

# AT A GLANCE



| SESSIONI M2M                                                                                                                                                     | SESSIONI SMART GRID                                                                                                                                                       | SESSIONE TECHNICAL                                                                                                                                                                                               | M2M+ INDUSTRY SUMMIT                                                                                                                                                                                |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Sala BETA EPSILON</b><br><b>9:30</b><br><b>MS1</b><br>Verso la prossima fase del business M2M: Big Data e il Cloud sono fattori chiave per la trasformazione? | <b>Sala BETA ETA</b><br><b>9:30</b><br><b>BS1</b><br>Introdurre nuove funzionalità nella gestione dei contatori, il percorso verso lo sviluppo di Smart Grid e Smart City |                                                                                                                                                                                                                  |                                                                                                                                                                                                     |
| <b>12:35</b><br><b>MS3</b><br>The M2M Challenge 2013/2014                                                                                                        | <b>11:45</b><br><b>BS2</b><br>Il ruolo in crescita dei sistemi di telecontrollo nelle Smart Grid                                                                          |                                                                                                                                                                                                                  |                                                                                                                                                                                                     |
| <b>13:30</b><br><b>Sala BETA ETA</b><br><b>14:30</b><br><b>BS3</b><br>Sensoristica, comunicazione e connettività nella prossima generazione di moduli wireless   | <b>13:30</b><br><b>Sala BETA EPSILON</b><br><b>14:30</b><br><b>MS2</b><br>Smart Grid, la grande opportunità del mercato dell'energia                                      | <b>Sala BETA DELTA</b><br><b>14:30</b><br><b>TS1</b><br>L'innovazione dirompente del mondo M2M: quali tecnologie emergenti sono tra i fattori chiave per accelerare la diffusione dei servizi machine-to-machine | <b>Sala BETA GAMMA</b><br><b>14:00</b><br>Nuovi M2M Business Models e Opportunità di Mercato per operatori e VC<br><b>15:30</b><br>Condurre lo sviluppo del mondo M2M: la parola ai Venture Capital |
| <b>17:00</b>                                                                                                                                                     | <b>18:00</b>                                                                                                                                                              | <b>18:00</b>                                                                                                                                                                                                     | <b>18:00</b>                                                                                                                                                                                        |



| M2M SESSIONS                                                                                                                                                | SMART GRID SESSIONS                                                                                                                                            | TECHNICAL SESSION                                                                                                                                                                           | M2M+ INDUSTRY SUMMIT                                                                                                                                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Room BETA EPSILON</b><br><b>9:30 am</b><br><b>MS1</b><br>The next phase of M2M business: are Big Data and the Cloud key enablers of the transformation?  | <b>Room BETA ETA</b><br><b>9:30 am</b><br><b>BS1</b><br>Integrating capabilities in metering applications, the path to Smart Grid and Smart Cities development |                                                                                                                                                                                             |                                                                                                                                                                                                   |
| <b>12:35 pm</b><br><b>MS3</b><br>The M2M Challenge 2013/2014                                                                                                | <b>11:45 am</b><br><b>BS2</b><br>The growing role of remote control systems into Smart Grids                                                                   |                                                                                                                                                                                             |                                                                                                                                                                                                   |
| <b>1:30 pm</b><br><b>Room BETA ETA</b><br><b>2:30 pm</b><br><b>BS3</b><br>Sensing, communications and networking in the next generation of wireless modules | <b>1:30 pm</b><br><b>Room BETA EPSILON</b><br><b>2:30 pm</b><br><b>MS2</b><br>Smart Grids, the great opportunity in the energy market                          | <b>Room BETA DELTA</b><br><b>2:30 pm</b><br><b>TS2</b><br>Disruptive M2M innovations: emerging technology key differentiators for speeding up the deployment of machine-to-machine services | <b>Room BETA GAMMA</b><br><b>2:00 pm</b><br>New market opportunities for industry players and VC<br><b>3:30 pm</b><br>Driving the development of the M2M world: the Venture Capital business case |
| <b>5:00 pm</b>                                                                                                                                              | <b>6:00 pm</b>                                                                                                                                                 | <b>6:00 pm</b>                                                                                                                                                                              | <b>6:00 pm</b>                                                                                                                                                                                    |

