

UNB Technology Management and Entrepreneurship
Lunch and Learn Series

Presentation by GGE M.Sc.E. graduate Simon Newby

"How I Stumbled into My Dream Job"

Monday, 4 April 2016, 12:30 to 1:30 p.m.

Old Head Hall Room H224

Simon Newby was born in England in 1963. He graduated from North East London Polytechnic with a degree in Surveying & Mapping Sciences in 1984, and from the University of New Brunswick in 1992 with a M.Sc.E. in Surveying Engineering. Nowadays, he is the President and owner of 6T3 Ltd.

After UNB, Simon worked for Leica's GPS group in Heerbrugg, Switzerland where he provided GPS training for Leica's international customer-base. He held further positions with NovAtel GPS in Calgary (and in the UK), and with SiGEM (in Ottawa and in the UK), and with Terrapoint (formerly Mosaic Mapping) in Ottawa and in Houston.

It was while working for Terrapoint that Simon was exposed to the company's newly invented technology (known as Mobile Terrestrial LiDAR), which was the first system of its kind in the world, and which was deployed to Afghanistan in support of the international community's efforts to map and rebuild the country's sparse network of highways. It was clear to him that this technology represented one of the greatest advances in mapping technology since the advent of GPS, yet post-Afghanistan, applications for the technology were largely unknown and wholly untested. It was at this time that Simon wondered if so called "point cloud data" (i.e., the output from Mobile Terrestrial LiDAR systems) could be fed into the simulation programs of the world's most demanding motor racing teams – thus, Simon's company (6T3) was born in 2007.

6T3's goal was to acquire (at its own expense and risk) high-definition mapping data of Formula One race tracks and to sell non-exclusive licenses to these datasets to Formula One teams. 6T3's acceptance by the F1 community came gradually, but it did come, and it was and is complete. Nowadays, 6T3 also works within the NASCAR and Indycar and World Endurance Championship (WEC) worlds, and with mainstream automotive manufacturers and the military.

A little over a year ago Simon decided the time had come for 6T3 to fund development of its own data acquisition system from the ground up. Off-the-shelf systems are available, but they're extremely expensive and not ideally suited to the projects that 6T3 undertakes. 6T3's system is now complete, and can regularly be seen in operation on the world's greatest race tracks.

Simon has been a motor racing fan (and general petrol head) since he was a small boy, thus, the marriage of his professional training with one of his lifelong personal passions does indeed represent "the dream job". Please join him as he walks us through his journey and shares a few of the lessons he learned along the way.