



**Australian Institute of Physics
NSW Branch (September Public Talk)**

**“Commercialising Research – From
Scientist to Entrepreneur and Back Again”**

**Dr Viv Robinson
ETP Semra Pty. Ltd**

Tuesday 24th September 2008 @ 6.00PM

At the

Slade Lecture Theatre, School of Physics, University of Sydney

Public talk arranged by: The Australian Institute of Physics (NSW Branch)

Entrance is FREE

Summary of talk:

As a physicist, have you ever wondered what it would be like to invent something, commercialise it and then run your own multi million dollar a year business manufacturing and marketing it? That is not an unattainable dream! It is a reality that a few physicists have achieved in this technologically driven world. This presentation takes those interested on the pathway from discovery to commercialisation of an invention. The product developed was an efficient backscattered electron detector for use in a scanning electron microscope. However the pathway taken was one in which the rules could be applied to other inventions.





Brief Biography of the Speaker:

Dr Robinson worked as a Project Scientist at the University of New South Wales during the 1970's, running a scanning electron microscope facility. While there he developed the idea that an efficient backscattered electron detector would have significant benefits to the industry. He advised a company in Australia, ETP Semra Pty Ltd, on how to manufacture the equipment. He left the University to run the company and purchased it a few years later. Over the past 25 years he has seen his invention go from an emerging technology in a rapidly expanding industry, to a mature technology in a competitive market place. The market was small and ETP Semra became the world's largest independent manufacturer of those detectors. Looking for a larger market with humanitarian applications, he became involved in a water cleaning project. After funding his own research he developed some very small and powerful water purification systems. Along the way he dabbled a little in aspects of theoretical physics, with some surprising results.

Detailed Schedule for Tuesday, 24th September 2008:

- 6:00-6.30 pm **REFRESHMENTS, Slade Lecture Theatre.**
- 6.35-7.30 pm **LECTURE by Dr Viv Robinson**
- 8.00 pm **DINNER with the Speaker at Buon Gusto (Italian), 368 Abercrombie Street, Chippendale.**
E-mail Dr Fred Osman (fred_osman@exemail.com.au) if you will be able to join us for dinner.

Travel Directions:

- Train to Redfern station and walk to the **School of Physics.**
- Buses 422, 423, 426, 428, 448, and 450 from Circular Quay to City Road / King, or 412, 435, 438, 470, 483 etc. along Parramatta Road from Circular Quay.
- Drive and park in various parking lots. You will need to pay for parking (**\$6 flat-rate after 4 pm**) and display the ticket in your car. You may also find parking places on public roads outside the Uni.

Event sponsored by:



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