**10.30 - 16.00**  
**BROKERAGE EVENT @ M2M FORUM**

**Business Meetings (on registration)**

**Room: FOYER ALFA A**

Legenda

**MS** - MAIN SESSION

**BS** - BREAKOUT SESSION

**TS** - TECHNICAL SESSION

**m2m**  
 FORUM 2013

# RELATORI

Sabrina Baggioni, Direttore Marketing Grandi Clienti, *Vodafone*  
 Matthew J Bailey, Vice President, Argon Design, Co-Chairman Marketing, *Weightless SIG*  
 Andrea Baldini, Venture Capital, *Early Bird*  
 Nikola Balj, Regional Sales Director Italy & SE Europe, *Telit Wireless Solutions*  
 Olivier Beaujard, Vice President Market Development, *Sierra Wireless*  
 Stefano Besseghini, Amministratore Delegato Ricerca sul Sistema Energetico, *RSE*  
 Patrik Björkman, Deputy CEO, *Maingate*  
 Sergio Brambilla, Segretario Generale, *Energy@home*  
 Marco Canesi, Sales & Marketing Manager, *Vodafone Global*  
 Furio Cascetta, Professore ordinario presso la Facoltà di Ingegneria, *Seconda Università degli Studi di Napoli*  
 Massimiliano Cassinelli, Consulente Tecnico, *Automazione Industriale, Gruppo 24 ORE*  
 Guido Cervigni, Direttore di ricerca, *IEFE*  
 Mario Citelli, CEO, *NEON Club*  
 Mallorie Claudel, Sales Director Southern Europe & Africa m2mAIR, *Telit Wireless Solutions*  
 Alessandro Clerici, Senior Corporate Advisor, *CESI*, Presidente Onorario, *WEC Italia*  
 Mario Costamagna, Responsabile Green Evolution Services, *Telecom Italia*  
 Stephan Decher, Partner, *Clean Capital*  
 Domenico Dellarole, Responsabile Vendite Italia, *WIT Italia*, rappresentante del Gruppo Telecom, Supervisione e Automazione delle Reti di *ANIE/AssoAutomazione*  
 Philippe De Oliveira, M2M Business Development Manager, *Oberthur*  
 Robin Duke-Woolley, Founder and CEO, *Beecham Research*  
 Sergio Duretti, Direttore Generale, *CSP*  
 Gianluigi Ferri, M2M Pioneer & Founder, *M2M FORUM*  
 Diego Gavagnin, *AIEE* - Associazione Italiana degli Economisti dell'Energia  
 Cristiano Gherzi, Product Manager, *Abo Data*  
 Diego Guenzi, Ricercatore, Area Distributed Computing, *CSP*  
 Olivier Hersent, Ceo, *Actility*  
 Jonas Jepson, Director of Product Development, *Springworks*  
 Pascal König, CEO, *Limmex*  
 Ciro Lanzetta, Business Development, *I-Em, FlyBy*  
 Domenico Laudonia, Advisory Services, Business Angel, *IAG - Italian Angels for Growth*  
 Ludovic Le Moan, CEO, *SigFox*  
 Anvay Lonkar, Marketing Manager, *Gemalto*  
 Susy Longoni, International Project Manager, *Innovhub Stazioni Sperimentali per l'Industria*  
 Magnus Melander, CEO, *B3 Connect Compute*  
 Tiziano Modotti, Product Manager, *Eurotech*  
 Paolo Mollo, Responsabile Laboratorio EmSys, *CSP*  
 Alessio Murrioni, Regional Sales Director Western Europe, *Cambium Networks*  
 Luigi Napoli, Direttore Tecnico, *Assoelettrica*  
 Andrea Oglietti, Direttore Infrastrutture Energia Elettrica e Gas, *Autorità per l'Energia Elettrica e il Gas*  
 Luca Pagetti, Head of Fostering of Research, *Intesa Sanpaolo*  
 Sandro Pera, Servizi per la valorizzazione della ricerca e innovazione, *CSP*  
 Alberto Perotti, Responsabile Area Networks Wireless Communications, *CSP*  
 Duccio Petrocchi, Partner Account Manager, South Europe, *Microsoft Embedded*  
 Mario Polosa, Head of M2M -Business Marketing, *Telecom Italia*  
 Cristiano Radaelli, Vice Presidente, Confindustria Digitale, Presidente *ANITEC* - Associazione Nazionale Industrie Informatica, *Telecomunicazioni ed Elettronica di Consumo*  
 Nicola Redi, Fund Responsible, *TTVenture*  
 Bo Ribbing, Head of Sales Development, Device Connections, *Ericsson*  
 Giampaolo Santarsiero, Presales Italy ISV/OEM & Java, *Oracle*  
 Gerhard Schedler, Head of M2M Centre of Competence, *Swisscom*  
 Hardy Schmidbauer, Director of Wireless, *Semtech*  
 Marco Sgroi, President, Baia Italia, Head, *R&D So.Tel*  
 Mattia Sica, Direttore area Reti dell'energia, *Fedrutility - Federazione delle Imprese Energetiche e Idriche*  
 Maurizio Spirito, Responsabile dell'Area di Ricerca "Pervasive Technologies", Coordinatore del progetto Europeo GreenCom, *ISMB*  
 Georg Steimel, Head of M2M Solutions, *Huawei Technologies Duesseldorf GmbH*  
 Luciano Tommasi, Strategic Planning Department, *Enel Capital*  
 Giulio Troncarelli, Membro del Direttivo, *AIGET - Associazione Italiana di Grossisti di Energia e Trader*  
 Agostino Vanore, Smart card M2M system integration manager, *STMicroelectronics*  
 Massimo Vanzi, Advisory Services, Business Angel, *IAG Italian Angels for Growth*  
 Antonio Volpe, Country Manager, *Gemalto*  
 Guido Walcher, Direttore Qualità e Proprietà intellettuale, *Telit*  
 Laura Zazzara, Responsabile Marketing, *Akheia*  
 Maurice Zembra, CEO, *Vertical M2M*

