

Brendan John Edwards

Contact Details

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Current Role Senior Research Technologist

Telstra Research Laboratories (TRL)	February 1987 - October 2006
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Telstra Research Laboratories (TRL) were Australia's largest telecommunications research facility until its closure in 2006. TRL developed and evaluated new and novel technologies and techniques, making recommendations to improve telecommunication services for Australians regardless of location or ability to access them.

In TRL I developed skills and experience across multiple, diverse technologies and disciplines analysing and interpreting data from experiments, trials, proof of concepts and field sites. I wrote detailed and unbiased evaluations incorporating a wide variety of considerations included: usability, reliability, maintenance and lifecycle costs, legislative requirements, competition (local and international) and the potential impacts and benefits of emerging trends in all areas. I have continued to utilise these qualities in all projects since.

Achievements

- Designed, conducted, and reported on benchmarking evaluation of precision and accuracy of TRL search engine against 'best of breed' at the time for the Director of the Research Laboratories. Limited datasets required the use of specific test data and survey design for an unbiased indication of user perception of results. The TRL rated higher than other engines and components of the technology were commercialised.
- Received TRL High Achievement Award for Intelligent Information Navigation.
- Instigated demonstration of concept based searches for crime analysis to Australian Federal Police (AFP).
- Designed a novel service to demonstrate the preliminary business specifications and requirements for all project stakeholders outlining product selection and implementation issues of convergent video services.
- Developed comprehensive Information Packs for new Product Managers explaining the impacts of various video email concepts, technologies, methodologies, products and business models.
- Secondment to t.com (Melbourne) Telstra portal for web site compliance testing
- Technical advisor for Telstra Broadband Development Fund review assessing development team and product – in this case: Versereo Broadband Server (Project 139).

While working at TRL I was involved in:

- Developing new and novel optical fibre measurement techniques and formulations
- Measuring the configuration of mobile base station antennas and new measurement techniques
- Lighting simulation and overvoltage protection of telephone exchanges, systems and on-premise devices
- Advanced life cycle testing of products and components (photovoltaic's)
- Long term evaluation of photovoltaic prototypes and Remote Area Power Systems (solar, wind, generator and new novel batteries in association with CSIRO and Energy Victoria)

I was promoted from a Technical stream to an IT stream and developed online products and services including:

- Location Based Services utilising mobile phones and devices (Technical Analyst)
- Identity Management using Email Aliases (Project Leader)
- Broadband application Development Evaluation : Video Mail (Technical Lead)
- Interactive Television and Internet on TV : itv (Technical Specialist)
- Natural Language Interface for Intranet / Internet Information Retrieval (Analyst / Programmer)

These projects inspired undertaking the Masters in Virtual Communications at RMIT.

Education

2006	Master of Arts (Virtual Communications) RMIT University, Melbourne, Victoria
	Research Paper: Can emotional cues be employed in Internet Communications Technologies to establish, sustain or increase membership participation in a Community of Interest? I proposed a new <i>Emotional Consumer Model</i> based on <i>Recognition and Anticipation, Perception, Motivation and Memory</i> replacing the traditional Rational or Logic consumer model
1997	Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne, Victoria
1997	Associate Diploma of Engineering (Computer Systems) Barton Institute of TAFE, Melbourne, Victoria
1994	Associate Diploma of Engineering (Electronics) Moorabbin College of TAFE, Melbourne, Victoria
1990	Certificate of Technology (Electronics) Moorabbin College of TAFE, Melbourne, Victoria

Other Interests	
1987 – Present	Scuba Diving Qualified NASDS Master Diver <ul style="list-style-type: none">Preparing to become qualified PADI Scuba Diving Instructor 2005Australian and Overseas locations including Exmouth Peninsula (WA), Bicheno (Tasmania) Port Philip Bay (Victoria), Antarctica, Easter Island (Chile) and Galapagos Islands (Ecuador), Ushuaia (Argentina)
1984 – Present	Volleyball <ul style="list-style-type: none">Hard court and Indoor BeachBest effort was Bronze in 2002 World Masters in St Kilda, Victoria
1997 - Present	Member of TRL Emergency Control Organisation (Fire Warden) <ul style="list-style-type: none">Collector of mechanical clocksSocial Dancing (Swing, Salsa, Ballroom)Achieved Queen Scout Award