see black spots on the cathode within minutes. Our cells without protection have a shelf life of 300 hours."

In this case, shelf life is quoted as the time taken for efficiency to drop to 80% of its initial value.

"Once they are protected, our latest cells are down to 10% of initial at over 1,000 hours at 85°C, and we have earlier generation cells now at over 6,000 hours at 85°C and still above 90%."

85°C operation is a tough hurdle for organic electronics. The company claims its stack can survive 120°C for an hour.

Ultra-violet light from the sun is essentially the other big killer of organic photovoltaics.

The bracket indicates the organic vacuum deposited layers, which in total are 0.25µm thick and weigh 1µm<sup>2</sup>

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## RFEL

- ▶ Client since start-up in 2001.
- ▶ Established RFEL as global leader in high performance digital signal processing.
- ▶ Wrote entries that resulted in several Elektra Awards and two Queen's Awards for Innovation in 2009 and 2012.



THE QUEEN'S AWARDS  
FOR ENTERPRISE:  
INNOVATION  
2009

## ARC

- ▶ ARC's reputation & share price was at all time low and media audit showed no press interest.
- ▶ No clear identity – Rival Tensilica had stolen its *configurable cores* company identity.
- ▶ Campaign
  - ▶ New CEO on press tour round Europe
  - ▶ Refocused the company messaging onto configurable cores
  - ▶ Regular engagement with media and analysts
- ▶ Results
  - ▶ Media audit after one year showed new positioning was established
  - ▶ 5 front-page covers stories of CEO
  - ▶ Share price went up significantly

The screenshot shows the EE Times website interface. At the top, there is a search bar and a navigation menu with links for Home, Research, Forums, Design, New Products, Careers, Blogs, and Contact. A prominent banner for 'ACE AWARDS' is visible, along with a 'Call for Entries' notice stating 'Hurry! Entry deadline extended to Jan. 29'. The main article is titled 'CEO interview: with ARC's Carl Schlachte' and is dated 08/07/2005 5:57 PM EDT. The article includes a photo of Carl Schlachte and a quote from Peter Clarke. The text of the article discusses ARC's financial situation and its IPO.

EE Times: **ACE AWARDS** **Call for Entries** Hurry! Entry deadline extended to Jan. 29

**CEO interview: with ARC's Carl Schlachte**

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Peter Clarke  
EE Times  
(08/07/2005 5:57 PM EDT)

EE Times met with Carl Schlachte (shown left), chief executive officer of ARC International plc, in London at the end of one of his visits to ARC's base in Elstree. Peter Clarke asked Schlachte how things are going for ARC, a small but innovative listed company in the crowded processor IP space.

EE Times: ARC was able to raise a lot of money with a fortuitously-timed IPO at the peak of the dot com boom. Things have been tougher since then and profits elusive. How much cash do you have left and what's the burn rate?

Schlachte: £33 million (about \$60 million) and £500,000 in the last half (about \$890,000). Under London Stock Exchange rules I am not allowed to make forecasts of revenue or profitability but I can say I am very optimistic about the second half of the year.

EE Times: But revenue has been going down?



# PHILIPS SEMICONDUCTORS

- ▶ Engaged to re-launch the company that had been in stealth mode for 18 months.
- ▶ 100+ journalists from around the world to Eindhoven for two days of briefings using material generated by Vortex PR. Including dramatic launch of USB to world media and analysts.
- ▶ Philips Semiconductors re-established as a leading innovator.
- ▶ Re-structured the communications operation from a datasheet driven press release system to strategic communications covering wide range of announcements to develop the brand and generate sales.
- ▶ Researched and wrote stories over seven years that addressed all levels in the customer companies from engineers to CEOs with coverage across the trade press, front cover stories and even the Wall Street Journal.



# MIPS SMARTCARD PROCESSOR

- ▶ Completely new area for the company
- ▶ Campaign
  - ▶ Briefings with electronics media
  - ▶ Briefings with media at trade fair for smart cards
  - ▶ 2 minute segment on CNBC
  - ▶ CEO interview on Bloomberg and CNN
  - ▶ Double page spread in Shares magazine
- ▶ Results
  - ▶ Extensive global coverage
  - ▶ Quality enquiries
  - ▶ **\$10M in license deals with 4 major companies**
  - ▶ **Became the processor of choice for smartcards**