# SPEAKERS

Sabrina Baggioni, Marketing Director, *Vodafone*  
 Matthew J Bailey, Vice President, Argon Design, Co-Chairman Marketing, *Weightless SIG*  
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 Sergio Brambilla, General Secretariat, *Energy@home*  
 Marco Canesi, Sales & Marketing Manager, *Vodafone Global*  
 Furio Cascetta, Full Professor of Measurement Systems at the Faculty of Engineering, *Second University of Naples*  
 Massimiliano Cassinelli, Technical Consultant, Automazione Industriale, *Gruppo 24 ORE*  
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 Andrea Oglietti, Executive Manager of Infrastructures, Electricity and Gas, *Regulatory Authority for Electricity and Gas*  
 Luca Pagetti, Head of Fostering of Research, *Intesa Sanpaolo*  
 Sandro Pera, Services for the Valorisation of Research and Innovation, *CSP*  
 Alberto Perotti, Responsible Networks Wireless Communications Area, *CSP*  
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 Guido Walcher, Director Quality and Intellectual Property, *Telit*  
 Laura Zazzara, Marketing Responsible, *Akheia*  
 Maurice Zembra, CEO, *Vertical M2M*

# PROGRAMMA CONFERENZE

## MS1 – VERSO LA PROSSIMA FASE DEL BUSINESS M2M: BIG DATA E IL CLOUD SONO FATTORI CHIAVE PER LA TRASFORMAZIONE?

Sala Beta Epsilon ore 9:30 – 13:15

Chairman: *Gianluigi Ferri*, Founder, M2M FORUM

**9:00** Registrazione

**9:30** Apertura dei lavori

**9:45** Moving M2M to the Next Phase: What is the Internet of Things?

*Robin Duke-Woolley*, Founder and CEO, *Beecham Research*

**10:15** Crescita ed evoluzione del Machine-to-Machine

*Sabrina Baggioni*, Direttore Marketing Grandi Clienti, *Vodafone*

**10:35** Il punto di vista del mercato circa il valore delle  
piattaforme M2M offerto nella modalità SaaS / in cloud

*Bo Ribbing*, Head of Sales Development, Device Connections,  
*Ericsson*

**10:55** Il ruolo della 'Nuvola' nel business M2M

*Mario Polosa*, Head of M2M – Business Marketing, *Telecom Italia*

**11:15** GEMALTO M2M; enable machine to machine  
communication

*Antonio Volpe*, Country Manager, *Gemalto*

**11:35** Coffee Break

**11:55** Come comprendere e superare le sfide determinate  
dall'acquisizione e dall'analisi dei dati M2M

*Cristiano Gherzi*, Product Manager, *Abo Data*

**12:15** Prerequisites for the mass adaptation of M2M

*Georg Steimel*, Head of M2M Solutions, Huawei Technologies  
*Duesseldorf GmbH*

### **12:35** SPECIAL SESSION MS3 - The M2M Challenge 13/14

After an excellent first run in 2012, the M2M Challenge is already the world wide leading award in the m2m field. The M2M Challenge asks developers around the globe to submit their innovative m2m solutions in one of five categories: mobility, energy, security, healthcare, and consumer electronics & more. Innovative developers may submit their m2m solutions after this event—up to and including

