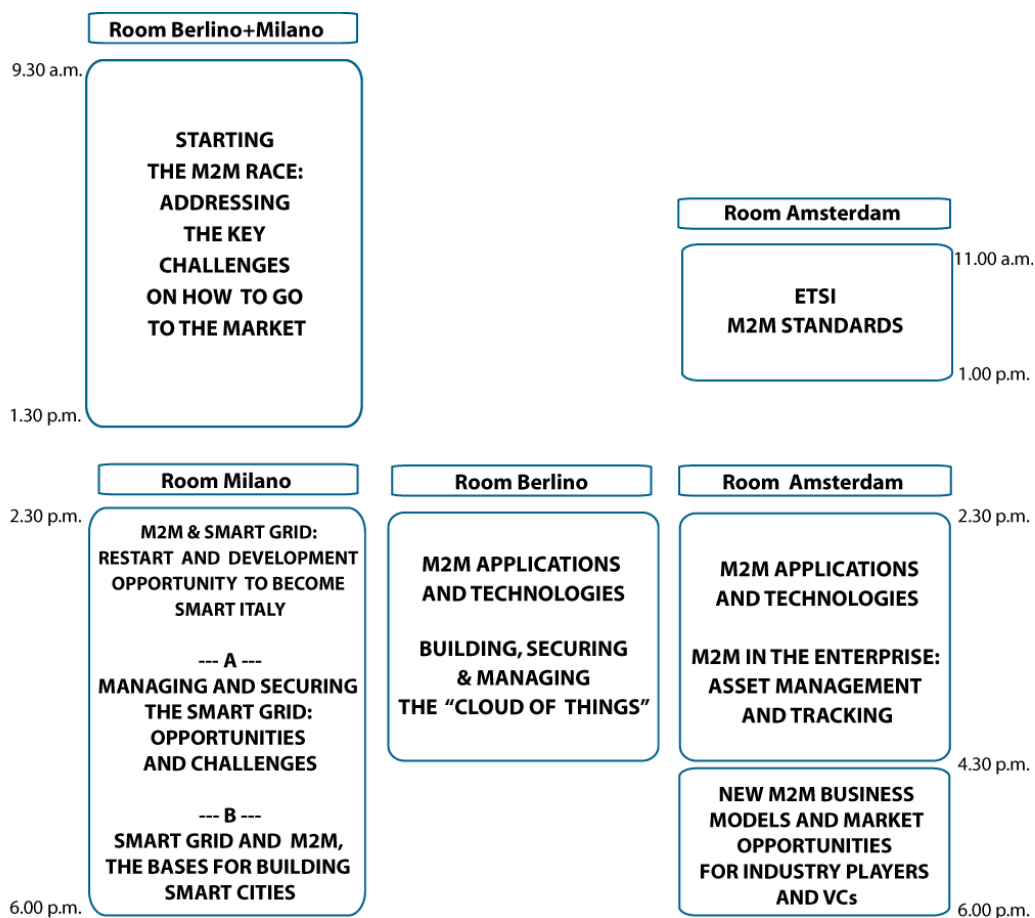


CONFERENCE PROGRAM



THE SPEAKERS

Martin Adolph, Programme Officer, Policy & Technology Watch Division, **ITU Telecommunication Standardization Bureau**
Marco Allois, Investment advisor, **Intesa Sanpaolo**
Enrico Altran, Director of Water and Gas Department, **AcegasAps**
Paolo Anselmo, President, **IBAN Italian Business Angels**
Nikola Balj, Regional Sales Director Italy & SE Europe, **Telit Wireless Solutions**
Alberto Biancardi, Commissioner, **Regulatory Authority for Electricity and Gas**
Marco Canesi, Sales & Marketing Manager M2M – Italy, **Vodafone Global Enterprise**
Gianpiero Carocci Silvagni, Machine To Machine Product Manager, **Vodafone Global Enterprise**
Furio Cascetta, Full Professor of Measurement Systems at the Faculty of Engineering, **Second University of Naples**
Fabio Cassin, Channel Sales Manager, **Psion Italia**
Fabien Castanier, Promoter Member, **IPSO Alliance**
Francesco Castorina, Secretary General, **CIG - Italian Gas Committee**
Pietro Cerami, Marketing Manager, **Pietro Fiorentini**
Carlo Cernuto, Business Development Manager, **Nazca Ricerca**
Mario Citelli, CEO, **NEON Club**
Edoardo Colombo, Councillor, **Government Agency for Technology and Innovation**
Antonio De Bellis, Vice-President, Chairman of the Group Remote Control, Monitoring and Automation Networks, **AssoAutomazione/ANIE** and Member of the Group “Knowledge Network on Energy & Mobility”, **WEC- World Energy Council**
Maurizio Dècina, Full Professor of Telecommunications, **Polytechnic Institute of Milan**
Michele de Nigris, President **ISGAN - International Smart Grid Action Network**
Fabrizio Dominici, Head, **Microsoft Innovation Center Torino**
Robin Duke-Woolley, Founder and CEO, **Beecham Research**
Ezio Drappo, CEO, **Eneio Italy**
Nicola Fabiano, Lawyer at **Studio Legale Fabiano**, Privacy & ICT law Expert, Member of the Council of The Internet of Things
Gianluigi Ferri, Founder & CEO, **Innovability**
Massimo Fucci, Editor-in-Chief, **NewSImpresa**
Diego Gavagnin, **AIEE - Associazione Italiana degli Economisti dell'Energia**
Cristiano Gherzi, Product Manager, **Abo Data**
Giovanni Guerri, President and CEO, **Guglielmo**
Simon Hughes, Chief Commercial Officer, **Green Energy Options**
Boris Landoni, Technical Manager, **Electronica In / Futura Elettronica**
Alessandro Longo, Journalist
Susy Longoni, International Project Manager, **Innovhub Stazioni Sperimentali per l'Industria**
Anvay Lonkar, Marketing Manager, M2M Solutions and Services, **Cinterion-Gemalto**
Carlo Marchisio, President, **ANIPLA-Milan**
Carlo Maria Medaglia, Scientific Coordinator of CATTID Labs, **CATTID**, “Sapienza” University of Rome
Magnus Melander, CEO, **B3 Connect Compute**
Tiziano Modotti, Corporate Product Manager, **Eurotech**
Alessio Murrone, Regional Sales Director Western Europe, **Cambium Networks**
Olivier Pauzet, Director, Marketing and Market Strategy, **Sierra Wireless**
Gianmarco Piola, Head of the ICT Innovation Pole, **Torino Wireless Foundation**
Mario Pitassi, CEO and Chairman, **Technology Estate**
Roberto Quadrini, Senior Manager, **Concept Reply**
Walter Roffinoli, Managing Director, **BSS Extend**
