SMART PEOPLE FOR SMART CITIES:
THE FINAL PICTURE OF THE M2M FORUM 2012

Great success of public for the 11th Edition of the M2M Forum, the European tradeshow on Machine-to-Machine communication

Milan, May 14 2012. The 11th edition of the M2M Forum ended with a great success and public participation was much greater than expected. The M2M Forum is now recognized as the first European tradeshow on machine to machine communication.

M2M Forum 2012 Conference was focused on M2M applications as the basis of the rationalization of business processes, allowing machines, equipment and vehicles to communicate with each other through mobile networks. This event emphasized the strategic importance of the Machine-to Machine sector in the **development of Smart Cities** and in general of the growth of the country. Integration challenges, future applications, and international market opportunities were among the topics developed during the M2M event on **machine to machine** communication that took place in Milan on May 3 2012.

The Forum, celebrating its 11th edition, was attended by 650 people, 37 sponsor companies and exhibitors, 48 presenters, and 23 associations and partners. The new **Brokerage Event** was the first event dedicated to international business matching in the machine-to-machine sector. This event included 158 bilateral meetings and 71 participating companies.

"The success of the eleventh edition of the M2M Forum is the reward of a forerunner work started in 2002, when the event was the first in the world to deal with these technologies" - said *Gianluigi Ferri, CEO, Innovability*. "We cannot stop now: this will be the start for a series of M2M events for the BRIC markets, which in the next ten years will be the new markets for companies in this sector, in particular for those that specialize in Smart Grid Technologies and in Smart Cities".

The event, with its rich contents, represented an important resource for companies that face the need for fast technological changes in order to create efficient strategies and promote solid machine-to-machine projects. M2M Forum 2011 was characterized by an intense **program of conferences** dedicated to the most current topics, including emphasis on a new approach: "**Cloud of Things**", which is based on the combination of Internet of Things and Cloud, which is ready to revolutionize the M2M sector.

Many conference attendees were also presenters at the Forum, contributing valuable presentations to highlight the most current topics in the Machine-to-Machine sector.

In addition to an information-rich conference, renowned telecommunication experts met for the first time with energy experts in the session "**M2M and Smart Grid: opportunity of recovery and development to become Smart Italy**". It quickly became clear that their discussions would be at the center of future decisions.

In conclusion, we would like to extend a special thanks to all the 2012 main players for their contribution to the success of the 11th edition of M2M Forum.

Main Event sponsor: TELIT AND VODAFONE

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The importance of the topics, the involvement of companies and market players, the ability to attract the attention of the specialized public and of the media, make M2M Forum the most important international yearly event in the Machine-to-Machine sector.

M2M Forum 2012 presentations are available on the website, www.m2mforum.com, in the section "Conference-Agenda 2012".

We all look forward to seeing you at our next conference in May 2013!

The evolution and the development of Smart Cities will be the topic of further discussion in the upcoming **Telemobility Forum** (www.telemobility.com), where experts will put the focus on the increasing importance of mobility and telematics infrastructure.

Since 2002 the Telemobility Forum represents the first Italian event able to stand out as a reference point for satellite navigation and infomobility. The 2012 edition, organized by Innovability and Clickutility, will value the evolution of ITS services that link the world of services for the future Smart City with the infomobiliy. These ITS services have the aim to build an «intelligent city».

We all wait you at the Telemobility Forum on 27-28 September in Turin.

About INNOVABILITY
Since 2000 Innovability is the Italian point of reference for operators in the sector of ICT technologies - in particular wireless - mobile and multimedia - and organizer of fairs, events, congresses and seminars. These events have offered opportunities for discussion, debate, commercial exchange and networking between companies, institutions and markets. Innovability is the ideal partner for designing, organizing and realizing successful B2B events in the sector of ICT and multimedia.

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