



M2M FORUM OVERCOMES THE TURNING POINT OF THE 1000 ATTENDEES WITH A PROJECT EVERY YEAR MORE INTERNATIONAL

Gratifying numbers for the 2013 Edition of the European most important exhibition devoted to machine-to-machine communication and to Internet of Things applications.

Milan, May 16th, 2013. With an increase of the 30% in the number of attendees , from the 2012 Edition (from 674 to 1012 participation), M2M Forum, that took place in Assago, Milan on May 14th, and organized by Innovability (www.innovability.it), confirmed his status of European most important exhibition devoted to the machine-to-machine communication. A leadership strengthened by a planning every year more international of the event, that this year saw 124 attendees from 12 foreign countries (From Argentina to Switzerland passing through Austria, France, Germany, Japan, UK, Serbia, Spain...) and the participation of two official delegation: Turkey and Azerbaijan.

The same international participation was found among the sponsors, exhibitors and partners that were 68, the 40% of which were foreign, with two collective from France and Sweden, whereas 7 out of 15 endorsing institutions were international. The main sponsors of M2M Forum have been: Oracle, Telecom Italia, Telit and Vodafone, while the sponsors were: Abo Data, Cambium Network, Concept Reply, Ericsson, Gemalto, Huawei, Oberthur Technologies, Sigfox, ST Microelectronics, Windows Embedded, Microsoft Innovation Center and ISMB.

In this 2013 Edition, the strong point of M2M was the quality of the update offered by the over 100 speakers of the conference sessions with presentations ranging from the market analysis with its trends , the m2m applications for Smart Grid and the remote-control, to the perspective of the use of White Spaces for wireless communications.

The news of this edition was the "premium" M2M + that is the first step for an international "roadshow" that will see this event inside important ICT exhibitions in China, Russia and India.

In addition there was the real business, represented by the over 100 direct meetings between supply and demand organized by EEN-Innovhub. For this reason, it is not a surprise that international companies choose the M2M Forum to present and launch world-wide their products. This year was the time of the Swedish Possio (www.possio.com) that presented a secure and traceable scanning and shipping system for digitalized documents with coded wireless connection.

M2M Forum is also partner of M2M Challenge, the most important international contest that rewards the best M2M applications and solutions and that held the 2013/2014 edition kick-off during the Forum.

"We are very satisfied of the 2013 Edition of M2M Forum- says Gianluigi Ferri, founder of M2M Forum, and CEO of Innovability- The event is increasing his role of reference point for the South Europe, but also for the developing countries, Balkans and ex CIS countries. We will highlight the more and more international approach and Format since the next edition with new initiatives so that others M2M top-player will choose the Milan event as the privileged place for meetings"

Please visit the web site to see the contents and the speaker's presentations of the 2013 edition:

www.m2mforum.it

About INNOVABILITY

Since 2000 Innovability, under the brand Wireless, 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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