

NICTA Board Member Brand Hoff wins Pearcey Medal

Brand Hoff, NICTA Board Member, has won the 2011 Pearcey Medal for distinguished lifetime achievement in the technology industry. Mr Hoff was founder of TOWER Software, the developer of TRIM, the Australian Electronic Document and Records Management (EDRM) system. The prestigious prize was awarded to Mr Hoff at the iAwards ceremony in Melbourne. NICTA also won two Merit iAwards at the event. This is a tremendous honour, said Mr Hoff. I have enjoyed a wonderful career in Australias ICT sector and am grateful that I was able to build systems and businesses that have made a positive difference to our industry. Mr Hoff developed the Commonwealth Treasury and the National Library of Australia Networks before starting up the CSC Commercial Consulting Division in Canberra. In 1985 he started TOWER Software which he took global before it was sold to HP in 2008. He now serves as a company director, investor and mentor for a number of ICT companies, a director of the Australian Institute of Company Directors (AICD) as well as Chairman of Canberra Business Council (CBC). He is an adjunct Professor at the University of Canberra. The Pearcey Medal is one of Australias most coveted industry awards. It goes to an individual who has demonstrated a distinguished lifetime of achievement and contribution to the development and growth of the ICT professions, research and industry. NICTA earned two Merits at the iAwards event last week. NICTA face recognition technology (Face Search Engine) secured Merit in the R&D category and the Badumna decentralised network suite won another Merit in the Media and Entertainment category. The technology was developed by NICTAs Scalify team in Melbourne. Congratulations to Brand and also to the NICTA teams behind Badumna and the Face Search Engine, said Dr Phil Robertson, NICTAs Chief Operating Officer, We are all proud of their efforts. I would also like to thank the Australian Information Industry Association (AIIA), the Australian Computer Society and the Pearcey Foundation for hosting the iAwards and providing such vital encouragement for Australian ICT innovation. The 2011 iAwards honour companies at the cutting edge of technology innovation as well as leading professionals across the industry. Most importantly, the iAwards honour the achievements of Australian innovators. Details of all iAwards winners can be found on the iAwards website.

About NICTA

National ICT Australia Ltd (NICTA), Australias Information and Communications Technology (ICT) Research Centre of Excellence, is developing technologies which will meet the current and future needs of the community in fields which will lead to large economic, social and environmental benefits for Australia. NICTA has five laboratories around the country. Since NICTA was founded in 2002, it has created five new companies, developed a substantial technology and intellectual property portfolio and continues to supply new talent to the ICT industry through the NICTA-enhanced PhD program.

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