M2M+ VISIONS PROGRAM

April 30th, 2015

9:00 am **REGISTRATION**

9:30 am **EVOLUTION & M2M/IoT GROWTH**

Session Key Topics:

- From traditional SIMs to MIMs: understanding technical developments & diffusion of embedded M2M SIM Cards
- Access Agnostic Solutions in M2M: how white spaces and satellite communications will be a part of the increasing diffusion of M2M/IoT
- Platform interoperability, standardization and regulatory issues. Need of a common language / protocols for connected devices?
- Convergence between Mobile Communications, Wearable Technologies and IoT
- New revenue streams developing innovative Consumer devices

Chairman: Francesco Iarlori, Managing Director, **BizDev & Strategy Italy**

9:30 am **Opening remarks from the Chair and sum up of the M2M Forum**
Gianluigi Ferri, M2M Pioneer & Founder, **M2M Forum / Innovability**

9:45 am **Welcome to the Smart Object Era.**

Leandro Agrò, Digital Design Director

10:10 am **A standards based reference architecture for IoT**
As positive as many of the current IoT developments may sound, most of the solutions are proprietary. The use of standards is mostly limited to communication protocols, expandability is restricted to one vendor and upgrade capabilities are limited. In this presentation we will introduce a reference architecture based on standards like OSGi, TR-069, OMA-DM that enable the creation of an IoT ecosystem. One of the most important components is the OSGi Device Abstraction Layer that enables full interoperability between IoT devices independent from the used communication protocols.
Kai Hackbarth, Evangelist, **ProSyst Software**

10:45 am **The Internet of Robotic Things**
Dan Kara, Practice Director, Robotics, **ABI Research**

11:10 am **COFFEE BREAK**

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11:30 am **Realising the benefits of mobile-enabled IoT solutions**

- Discussing the impact IoT will have on society and the economy
- Presenting the implications that IoT applications will have on business models and the telco value chain
- Assessing the role of mobile operators and the policy implications

Stefano Nicoletti, M2M Regulatory Manager, **GSMA**

11:50 am **IoT: why I'm so scared by such a sexy and attractive evolution, from a security perspective**

I'm into Information Security since +20 years, and I've always been an early adapter: I sent my first email back in 1988. The Internet of Things (IoT or, IoX) will dramatically change our business and personal lives, and social aspects, as well as human interactions and relationships: I just can't wait, this stuff is totally exciting! Nevertheless, security issues already showed up, from pacemakers to insuline pumps, Smart TVs, Smart Meters and much more.
This presentation will resume some of them, trying to focus on the strategic, key mistakes this new market and the involved vendors are doing.

Raoul Chiesa, Cultural Attaché for Italy – APWG European Chapter (APWG.EU), **APWG**

12:10 pm **How Network Intelligence will Transform Future Connected Enterprises**

Fahim Kawsar, Director, Internet of Things Research, **Bell Labs**

12:50 pm **NETWORKING LUNCH**

2:30 pm **FUTURE TRENDS & CHALLENGES**

- Smart Home and Smart Devices – developing a new range of M2M services
- M2M connected devices & energy savings: understanding future opportunities in energy efficiency.
- M2M for retail: wireless terminals and smart points of sale in outlets, kiosks, vending machine, ticketing systems, etc.
- M2M in Environment Sustainability: 'Green' M2M . Tackling climate environment is a huge challenge, and M2M is playing a significant role in helping both businesses and consumers to reduce energy use and to monitor our natural habitat
- Consumer driven M2M: can a machine be social? Opportunities that the IoT can create with the integration of services such as social networks and web 2.0
- M2M/IoT and Service Robotics (domestic tasks, education, healthcare, etc.): a possible marriage for consumer applications?
- From the aqueduct to the automobile, from smart parking monitoring to structural health monitoring, new technologies have always transformed the urban environment: the future is already there.

Chairman: Edmund Hain, M2M/IoT, Tech & IT Marketing and Market Analysis, **MarComSo**

2:30 pm **Opening remarks from the Chair**

Edmund Hain, M2M/IoT, Tech & IT Marketing and Market Analysis, **MarComSo**

2:50 pm **Bill Clee,** CEO & Founder, **Asset Mapping**

3:10 pm **M2M – The next industrial revolution and energy transition driver**

M2M is about to change the industrial world fundamentally. The combination of cost-effective sensor technologies, IT and flexible planning and demand systems based on smart big data analytics will create groundbreaking new production processes and supply chains. The most affected industries such as automotive, manufacturing, machinery, automation technology and energy will step into new dimensions with unprecedent opportunities at the horizon.