Fulvio Sarzana di Sant'Ippolito, Lawyer, **Sarzana e Associati Law Firm**
Enrico Scarrone, Chairman **ETSI TC M2M**
Antonio Solinas, Head of R&D Group, **Akhela**
Georg Steimel, Head of M2M Solutions, **Huawei**
Antonino Vicari, Sales Manager north of Italy **B!**
Cyril Zeller, Global Telematics Segment Senior Sales Director, **Telit Wireless Solutions**

STARTING THE M2M RACE: ADDRESSING KEY CHALLENGES ON HOW TO GO TO THE MARKET

Berlino - Milano room h 9:30 a.m. – 1:30 p.m.

Chairman: **Gianluigi Ferri**, Founder & CEO, **Innovability**

9:00 Registration

9:30 Opening remarks

9:45 **Addressing Challenges in M2M Market Development**

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

10:05 **The ETSI M2M standard as enabler of a global market**

Enrico Scarrone, Chairman **ETSI TC M2M**

10:20 **Addressing customer requirements**

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

10:40 **M2M from emerging area to pervasive phenomenon**

Marco Canesi, Sales & Marketing Manager M2M – Italy, **Vodafone Global Enterprise**

11:00 **M2M devices integration through syntactic and semantic protocol normalization**

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

11:20 **The new concept of the “Connected Utility”: the advantages of private wireless broadband networks for Smart Grid applications**

Alessio Murrone, Regional Sales Director Western Europe, **Cambium Networks**

11:40 Coffee Break

12:00 **Developing global standards to enable M2M services and applications in a hyperconnected world**

Martin Adolph, Programme Officer, Policy & Technology Watch Division, **ITU Telecommunication Standardization Bureau**

12:15 **Defining the Value of M2M**

Georg Steimel, Head of M2M Solutions, **Huawei**

12:35 **Breaking the barriers in the M2M markets: all-IP as the long term way to go**

Fabien Castanier, Promoter Member, **IPSO Alliance**

12:50 **IOT's Compass: what prospects for business and consumers?**

Carlo Maria Medaglia, Scientific Coordinator of CATTID Labs, **CATTID**, “Sapienza” University of Rome

13:05 **ROUND TABLE**

With the participation of:

Fabien Castanier, Promoter Member, **IPSO Alliance**

Edoardo Colombo, Councillor, **Government Agency for Technology and Innovation**

Carlo Maria Medaglia, Scientific Coordinator of CATTID Labs, **CATTID**, “Sapienza”- Rome

Fulvio Sarzana di Sant'Ippolito, Lawyer, **Sarzana e Associati Law Firm**

1:30 Closing remarks

ETSI M2M STANDARDS THE ETSI M2M STANDARD AND ITS GLOBALIZATION IN ONEM2M

Amsterdam room h 11:00 a.m. – 1:00 p.m.

By: **Enrico Scarrone**, Chairman ETSI TC M2M

ETSI has released a multiservice layer enabling an easier and efficient access to the telecommunication network functionalities, designed to support a wide range of services over different underlying networks. The presentation provides an overview of the architectural principles and the most relevant functionalities, moving to its globalization in the telecommunication community, by means of a global Partnership Project (oneM2M) leveraging on the successful experience of 3GPP, that has so strongly supported the developments of the third and fourth generation of the cellular networks.