November 30, 2013. More information: [www.m2m-challenge.com](http://www.m2m-challenge.com)

- The M2M Challenge 2013/14 – *Gerhard Schedler*, Head of M2M Centre of Competence, *Swisscom*
- The Benefits of a Partnership – *Bo Ribbing*, Head of Sales Development, Device Connections, *Ericsson*
- The M2M Challenge Movie 2012
- The Winning Solution of 2012 – *Pascal König*, CEO, *Limmex* and winner of the M2M Challenge 2012
- The Application Procedure – *Guido Walcher*, Director Quality and Intellectual Property, *Telit Communications*
- The Official Start of the M2M Challenge 2013/14 – *Swisscom*, *Ericsson*, *Telit Communications*, *Varta*

**13:15** Chiusura dei lavori

# CONFERENCE PROGRAM

## MS1 – THE NEXT PHASE OF M2M BUSINESS: ARE BIG DATA AND THE CLOUD KEY ENABLERS OF THE TRANSFORMATION?

Beta Epsilon room h 9:30 a.m. – 1:15 p.m.

Chairman: *Gianluigi Ferri*, Founder, M2M FORUM

**9:00 am** Registration

**9:30 am** Opening remarks

**9:45 am** Moving M2M to the Next Phase: What is the Internet of Things?

*Robin Duke-Woolley*, Founder and CEO, *Beecham Research*

**10:15 am** Growth and Evolution of Machine-to-Machine

*Sabrina Baggioni*, Direttore Marketing Grandi Clienti, *Vodafone*

**10:35 am** The market view about the value of the M2M platforms  
offered SaaS/in cloud

*Bo Ribbing*, Head of Sales Development, Device Connections,  
*Ericsson*

**10:55 am** The role of the "Cloud" in M2M business

*Mario Polosa* Head of M2M – Business Marketing, *Telecom Italia*

**11:15 am** GEMALTO M2M; enable machine to machine  
communication

*Antonio Volpe*, Country Manager, *Gemalto*

**11:35 am** Coffee Break

**11:55 am** Understanding and overcoming the challenges of  
capturing and leveraging the data generated by M2M

*Cristiano Gherzi*, Product Manager, *Abo Data*

**12:15 pm** Prerequisites for the mass adaptation of M2M

*Georg Steimel*, Head of M2M Solutions, Huawei Technologies  
*Duesseldorf GmbH*

### **12:35 pm** SPECIAL SESSION MS3 - The M2M Challenge 13/14

After an excellent first run in 2012, the M2M Challenge is already the world wide leading award in the m2m field. The M2M Challenge asks developers around the globe to submit their innovative m2m solutions in one of five categories: mobility, energy, security, healthcare, and consumer electronics & more. Innovative developers may submit their m2m solutions after this event—up to and including

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- The Official Start of the M2M Challenge 2013/14 – *Swisscom*, *Ericsson*, *Telit Communications*, *Varta*

**1:15 pm** Closing remarks



## MS2 – SMART GRIDS, LA GRANDE OPPORTUNITÀ DEL MERCATO DELL'ENERGIA

### SALA BETA EPSILON ORE 14:30 – 18:00

Chairman: *Diego Gavagnin*, AIEE - Associazione Italiana degli Economisti dell'Energia

**14:30** Apertura dei lavori

**14:40** Smart grids e "smart regulation": L'esperienza italiana  
*Andrea Oglietti*, Direttore Infrastrutture Energia Elettrica e Gas, *Autorità per l'Energia Elettrica e il Gas*

**14:55** Il ruolo di Telecom Italia rispetto alla Smart Urban Infrastructure  
*Mario Costamagna*, Responsabile Green Evolution Services, *Telecom Italia*

**15:15** Le reti di trasporto wireless a banda larga in ambito in ambito M2M consentono di erogare servizi ad alto consumo di banda ed aprono nuovi orizzonti applicativi: alcuni casi concreti  
*Alessio Murrone*, Regional Sales Director Western Europe, *Cambium Networks*