Edmund Hain, M2M/IoT, Tech & IT Marketing and Market Analysis, **MarComSo**

2015 EXHIBITORS

3:30 pm **The Impact of Wearable Technologies in Business and Government Sectors**

The presentation will explore how wearable technologies are impacting business and operation practices in sectors such as manufacturing, logistics, healthcare, and public security. The presentation will also portrait this emerging phenomenon within the overall impact of the IoT vision for enterprises

Saverio Romeo, Principal Analyst, M2M, **Beecham Research**

4:00 pm **COFFEE BREAK**

4:30 pm **DRIVING THE DEVELOPMENT OF THE IOT/M2M WORLD**
Venture Capital & investments

- IOT technology as a driver for changing business models: investigating ROI issues and value creation for organizations
- Understanding the key factors to drive investments among the M2M arena

Chairman: Gianluigi Ferri, M2M Pioneer & Founder, **M2M Forum / Innovability**

4:30 pm **Preben Hjørnet**, Disruptive Innovation Consultant and advisory, **PH inception**

4:50 pm **IoT Venture Productions**

Gartner predicts by 2017, 50% of IoT Solutions will originate in startups less than 3 years old. That means this is the year these startups move from concept to a Minimum Viable Product. So, how do we incubate and accelerate these young, innovative companies – especially in Europe? In this session, we will discuss both a rigorous approach for producing high-quality startups, and chronicle how this has been applied to several European IoT startups.

Ken Forster, Managing Partner, **ThingMUSE**

END OF CONFERENCE

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*Agenda may be subject to variation

Francesco Iarlori, Managing Director, **BizDev & Strategy Italy**

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Co-located with M2M FORUM

M2M Plus will be held in co-location with M2M Forum.

Since 2002, M2M Forum is the leading Conference&Expo in the Machine-to-Machine scenario. With an increase of the 25% in the number of attendees from the 2013 to the 2014 edition, M2M Forum confirmes its status of **European most important exhibition devoted to the machine-to-machine communication.**

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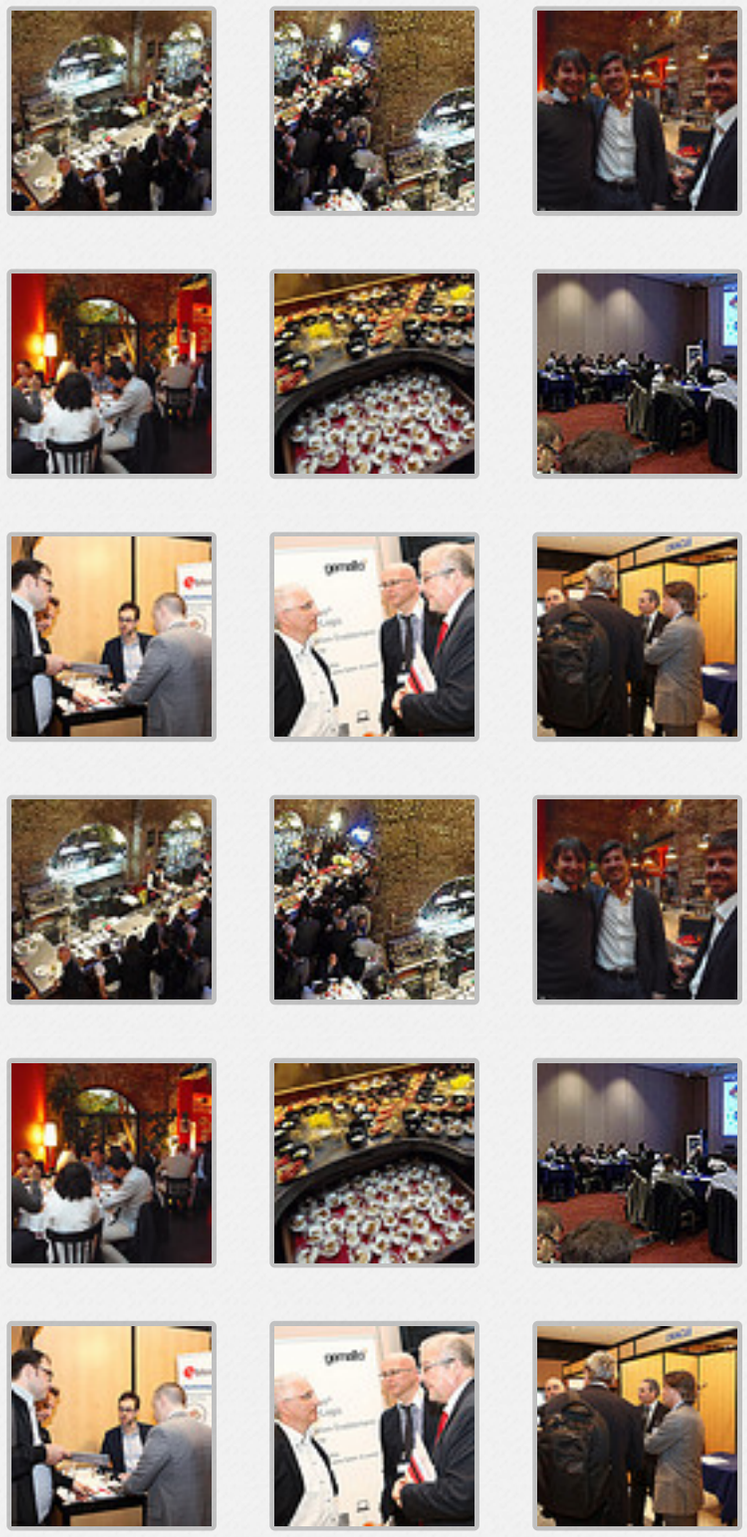
NETWORKING

M2M Forum offers excellent networking and business opportunities across the M2M ecosystem. It is the only M2M event offering exclusive business meetings, free-of-charge by EEN - Enterprise Europe Network

We create more genuine business contacts than any comparable event.

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