

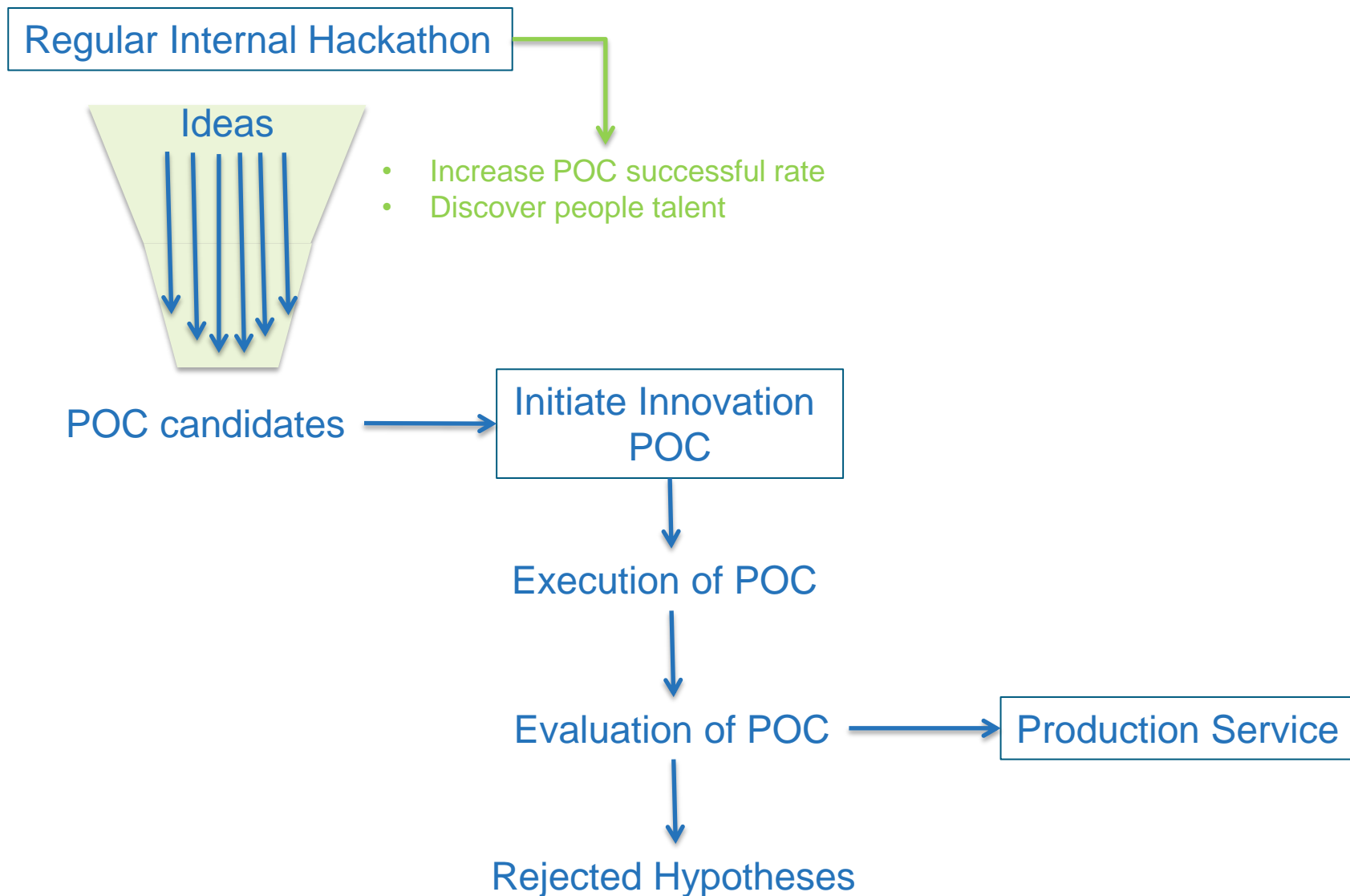


# Create a channel for Innovation in IT

Zhuma Feng

June 2015

# From Ideation to Production



# Example of successful promoting idea

- Idea from a Hackathon event:
  - Use Augmented Reality (AR) technology to improve content delivery
- Started innovation POC with 3 incremental scenarios:
  - Tested with internal event
  - Tested with internal, but offsite event
  - Tested with external event with a scientific poster presented in 2014 Gordon Research Conference on Hemostasis and won a prize
  - In April 2015, Biogen's AR practice for poster won the grant prize in the 11<sup>th</sup> Annual Best Practices Awards of BioIT World Expo and award at the 22<sup>nd</sup> Annual InformationWeek conference.
- Creating AR as service for the whole company



**End slide**