**15:35** Le Telco a supporto delle Utilities per le Smart Grids  
*Marco Canesi*, Sales & Marketing Manager, *Vodafone Global*

**15:55** Digitalise or Die!  
*Patrik Björkman*, Deputy CEO, *Maingate*

**16:15** Smart grids: uno slogan, un'opportunità od una necessità?  
*Alessandro Clerici*, Senior Corporate Advisor, *CESI*, Presidente Onorario, *WEC Italia*

#### **16:30 TAVOLA ROTONDA**

Con la partecipazione di:  
*Stefano Besseghini*, Amministratore Delegato Ricerca sul Sistema Energetico, *RSE*  
*Guido Cervigni*, Direttore di ricerca, *IEFE*  
*Luigi Napoli*, Direttore Tecnico, *Assoelettrica*  
*Cristiano Radaelli*, Vice Presidente, *Confindustria Digitale*, Presidente *ANITEC - Associazione Nazionale Industrie Informatica, Telecomunicazioni ed Elettronica di Consumo*

**18:00** Chiusura dei lavori

## BS1 – INTRODURRE NUOVE FUNZIONALITÀ NELLA GESTIONE DEI CONTATORI, IL PERCORSO VERSO LO SVILUPPO DI SMART GRID E SMART CITY

### Sala Beta Eta ore 9:30 – 11:30

Chairman: *Diego Gavagnin*, AIEE - Associazione Italiana degli Economisti dell'Energia

**9:00** Registrazione

**9:30** Apertura dei lavori

**9:40** Smart Gas Meters: una panoramica sugli aspetti tecnologici, normativi e di metrologia legale  
*Furio Cascetta*, Professore ordinario presso la Facoltà di Ingegneria, *Seconda Università degli Studi di Napoli*

**9:55** Il monitoraggio e la gestione attiva dell'energia in accordo alla ISO 50001  
*Ciro Lanzetta*, Business Development, *I-Em, FlyBy*

**10:15** Come fare crescere la smartgrid negli edifici dal 2013?  
*Maurice Zembra*, CEO, *Vertical M2M*

#### **10:35 TAVOLA ROTONDA**

Con la partecipazione di:  
*Sergio Brambilla*, Segretario Generale, *Energy@home*  
*Mattia Sica*, Direttore area Reti dell'Energia, *Federutility - Federazione delle Imprese Energetiche e Idriche*  
*Giulio Troncarelli*, Membro del Direttivo, *AIGET - Associazione Italiana di Grossisti di Energia e Trader*

**11:30** Coffee Break

## MS2 – SMART GRIDS, THE GREAT OPPORTUNITY IN THE ENERGY MARKET

### BETA EPSILON ROOM H 2:30 P.M. – 6:00 P.M.

Chairman: *Diego Gavagnin*, AIEE - Associazione Italiana degli Economisti dell'Energia

**2:30 pm** Opening remarks

**2:40 pm** Smart grids and "smart regulation": The Italian Experience  
*Andrea Oglietti*, Executive Manager of Infrastructures, Electricity and Gas, *Regulatory Authority for Electricity and Gas*

**2:55 pm** The role of Telecom Italia in the Smart Urban Infrastructure  
*Mario Costamagna*, Responsible Green Evolution Services, *Telecom Italia*

**3:15 pm** Broadband wireless transportations in M2M permit to supply a broad-intensive services and open new possibilities of applications: some concrete cases  
*Alessio Murrone*, Regional Sales Director Western Europe, *Cambium Networks*

**3:35 pm** Telcos supporting Utilities for Smart Grids  
*Marco Canesi*, Sales & Marketing Manager, *Vodafone Global*

**3:55 pm** Digitalise or Die!  
*Patrik Björkman*, Deputy CEO, *Maingate*

**4:15 pm** Smart grids: a slogan, an opportunity or a necessity?  
*Alessandro Clerici*, Senior Corporate Advisor, *CESI*, Honorary Chairman, *WEC Italy*

#### **4:30 pm ROUND TABLE**

With the participation of:  
*Stefano Besseghini*, Chief Executive Officer Ricerca sul Sistema Energetico, *RSE*  
*Guido Cervigni*, Research Director, *IEFE*  
*Luigi Napoli*, Technical Chief, *Assoelettrica*  
*Cristiano Radaelli*, Vice-president, *Confindustria Digitale*, President *ANITEC - Associazione Nazionale Industrie Informatica, Telecomunicazioni ed Elettronica di Consumo*

