

CANON MIDDLE EAST SPREADS HAPPINESS THROUGH WORKPLACE OPPORTUNITIES

KUWAIT: Canon Middle East, a leader in digital imaging solutions, embarked on a series of employee-led projects inspired by the UAE's 'Year of Giving' as well as the global One Million Acts of Kindness mission. Developed under an overarching campaign called 'Follow Your Happiness,' Canon's initiatives target its own employees by giving them the opportunity to become active members within their own work environment as well as the larger community.

Anurag Agrawal, Managing Director, Canon Middle East said: "We were inspired by the UAE's 'Year of Giving' and One Million Acts of Kindness initiatives, both of which encourage people to have lifetime goals of doing an act of goodwill for others. This clearly resonates with Canon's global corporate philosophy of 'Kyosei,' which means living and working together for the common good. By delivering social and environmental benefits through our people and products, we are powerfully demonstrating our commitment to our philosophy."

"In 2017 we established the 'Follow Your Happiness' campaign driven by the three pillars of Future, Youth and Happiness to coincide with the themes the UAE government enforces on a nation-wide level. Together, the three pillars create an interconnected Canon eco-

system for our campaign led by the participation and contribution of our employees," added Agrawal. Each of Canon's campaign pillars has a series of projects and initiatives for Canon's employees to participate in and sustain the campaign. The pillars create an environment whereby Canon employees are given the tools, physical and intellectual space to grow, become more optimistic about their future, use and develop their creativity, and actively participate within society. Furthermore, each time an employee participates in any activity within the three pillars, Canon contributes 400 dirhams to donate to two charities by the end of 2017. Within the first pillar, Youth, Canon is looking to attract and retain young talent because investing in youth empowers them to grow and lead in the future.

To facilitate this Canon initially set up the Millennial Club, which acts as a sounding board between the employees and upper management to relay ideas and suggestions to facilitate sincere dialogue within Canon. In addition, an internship program was developed to give opportunities to fresh graduates to work within Canon. The interns are given the opportunity to work on projects, develop their creativity and youthful innovative ideas, and learn about Canon's work envi-

ronment. For the even younger generation, Canon established Generation Z; a week-long opportunity for 14-18-year-old relatives of employees to work on a project within Canon.

The second pillar, Future, allows Canon to provide tools for its employees to be more creative and innovative in their work. Canon is open to alternative thought processes and inventive projects to drive an original and inspirational working environment. This is facilitated by the soon to be launched Canon's Innovation Hub which gives employees the physical space and tools to brainstorm and develop their unique ideas. For employees to witness any of their innovative concepts come to life is an achievement that pushes their boundaries and enhances their capabilities.

"Within the third Happiness pillar, we created a supportive and happy environment internally within Canon, so our employees can then spread it outwards to the community. We did this through a series of meaningful projects such as volunteering opportunities, corporate social responsibility initiatives, cultural activities, health and fitness programs, and more importantly a complete Canon office overhaul. The office renovation certainly increased creativity, pro-

ductivity and above all, employee satisfaction with their work environment," added Agrawal.

This Ramadan, a time for giving back to the community, Canon employees are participating in two corporate social responsibility (CSR) activities. The first initiative is to support the Ministry of Health and the Sharjah Blood Transfusion and Research Centre on World Blood Donation Day by distributing giveaways to people who have donated blood to show appreciation for their participation and support. Special gifts will also be given to frequent blood donors. The campaign will last for four days across multiple mosque locations in Sharjah from 12-14 June after Iftar.

The second campaign Canon is participating in is DU's annual Mawaed Al-Rahman initiative, which packs and distributes food boxes to families in need during Ramadan. The campaign relies primarily on volunteers to pack and distribute the food boxes, and this year Canon's employees heavily participated in packing 120 boxes to reach 40 families. The Blood Donation campaign and Mawaed Al-Rahman initiative both fall on Zayed Humanitarian Day, which is commemorated on the 19th of Ramadan every year, and celebrates the accomplishments and humanitarian legacy of the late Sheikh Zayed Bin Sultan Al-Nahyan.

