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THE PREMIER B2B MATCHMAKING EVENT FOR THE MACHINE TO MACHINE INDUSTRY IS BACK AGAIN

Coming soon the 12th edition of M2M Forum, the European event - as always it will be held in Italy - dedicated to the world of machine to machine communication

Milan, February 4, 2013. Great expectations for the **M2M Forum**, planned for the **14 May 2013** at the Milanofiori Congress Center. **Since 2002 it is the pioneer event** for the world of communication between machines (M2M) and, year by year, **a real "must" for M2M industry.**

The event will once again be the reference point for meeting and debate with international experts on the world of M2M: the main topics will be the present and future scenarios of M2M, the dynamism, the rapidity of changes and all the latest news on the sector. The 2012 M2M Forum held in Milan gathered a business community of more than **650 visitors**, with an exposition area of **30 sponsors and exhibitors** coming **from Europe and abroad**. The important results of last year and the increasing interest in the M2M communication raise the expectations for the upcoming 12th edition.

"Excellent **networking opportunities** with the M2M ecosystem stakeholders and **free-of-charge business meetings**: those are two exclusive features of the **unique European matchmaking event on M2M**" says **Gianluigi Ferri**, CEO of Innovability, **M2M veteran** and M2M Forum organizer. "Energy is the hot topic of 2013 edition: market **wants M2M solutions for energy production**, storage and distribution to improve productivity, cost management and customers' services. The real challenge now is the management of the future **Smart Grid**, the connections that make use of different sources of energy - including green one and M2M technologies and solutions focused on **Energy Storage**".

Cloud of Things and **Big Data** will have an important role within the M2M Forum.

Cloud computing is one of the major hot topics on the Internet. Companies would do their best to benefit from cloud computing, not only to connect sensors, but also to deliver information and solutions on a common platform. The **Cloud will certainly play a major role in M2M** due to its ability to **connect large numbers of geographically dispersed devices**. Because of the pervasive nature of M2M, whose millions networked sensor nodes are present in the transportation, automotive, industrial, utilities, and retail sectors, **M2M is one of the biggest contributor to Big Data**. The benefits of using the Cloud and Big Data technologies and the challenges that need to be met in order to develop and deliver effective M2M services will be discussed in M2M Forum.

M2M is the engine for the future Smart City. These cities are technological and interconnected, but also sustainable, safe and comfortable; in a word they are "**intelligent**". After years of experimentation, projects and advanced applications it seems that a road was opened toward a process - encouraged also by future events such as **Expo 2015** - where **the cities and territories become intelligent**. The M2M technologies will be the main instrument for the realization of these Smart Cities and this will be one of the topics that M2M Forum will discuss with institutions and media.

Therefore, **let's plan to meet at the M2M Forum 2013 on May 14th** to better understand today's market and the development trends of the Machine-to-Machine sector. The event is a milestone to assess the state of art of technologies and applications.

Registration to the event is free and open to anyone in this sector, but space is limited. For online registration: www.m2mforum.com

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.

Contact us:

Media Relation

Micaela Ciuccio

E-mail: mciuccio@innovability.it

Mobile: +39 329-9020201

INNOVABILITY S.r.l.

Strada Uno, Palazzo F2

Centro Direzionale Milanofiori
I-20090 Assago – Milan
Italy

Tel: +39 02-87156782

Fax: +39 02-87153194

www.innovability.it