**6:00 pm** Closing remarks

## BS1 – INTEGRATING CAPABILITIES IN METERING APPLICATIONS, THE PATH TO SMART GRID AND SMART CITIES DEVELOPMENT

### Beta Eta room h 9:30 a.m. – 11.30 a.m.

Chairman: *Diego Gavagnin*, AIEE - Associazione Italiana degli Economisti dell'Energia

**9:00 am** Registration

**9:30 am** Opening remarks

**9:40 am** Smart Gas Meters: an overview on technological and normative aspects, and legal metrology  
*Furio Cascetta*, Full Professor of Measurement Systems at the Faculty of Engineering, *Second University of Naples*

**9:55 am** Monitoring and active energy management according to ISO 50001  
*Ciro Lanzetta*, Business Development, *I Em, FlyBy*

**10:15 am** An affordable building-centric approach to boost smartgrid acceptance in 2013's smart cities.  
*Maurice Zembra*, CEO, *Vertical M2M*

#### **10:35 am ROUND TABLE**

With the participation of:  
*Sergio Brambilla*, General Secretariat, *Energy@home*  
*Mattia Sica*, Director Energy Net Area, *Federutility - Federazione delle Imprese Energetiche e Idriche*  
*Giulio Troncarelli*, Member of a council, *AIGET - Associazione Italiana di Grossisti di Energia e Trader*

**11:30 am** Coffee Break

## BS2 – IL RUOLO IN CRESCITA DEI SISTEMI DI TELECONTROLLO NELLE SMART GRID

Sala Beta Eta ore 11:45 – 13:30

Chairman: *Massimiliano Cassinelli*, Consulente Tecnico, Automazione Industriale, *Gruppo 24 ORE*

**11:45** Apertura dei lavori

**12:00** Gestione dell'energia nelle microgrid di una Smart City. *Maurizio Spirito*, Responsabile dell'Area di Ricerca "Pervasive Technologies", Coordinatore del progetto *Europeo GreenCom*, *ISMB*

**12:20** An integrated approach for the new concept of Smart Cities

*Laura Zazzara*, Responsabile Marketing, *Akhela*

**12:30** TAVOLA ROTONDA

Con la partecipazione di:

*Domenico Dellarole*, Responsabile Vendite Italia, WIT Italia, rappresentante del Gruppo Telecontrollo, Supervisione e Automazione delle Reti, *ANIE/AssoAutomazione*

*Paolo Mollo*, Responsabile Laboratorio EmSys, CSP

*Maurizio Spirito*, Project Coordinator of EU GreenCom project, *ISMB*

*Laura Zazzara*, Responsabile Marketing, *Akhela*

**13:30** Chiusura dei lavori

## BS3 – SENSORISTICA, COMUNICAZIONE E CONNETTIVITÀ NELLA PROSSIMA GENERAZIONE DI MODULI WIRELESS

Sala Beta Eta ore 14:30 – 17:00

Chairman: *Sandro Pera*, Servizi per la valorizzazione della ricerca e innovazione, *CSP*

**14:30** Apertura dei lavori

**14:40** Sensing, communications and networking in the next generation of wireless modules

*Nikola Balj*, Regional Sales Director Italy & Balkans, *Telit Wireless Solutions*

**15:00** Sicurezza all'interno di M2M

*Olivier Beaujard*, Vice President Market Development, *Sierra Wireless*

**15:20** I vantaggi dell'utilizzo di Java nella strategia M2M

*Giampaolo Santarsiero*, Presales Italy ISV/OEM & Java, *Oracle*

**15:40** Things we've learned connecting cars

*Jonas Jepson*, Director of Product Development, *Springworks*

**16:00** System architecture and deployment to enable module sales for IOT

*Hardy Schmidbauer*, Director of Wireless, *Semtech*

**16:20** Connettività wireless per reti IoT/M2M: alcune soluzioni alternative

*Alberto Perotti*, Responsabile Area Networks Wireless Communications, *CSP*

**16:35** I servizi della rete Enterprise Europe Network: trasferimento tecnologico nel settore ICT

*Susy Longoni*, International Project Manager, *Innovhub Stazioni Sperimentali per l'Industria*

**17:00** Chiusura dei lavori

## BS2 – THE GROWING ROLE OF REMOTE CONTROL SYSTEMS INTO SMART GRIDS

Beta Eta room h 11:45 a.m. – 1:30 p.m.