DRONES CARRYING DEFIBRILLATORS COULD AID HEART EMERGENCIES

CHICAGO: It sounds futuristic: drones carrying heart defibrillators swooping in to help bystanders revive people stricken by cardiac arrest. Researchers tested the idea and found drones arrived at the scene of 18 cardiac arrests within about 5 minutes of launch. That was almost 17 minutes faster on average than ambulances - a big deal for a condition where minutes mean life or death. Drone-delivered devices weren't used on patients in the preliminary study, but the results are "pretty remarkable" and proof that the idea is worth exploring, said Dr Clyde Yancy, a former American Heart Association president who was not involved in the study.

Cardiac arrest is a leading cause of death worldwide, killing more than 6 million people each year. Most happen at home or in other non-medical settings and most patients don't survive. "Ninety percent of people who collapse outside of a hospital don't make it. This is a crisis and it's time we do something different to address it," said Yancy, cardiology chief at Northwestern

University's medical school in Chicago. The researchers reached the same conclusion after analyzing cardiac arrest data in Sweden, focusing on towns near Stockholm that don't have enough emergency medical resources to serve summer vacationers.

The analysis found an emergency response time of almost 30 minutes and a survival rate of zero, said lead author Andreas Claesson, a researcher at the Center for Resuscitation Science at Karolinska Institute in Stockholm. To see if care could be improved, Claesson's team turned to drones. Drones are increasingly being tested or used in a variety of settings, including to deliver retail goods to consumers in remote areas, search for lost hikers and help police monitor traffic or crowds. Using them to speed medical care seemed like a logical next step, Claesson said.

Heart defibrillator

The study was done last October and was published Tuesday in the Journal of the American

Medical Association. More than 350,000 Americans had a cardiac arrest in a nonmedical setting last year, the American Heart Association says. The condition is often confused with heart attacks but they're different. Heart attacks occur when a clot or other blockage stops blood flow to the heart. Cardiac arrest occurs when electrical impulses controlling the heart's rhythmic pumping action suddenly malfunction.

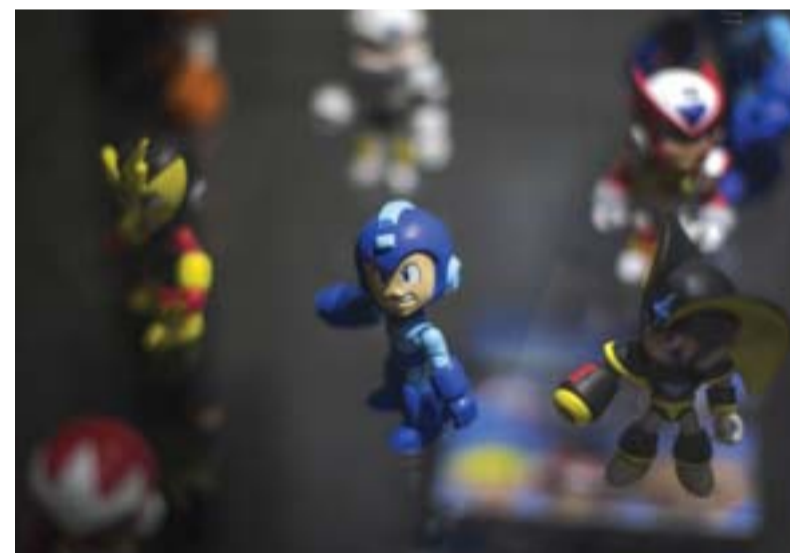
The heartbeat becomes very irregular or stops, preventing blood from reaching vital organs. Death can occur within minutes without treatment to restore a normal heartbeat, ideally CPR and use of a defibrillator. The researchers used a small heart defibrillator weighing less than two pounds, featuring an electronic voice that gives instructions on how to use the device. It was attached to a small drone equipped with four small propeller-like rotors, a global positioning device and camera. They launched the drone from a fire station within about 6 miles from homes where people had previous cardiac arrests. — AP



NEBRASKA: This file photo shows a drone at a testing site in Lincoln, Nebraska. —AP



LOS ANGELES: Marvel's Spider-Man character is seen atop a helicopter over people in the PlayStation exhibit area on opening day of the Electronic Entertainment Expo (E3) at the Los Angeles Convention Center in Los Angeles, California.—AFP photos



LOS ANGELES: Megan figurines are displayed on opening day of the Electronic Entertainment Expo (E3).



