

M2M-Conference “M2M and the Internet of Things: Where Machines Talk”

About the organisers

TelematicsPRO e.V. – The German Telematics association is the national branch for telematics (<http://www.telematicspro.de>). The association offers suppliers and customers an open platform for complex and integrative Telematics services and products. Events, meetings, participation at fairs are the options to promote member activities. Currently, the association has 144 member companies in Germany. Large members of the Telematics initiative with its expert forums are Siemens Building Technologies and T-Systems. TelematicsPRO is member of different networks like Telematics Valley (Sweden), BitKOM (Germany), Beecham Research (UK, USA, Italy), Machmer International Consulting (Italy), Beijing Inform. Assoc. (China).

Beecham Research Limited (BRL) is a technology market research, analysis and consulting firm originally established in 1991 and recently relaunched under the BRL name. Beecham Research focuses on the growing M2M (machine-to-machine) market and the increasing use of Remote Device Management and Services – also often referred to by terms such as: Embedded Connectivity, Embedded Networking, Remote Device Monitoring, Remote Asset Management, Pervasive Internet and Pervasive Computing. M2M is no longer a small business. For many product manufacturers and service providers, M2M truly represents the future of their industries. www.beechamresearch.com

Machmer International Consulting is an independent German management consulting firm whose mission is to develop markets and business worldwide for companies in all life phases and at any location. www.machmeric.net MIC's mission is to respond constant to special client needs and to ensure information, communication, implementation and results. Machmer International Consulting is based in Milan, Northern Italy, and has partners in the UK, Germany and in India.

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M2M-CONFERENCE “M2M AND THE INTERNET OF THINGS: WHERE MACHINES TALK”

a portrayal of the
European M2M-landscape

9-10 October 2008
European TelematicsFactory
Berlin - Germany





M2M-Conference "M2M and the Internet of Things: Where Machines Talk"

Mission

This highly qualified conference does aim at connecting companies and experts from all over Europe to discuss and to evidence the latest M2M technologies and their applications during the everyday life. The main purpose of this pan-European summit is a constructive change of views among European decision makers and specialists operating in the field of Wireless M2M-communication. This M2M-Conference will form an international meeting point for Institutions, Research Institutes and leading companies, setting up of a strong networking among all attendees. **TelematicsPro, Beecham Research and Machmer International Consulting** will handle for you targeted business meetings during and after the conference and they can offer your company long lasting consulting services and support to grow your business everywhere.

Some facts & Figures

The rapidly growing M2M (machine-to-machine) market is already a **\$50bn** business with projected growth to **over \$250bn by end 2012** according to latest figures just published by Beecham Research, the world's leading analyst firm specializing in research and business development support for the fast-developing M2M sector – also increasingly referred to as the "Internet of Things".

"M2M is usually characterized as a small market, but this is misleading", explained Robin Duke-Woolley, CEO of Beecham Research. "In reality, market players utilizing different technologies see different parts of the market. Only when you view the overall service opportunities utilising all technology alternatives do you get the full picture".

Programme

9th October 2008

09.00 Opening by Michael Sandrock, Chairman TelematicsPRO e.V.

State of arte technologies with international interest and a brief history of Wireless M2M – communication to understand the current state of M2M technology in Europe

09.15 M2M Goes Strategic, plus details on the latest worldwide M2M forecast and latest Individual sector reports
Robin Duke-Woolley, Beecham Research Ltd., Europe

Session A

Key market issues and applications in different European Countries

10.00 A M2M solution developed on Tridium Niagara Framework, designed to fully manage a group of plants of Industrial Breeding for eggs productions
Stefano Strapparava, Silver Star Engineering, Italy

10.20 AMR as the M2M killer application in Europe and the emerging economies
Raffael Morillo, Amplia Soluciones, Spain.

10.40 ZigBee Modules and Innovative, Scalable Embedded Software Applications Enable Smart Energy Solutions across Industries in Europe?
Thomas Lerm, MeshNetics ,Germany

11.00 Coffee break

11.30 Designing mobile devices like playing with toys
Harald Naumann, Round Solutions, Germany

11.50 Paul Green, Vianet, UK

12.10 Peggy Smedley, Specialty Publishing, USA

12.30 M2M Connectivity - Key Learnings from large-scale M2M deployments
Robert Brunback, Telenor ,Sweden

Questions and answers

13.00-14.30 Lunch and networking

Session B

An insight into the European M2M-markets and its current trends

14.30 M2M and the Internet of Things: technologies, trends and current implementations in Italy and Europe
Edoardo Calia, Institute of Technology Mario Boella, Italy

14.50 Presentation of the Mobility Cluster AEI Movilidad
Pablo Sancho Pradales, AETICAL, Spain

15.10 Regulations in the field of Machine-to-machine communication
Gary Guttenberg, Law Office Guttenberg, Sweden

15.30 Coffee Break

16.00-17.00 Panel discussion with the speakers

Key features of the national markets combining with European product strategies- how does it work?
Moderation: Michael Sandrock
Participants: Thomas Lerm, Paul Green, Gary Guttenberg, Rafael Morillo, Edoardo Calia

17.00-17.30 Free discussion and exchange of ideas

18.30 River cruise on the Spree to the centre of Berlin and networking

10th October 2008

Session C

The importance of partnerships in the world of successful M2Mprojects

9.00 Opening by Michael Sandrock, Chairman TelematicsPRO e.V

9.10 Beecham Research 2008 Adopter Survey: An insight into adopter views of the impact of M2M on their businesses
Georg Steimel, Beecham Research Ltd., Europe

9.40 M2M Solutions Deployment Challenges
Guy Chevrette , CEO iMetrik Solutions Inc., Montreal

10.00 How to make M2M projects successful
Henrik Ebeklint, Intellicom, Sweden

Questions and answers

10.20 Coffee break

10.50 Gilli Coston, O2 UK

11.10 Gert Pauwels, Mobistar, Belgium

11.30-12.30 Round table discussion

12.30 Lunch

Show cases

14.00 M2M Communication as an essential part of HCI
Andreas Wichmann, Carano GmbH, Berlin

14.20 RFID Trailer Portal the first mobile RFID solution by using UHF-Technologie
Microlise UK

14.40 E-Loading.de Germanys largest online M2M-Automat-Project Eco Systems, Network services
Mathias Stauch, Intervista AG, Potsdam

15.00 Environment Interactions using Low Data Rate UWB approach Automotive & Industrial Applications
TES Electronic Solutions, Germany

15.20 Closing remarks, Michael Sandrock, Chairman TelematicsPRO e.V.

15.30-17.00 B2B-meetings

Attendees

Max 100 attendees:

System Designers
and Integrators,
System Architects,
Facilities Managers,
Logistics Managers,
Project Managers,
Business Development
Managers, Research and
Development Managers,
Strategic Corporate and
Marketing Executives,
Engineering Managers,
Engineering Directors,
Technical Directors, CTOs

Conference Participation fee

Speakers: accommodation
and catering will be covered by the organizer

Participants, fee incl.
catering **700,00 €** plus VAT.

Venue

The conference will be located at the European TelematicsFactory in Berlin-Charlottenburg (<http://www.telematicsfactory.de>), based in the heart of the German capital.

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