Chairman: *Massimiliano Cassinelli*, Technical Consultant, Automazione Industriale, *Gruppo 24 ORE*

**11:45 am** Opening remarks

**12:00 am** Energy Management of microgrids in a Smart City environment.

*Maurizio Spirito*, Head of Research Area "Pervasive Technologies", Project Coordinator of EU GreenCom project, *ISMB*

**12:20 pm** An integrated approach for the new concept of Smart Cities

*Laura Zazzara*, Responsabile Marketing, *Akhela*

**12:30 pm** ROUND TABLE

With the participation of:

*Domenico Dellarole*, Sales Manager, WIT Italia, representative, Gruppo Telecontrollo, Supervision and Automation, Reti di *ANIE/AssoAutomazione*.

*Paolo Mollo*, Responsible EmSys Lab, *CSP*

*Maurizio Spirito*, Head of Research Area "Pervasive Technologies", Project Coordinator of EU GreenCom project, *ISMB*

*Laura Zazzara*, Responsabile Marketing, *Akhela*

**1:30 pm** Closing remarks

## BS3 – SENSING, COMMUNICATIONS AND NETWORKING IN THE NEXT GENERATION OF WIRELESS MODULES

Beta Eta room h 2:30 p.m. – 5:00 p.m.

Chairman: *Sandro Pera*, Services for the Valorisation of Research and Innovation, *CSP*

**2:30 pm** Opening remarks

**2:40 pm** Sensing, communications and networking in the next generation of wireless modules

*Nikola Balj*, Regional Sales Director Italy & Balkans, *Telit Wireless Solutions*

**3:00 pm** Security in M2M

*Olivier Beaujard*, Vice President Market Development, *Sierra Wireless*

**3:20 pm** Advantages of using Java in M2M strategy

*Giampaolo Santarsiero*, Presales Italy ISV/OEM & Java, *Oracle*

**3:40 pm** Things we've learned connecting cars

*Jonas Jepson*, Director of Product Development, *Springworks*

**4:00 pm** System architecture and deployment to enable module sales for IOT

*Hardy Schmidbauer*, Director of Wireless, *Semtech*

**4:20 pm** Wireless connectivity for IoT/M2M networks: alternative approaches

*Alberto Perotti*, Responsible Networks Wireless Communications Area, *CSP*

**4:35 pm** Enterprise Europe Network Services: technology transfer for the ICT sector

*Susy Longoni*, International Project Manager, *Innovhub Stazioni Sperimentali per l'Industria*

**5:00 pm** Closing remarks



## **TS1 – L'INNOVAZIONE DIROMPENTE DEL MONDO M2M: QUALI TECNOLOGIE EMERGENTI SONO TRA I FATTORI CHIAVE PER ACCELERARE LA DIFFUSIONE DEI SERVIZI MACHINE-TO-MACHINE**

**Sala Beta Delta ore 14:30 – 18:00**

Chairman: *Sergio Duretti*, Direttore Generale, *CSP*

**14:30** Apertura dei lavori

**14:40** Libera le potenzialità degli Intelligent Systems con Windows Embedded 8

*Duccio Petrocchi*, Partner Account Manager, South Europe, *Microsoft Embedded*

**15:00** Disruptive M2M innovations: emerging technology key differentiators for speeding up the deployment of machine-to-machine service

*Mallorie Claudel*, Sales Director Southern Europe & Africa  
*m2mAIR, Telit Wireless Solutions*

**15:20** eUICC and Subscription Management, life cycle: M2M market challenges for SIM technology!

*Philippe De Oliveira*, M2M Business Development Manager, *Oberthur*

**15:40** Disruptive M2M innovations: How a low throughput cellular network can enable the potential of M2M & IoT

*Ludovic Le Moan*, CEO, *SigFox*

**16:00** Anatomy of an M2M Application : Innovations enabling the next-generation of M2M Services

*Anvay Lonkar*, Marketing Manager, *Gemalto*

**16:20** Subscription Management: un elemento fondamentale per il successo delle embedded SIM nel mondo M2M

*Agostino Vanore*, Smart card M2M system integration manager, *STMicroelectronics*

**16:40** L'architettura base di successo delle soluzioni M2M:Field-to-Cloud Technology Building Blocks (applicazioni per Internet Of Things)

