



# URVentures

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## COMPUTERS TEACHING HUMANS TO COMMUNICATE WITH EACH OTHER

The discipline of Human-Computer Interaction (HCI) was originally created to help users interact more effectively with their personal computers. **Ehsan Hoque**, Assistant Professor of Computer Science and Electrical & Computer Engineering at the University of Rochester believes HCI can be instructive in our dealings with other humans.

Inspired by his brother with Down syndrome, Hoque recognizes how difficult social interactions can be for everyone, and that a great deal of inter-personal communication is non-verbal. Even the socially adept among us may not recognize some of the coded signals we are giving off. Hoque says, “The way we smile, pause, speak, and look at someone can reveal a great deal about the point we are trying to get across.”

Since no one enjoys having his or her inter-personal skills critiqued by another – or since most people wouldn't even know where to begin to ask for feedback – Hoque has developed an elegant solution: automated conversation coaches that observe a person speaking and offer accurate, honest, non-judgmental, and non-threatening constructive criticism on style, volume, voice modulation, body language, verbal tics, and word usage.

Hoque's work in this area has earned him inclusion in the [MIT Technology Review's 35 Innovators Under 35 for 2016](#). This is an incredible accomplishment, and UR Ventures is excited to be working with him to develop and commercialize his technology.

## WELCOME TO THE UR VENTURES TECHNOLOGY REVIEW

### YOUR GUIDE TO WHAT'S HAPPENING AT UR VENTURES AND AT THE UNIVERSITY OF ROCHESTER

The UR Ventures Technology Review is your monthly look at innovation and technology commercialization at the University of Rochester. In this issue, you will learn about Ehsan Hoque's breakthroughs in Human-Computer Interactions, a start up's contribution to patient compliance, and the first Technology Commercialization Expo. Meliora!



## PharmAdva Providing Independence and Improving Peace of Mind

**PharmAdva** is a Rochester-based company manufacturing and commercializing the **MedaCube**, a home appliance that dispenses medications at the proper time and alerts caregivers if a patient misses a dose. Combining advanced robotic, computer, and telecommunication technologies, the MedaCube was created by **Michel Berg, MD**, Professor of Neurology at the University of Rochester Medical Center. The University has received four patents on this technology, and UR Ventures has licensed them to Berg's startup, PharmAdva.

The MedaCube is clinically proven to improve patient compliance with medication regimens. It also provides patients with a **higher level of independence**, potentially reducing the need for institutionalization or of frequent visits from a nursing service.

Recently, PharmAdva made **news** by donating ten Medacube devices to the VA Medical Center in Canandaigua.



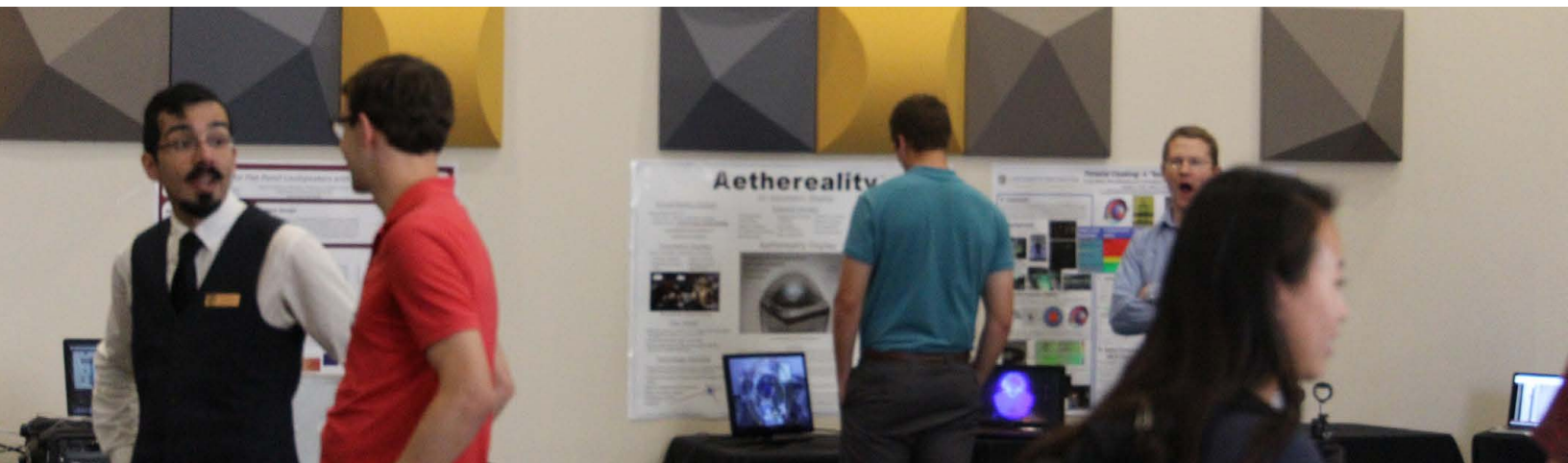
## Technology Commercialization Expo Celebrates Rochester Innovation

On a beautiful Friday afternoon in October, **UR Ventures** and the **Center for Business Engagement (CBE)** hosted Rochester's first ever **Technology Commercialization Expo**. Designed to showcase some of the University's promising research projects, the Expo coincided with **Meliora Weekend** – Rochester's homecoming weekend, when thousands of alumni, parents, and friends visit campus for four days of events, networking, reminiscing, and fun.

UR Ventures took the opportunity to raise awareness of our past technology commercialization successes, our current initiatives, and our technology development efforts through the **TDE**. The CBE shared information on their programs to attract and engage industrial partners with the University's research enterprise.

Some of the exciting projects highlighted were John Howell's **Rochester Digital Cloak**, Chunlei Guo's **Hydrophobic** (and **Hydrophilic**) **Materials**, and Mark Bocko's **Flat Panel Speakers**.

For more information on any of these technologies, CBE programs, or how you can help with the TDE, contact **UR Ventures**.



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