LOS ANGELES: People game in the Nintendo exhibit on opening day of the Electronic Entertainment Expo (E3).

VIDEO GAME PLAY AS SPECTATOR SPORT CENTER-STAGE AT E3

LOS ANGELES: Long fiercely guarded video game industry terrain, the Electronic Entertainment Expo kicked off Tuesday with YouTube, Twitch and Facebook turning gamers into online stars. A hot trend of video game play streamed as spectator sport and "YouTubers" becoming famous for skills or pithy commentary pervaded the annual gathering, from unveilings of titles to major eSports matches staged for the first time on the show floor.

"There is a reality now that the influencers of the gaming industry are no longer the games, but the YouTube creators," YouTube head of gaming Ryan Wyatt said. "It is smart to bring creators into the fold so the feedback is constructive, and not scathing reviews." Players who have risen to stardom by streaming play online took part in theatrical press conferences held by game and console makers in the days ahead of the formal opening of E3.

Unveilings of eagerly-awaited titles and new franchises were streamed live on platforms including Facebook, Twitch, and YouTube - drawing hun-

dreds of thousands of viewers. YouTube billed itself as the biggest gaming platform, and said that broadcasters from E3 racked up record-sized audiences. "Before publishers caught on to the power of the creator, I think creators felt alienated," Wyatt said, referring to players who stream game action and comment online. "All of that has changed now. They are integrated into the show and their feedback goes into the design, marketing and promotion of games."

Outshining real-world sports

Video game competition as spectator sport is driving the industry in many ways, according to Craig Levine, chief of leading eSports company ESL. Developers are building games with features to be attractive online spectator events, offerings at E3 showed. "There are more people watching these games than playing them; it has more than crept into the design cycle," Levine said. As competitive performance climbs as a priority, hardware makers push to field better computer chips, screens, con-

trollers and more. This week, for the first time at E3, there was an eSports zone powered by ESL where video game battles were fought and streamed online. "eSports has one of the fastest growing audiences in not just video games but all of entertainment," said Rich Taylor, senior vice president of communications at the Electronic Software Association behind E3. The eSports industry will accelerate from roughly \$200 million in revenue in 2015 to \$1-billion by 2018, according to Baird Equity Research estimates cited by E3 organizers.

In the coming three years, the global audience for eSports was predicted to grow to a half-billion viewers, eclipsing the numbers watching traditional real-world sports, according to Levine. And, while the focus at E3 was on games for consoles or Windows-powered computers, mobile game play is consistently in top ranks when it comes to viewing, according to YouTube.

More women gamers

The gaming community is huge at

Facebook, which returned to E3 this year with an area for live-streamed chats with developers and personalities, and where

visitors could share thoughts about the show at the social network and capture memories with 3-D or augmented reality

technology that put them into game scenes. During the past month, 43 million people have made some 115 million posts, 'likes', and comments related to E3 and major titles. More than a third of that sharing came from women, who are a growing part of the gaming community, according to Facebook.

"We've seen this community of gamers continue to grow and evolve each year with women now taking a growing share of the conversation around E3," said Facebook head of global console and online gaming Franco DeCesare. About 800 million members of the social network play at least one Facebook game monthly, director of global games partnerships Leo Olebe said. Facebook worked with ESL, video game giant Activision and others at E3 to create content for the social network. "The fact that the player really is at the center of everything is really powerful," Olebe said. "As the player takes a larger role in what's happening inside our industry, Facebook is perfectly positioned to facilitate that process."—AFP



LOS ANGELES: 343 Industries' Kiki Wolfkill, Gearbox's Randy Pitchford, film director James Gunn, television personality Chris Hardwick and astrophysicist Neil Degrasse Tyson (via satellite) conduct a keynote discussion about building worlds across entertainment mediums, alongside Randy Pitchford and Neil Degrasse Tyson (via satellite) during the Electronic Entertainment Expo E3 coliseum at the Novo LA Live in Los Angeles, California.



LOS ANGELES: A band sings pirate-themed songs at the Xbox exhibit on opening day of the Electronic Entertainment Expo (E3).



LOS ANGELES: People look at Xbox components on opening day of the Electronic Entertainment Expo (E3).



LOS ANGELES: People wait in line of to see a demonstration of Call of Duty WWII at the Activision exhibit.