*Tiziano Modotti*, Product Manager, *Eurotech*

**17:00** Weightless, a new global M2M wireless telecommunications standard, perfectly aligned to vastly speed up deployment of M2M solutions

*Matthew J Bailey*, Vice President, Argon Design, Co-Chairman Marketing, *Weightless SIG*

**17:20** ETSI M2M architecture applied to Smart City low bitrate/ long range communication over unlicensed radio spectrum

*Olivier Hersent*, Ceo, *Actility*

**17:40** Il cloud computing nel M2M - La memorizzazione di grosse moli di dati correlati

*Diego Guenzi*, Ricercatore, Area Distributed Computing, *CSP*

**18:00** Chiusura dei lavori

## **M2M + INDUSTRY SUMMIT: NUOVI M2M BUSINESS MODELS E OPPORTUNITÀ DI MERCATO PER OPERATORI E VENTURE CAPITAL**

Questa Sessione è riservata agli operatori Venture Capital e Start Up. Per partecipare rivolgersi alla reception

**sala Beta Gamma ore 14:00 – 15:15**

**14:00** Closest to the customers will win

*Magnus Melander*, CEO, *B3 Connect Compute*

**14:30** Investing in M2M: Where are the Opportunities?

*Robin Duke-Woolley*, Founder and CEO, *Beecham Research*

**15:00** Q&A

**15:15** Chiusura dei lavori

## **TS1 – DISRUPTIVE M2M INNOVATIONS: EMERGING TECHNOLOGY KEY DIFFERENTIATORS FOR SPEEDING UP THE DEPLOYMENT OF MACHINE-TO-MACHINE SERVICES**

**Beta Delta room h 2:30 p.m. – 6:00 p.m.**

Chairman: *Sergio Duretti*, Managing Director, *CSP*

**2:30 pm** Opening remarks

**2:40 pm** Unlock the Power and Potential of Intelligent Systems with Windows Embedded 8

*Duccio Petrocchi*, Partner Account Manager, South Europe, *Microsoft Embedded*

**3:00 pm** Disruptive M2M innovations: emerging technology key differentiators for speeding up the deployment of machine-to-machine service

*Mallorie Claudel*, Sales Director Southern Europe & Africa  
*m2mAIR, Telit Wireless Solutions*

**3:20 pm** eUICC and Subscription Management, life cycle: M2M market challenges for SIM technology!

*Philippe De Oliveira*, M2M Business Development Manager, *Oberthur*

**3:40 pm** Disruptive M2M innovations: How a low throughput cellular network can enable the potential of M2M & IoT

*Ludovic Le Moan*, CEO, *SigFox*

**4:00 pm** Anatomy of an M2M Application : Innovations enabling the next-generation of M2M Services

*Anvay Lonkar*, Marketing Manager, *Gemalto*

**4:20 pm** Subscription Management: an essential key point for the embedded UICC success in the M2M connected world

*Agostino Vanore*, Smart card M2M system integration manager, *STMicroelectronics*

**4:40 pm** The Basic Architecture of successful M2M Solutions: Field-to-Cloud Technology Building Blocks (for Internet of Things Applications)

*Tiziano Modotti*, Product Manager, *Eurotech*

**5:00 pm** Weightless, a new global M2M wireless telecommunications standard, perfectly aligned to vastly speed up deployment of M2M solutions

*Matthew J Bailey*, Vice President, Argon Design, Co-Chairman Marketing, *Weightless SIG*

**5:20 pm** ETSI M2M architecture applied to Smart City low bitrate/ long range communication over unlicensed radio spectrum

*Olivier Hersent*, Ceo, *Actility*

**5:40 pm** Cloud computing and M2M – Storing large quantities of linked data

*Diego Guenzi*, Researcher in Distributed Computing Area, *CSP*

**6:00 pm** Closing remarks

## **M2M + INDUSTRY SUMMIT: NEW MARKET OPPORTUNITIES FOR INDUSTRY PLAYERS AND VENTURE CAPITAL**

This session is reserved to Venture Capital operators and Start Up. To participate please direct to the Reception

**Beta Gamma room h 2:00 p.m. – 3:15 p.m.**

**2:00 pm** Closest to the customers will win

*Magnus Melander*, CEO, *B3 Connect Compute*

**2:30 pm** Investing in M2M: Where are the Opportunities?

*Robin Duke-Woolley*, Founder and CEO, *Beecham Research*

**3:00 pm** Q&A

**3:15 pm** Closing remarks