



May 5th, 2011

**NH HOTEL FIERA
RHO - MILAN**

www.m2mforum.com



M2M FOR HUMAN AND ENVIRONMENTAL WELL-BEING **Technical and business evolution**

MILANO – BERLINO Room || H: 9.30 a.m. – 1.15 p.m.

Chairman: Gianluigi Ferri, CEO, Innovability

9.00 *Registration*

9.30 **Opening remarks**

9.45 **The evolution of international M2M market: market scenario, business opportunities, strategy and policy, technologies and applications**

Robin Duke-Woolley, CEO, Beecham Research

10.05 **M2M Applications, new services and business models**

Marco Canesi, M2M Lead Italy – Vodafone Global M2M, Vodafone

10.25 **Future Internet: Internet of Things and Internet of Services**

Luigi Cicchese, Partner, Concept Reply

10.45 **Wireless Monitoring in the Cloud**

Cristiano Gherzi, Software engineer, Abo Data

11.05 **M2M Cloud Platform: an automatic passenger counting system**

Claudio Borrello, Sales Engineer – European Transportation Division, Eurotech

11.25 *Coffee Break*

11.40 **M2M for human and environmental well-being: remarks**

By Chairman

11.45 **The solution is the integration**

How to address the new needs of M2M market. The latest news and a case history

Fabio Cassin, Channel Sales Manager, Psion Italia

Fabio Masorati, Software manager, Movactive

12.05 **The cloud of things**

Vittorio Consolo, Mobile VAS & Multimedia Responsible - Marketing Top Clients, Telecom Italia



12.25 2 leaders joining forces to simplify & secure the M2M go-to-market

Antonio Volpe, General Country Manager, Cinterion

Giuseppe Colombi, Sales VP South East Europe Telecommunications Business Unit, Gemalto

12.45 How the improvement of solutions designing processes promotes the M2M GREEN market. A case study: the street lighting remote management system

Daive Bassetto, Product Manager Mobile Information Technology (MIT) Division, A.P.Systems

13.05 B2B@M2M and other services of Enterprise Europe Network

Susy Longoni, European project manager, Innovhub - Milan Chamber of Commerce

13.15 Closing remarks

M2M SERVICES & INFRASTRUCTURES

Networks, platforms, technologies, services: trend and perspectives

BERLINO Room || H: 2.30 p.m. – 5.00 p.m.

Chairman: Carlo Maria Medaglia, Scientific Coordinator of CATTID Labs, CATTID - Sapienza University of Rome

14.30 *Opening remarks*

14.45 Internet of Things: the real virtual infrastructure of this century

Carlo Maria Medaglia, Scientific Coordinator of CATTID Labs, CATTID - Sapienza University of Rome

15.00 Embedded systems : things of internet

Antonio Solinas, Responsible for innovation technology, Akhela

15.20 The Age of Entanglement

Paul Green, Technology & Marketing Director, Arkessa

15.40 Tooway2 the new satellite for "tailor made" solutions

Walter Munarini, Director, Open Sky Italia

16.00 Low power wireless products for smart lighting systems, smart metering and home automation

Milena Milosevic, Technical Sales Manager Short Range, Telit Wireless Solutions

16.20 Future proofing M2M

Georg Schildener, Senior Wholesale Manager, Deutsche Telekom

16.35 Privacy protection within the Internet of Things

Fulvio Sarzana di S. Ippolito, Lawyer, Sarzana and Associated Law Firm

16.50 *Closing remarks*



TECHNOLOGIES – SOLUTIONS & VERTICAL MARKETS

M2M communication in new applications and base technology improvements

MILANO Room || H: 2.30 p.m. – 5.00 p.m.

Chairman: Antonio Cirella, Editor-in-chief, "Fare Elettronica" Magazine

14.30 *Opening remarks*

14.45 REMake and enviSMART European projects supporting the eco-innovator enterprises

Mara Tumiatì, European project manager, Innovhub - Milan Chamber of Commerce

15.00 Market needs pave the way to new solutions

Flavio Gajo , Product Line Manager Linee Wireless, Special-Ind

15.20 Ambient Assisted Living: a European project

Roberta Caso, Manager, Concept Reply

15.40 Innovative technologies protecting the environment: yes, but which ones? And how to implement them?

Alvise Abù Khalil , Account Manager, Aton

Andrea Costi, Technical Manager, Intermec Technologies

16.00 Diagnostic information – a goldmine for machine manufacturers

Jan Unander, Executive Director, Telematics Valley

16.20 Zigbee applications in Wireless Sensor Networks

Maurizio Del Corso, Editor-in-chief, "Firmware" magazine and Technical Director "Fare Elettronica" magazine

16.35 Automation: a tool for the efficiency in factories and the improvement of competitiveness

Carlo Marchisio, President, ANIPLA-Milano

16.50 *Closing remarks*

M2M ANALYST MEETING

BERLINO Room || H: 5.00 p.m. – 6.00 p.m.

Robin Duke-Woolley, CEO, Beecham Research