M2M COMMUNICATIONS BETWEEN NEW APPLICATIONS AND IMPROVEMENTS IN THE BASIC TECHNOLOGY *BUILDING, SECURING & MANAGING "THE CLOUD OF THINGS"*

Berlino room h 2:30 – 5:00 p.m.

Chairman: **Massimo Fucci**, Editor-in-Chief, **NewSImpresa**

2:30 Opening remarks

2:40 WiFi applications for M2M market

Giovanni Guerri, President and CEO, **Guglielmo**

3:00 M2M Cloud: Connected Extended Enterprises

Anvay Lonkar, Marketing Manager, M2M Solutions and Services, **Cinterion-Gemalto**

3:20 M2M Cloud Platform for Services Generation

Tiziano Modotti, Corporate Product Manager, **Eurotech**

3:40 From embedded module to cloud platform: Essential building blocks to simplify and accelerate deployment of M2M applications

Olivier Pauzet, Director, Marketing and Market Strategy, **Sierra Wireless**

4:00 Microsoft and the "Intelligent System" Roadmap, Technologies and Case History

Fabrizio Dominici, Head, **Microsoft Innovation Center Torino**

4:20 B2B@M2MForum and other Enterprise Europe Network services: new technologies and solutions in the field of M2M applications for security of cloud computing services

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

5:00 Closing remarks

M2M COMMUNICATIONS BETWEEN NEW APPLICATIONS AND IMPROVEMENTS IN THE BASIC TECHNOLOGY

M2M IN THE ENTERPRISE: ASSET MANAGEMENT AND TRACKING

Amsterdam room h 2:30 – 4:15 p.m.

Chairman: Boris Landoni, Technical Manager, **Eletronica In / Futura Elettronica**

2:30 Opening remarks

2:40 *Mobility and Modularity: the new winning business model*

Fabio Cassin, Channel Sales Manager, **Psion Italia**

Carlo Cernuto, Business Development Manager, **Nazca Ricerca**

3:00 *Overcoming Integration Barriers for Mobile Asset Tracking*

Cyril Zeller, Global Telematics Segment Senior Sales Director, **Telit Wireless Solutions**

3:20 *The Original Digital Document Delivery on Intermec Mobile Computer*

Walter Roffinoli, Managing Director, **BSS Extend**

Mario Pitassi, CEO and Chairman, **Technology Estate**

3:40 *Social Internet of Things, the human side of things*

Antonio Solinas, Head of R&D Group, **Akhela**

4:00 *The wireless solution: important technology support for industrial automation*

Carlo Marchisio, President, **ANIPLA-Milano**

4:15 Closing remarks

M2M AND SMART GRID: RESTART AND DEVELOPMENT OPPORTUNITY TO BECOME SMART ITALY

Milano room h 2:30 – 6:00

Chairmen:

Diego Gavagnin, AIEE – Italian Association for Energy Economics
Alessandro Longo, Journalist

Managing and securing the Smart Grid: opportunities and challenges

2:30 Opening remarks

2:40 Overview of static measurement techniques : smart static gas meters

Furio Cascetta, Full Professor of Measurement Systems at the Faculty of Engineering, **Second University of Naples**

2:55 Smart Grid: The effectiveness of feedback on energy consumption

Roberto Quadrini, Senior Manager, **Concept Reply**

3:15 b! smart – Enabling the smarter cities

Antonino Vicari, Sales Manager north of Italy **B!**

3:35 Making Energy Engaging

Ezio Drappo, CEO, **Etneo Italy**

Simon Hughes, Chief Commercial Officer, **Green Energy Options**

3:55 Multiutility Smart Metering – The node of the communication architectures

Pietro Cerami, Marketing Manager, **Pietro Fiorentini**

Smart Grid and M2M, the bases for building Smart Cities

4:15 Alberto Biancardi, Commissioner, **Regulatory Authority for Electricity and Gas**

4:30 GAS - SMART METERING-The state of the art of the standardization

Francesco Castorina, Secretary General, **CIG - Italian Gas Committee**

4:45 ROUND TABLE

Enrico Altran, Director of Water and Gas Department, **AcegasAps**

Gianpiero Carocci Silvagni, Machine To Machine Product Manager, **Vodafone Global Enterprise**

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

6:00 Closing remarks

NEW M2M BUSINESS MODELS AND MARKET OPPORTUNITIES FOR INDUSTRY PLAYERS AND VC

Amsterdam room h 4:30 – 6:00 p.m.

Chairman: **Paolo Anselmo**, President **IBAN Italian Business Angels**

4:30 Opening remarks

4:40 Opportunities for New Business Models in M2M

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

5:00 ROUND TABLE

Marco Allois, Investment advisor, **Intesa**

Mario Citelli, CEO, **NEON Club**

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

Magnus Melander, CEO **B3 Connect Compute**

Gianmarco Piola, Head of the ICT Innovation Pole, **Torino Wireless Foundation**

6:00 Closing remarks