



## **THE LEADING M2M/IoT EVENT IS BACK AGAIN IN MILAN 2015**

Great expectations for the M2M Forum Milan, planned for the 28 and 29 April 2015 at ATA Hotel Expo Milan. Since 2002 it is the pioneer event for the world of communication between machines (M2M) and, year by year, a real “must” for M2M/IoT 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 event is created and organized by Innovability and in the last edition saw over 1200 participants from 19 different countries, 312 conference attendees, 80+ corporate sponsors, exhibitors and partners, 187 bilateral meetings of business matching. The extremely important results of last year, therefore, united by a strong and growing interest in the world M2M / IoT, they grow the wait for this fourteenth edition approaching.

"Excellent networking opportunities with the M2M/IoT 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 2015 edition: market wants M2M smart solutions for energy production, storage and distribution to improve productivity, cost management and customers' services".

Fog Computing and Big Data will have an important role within the M2M Forum 2015. Fog computing is one of the major hot topics on the Internet of Things worldwide. The Cloud and new Fog Computing will certainly play a major role in M2M due to its ability to connect large numbers of geographically dispersed devices.

IoX, Internet of People and Things, is a new area of the event that was created to act as a "bridge" between the new world M2M (technologies, products, services) and the operators of the world "traditional" of the Web (web agency, web factory, service providers, etc.) to encourage the development of products and services IoT.

In particular, we'll discuss the relationship between Smart Things, UX user experience and Design in the view of the idea that “smart things must be beautiful and beautiful things must be smart”. This idea is strongly related to the Italian high quality hand-craft tradition and culture that is getting smarter and smarter thanks to the new phenomena of FabLabs

M2M/IoT are also the "engine" of the future Smart City. City and interconnected, but also sustainable, secure and comfortable, in a word "intelligent". Years of experiments, projects and advanced applications

seem to have finally made inroads, opening the way to the process in which cities and territories become "smart" . Strong emphasis will be given to M2M/IoT solutions dedicated to Smart Home, Smart Lighting and the Energy Storage.

Not only conference or expo, M2M FORUM also offers exclusive initiatives such as business meetings, pre-arranged B2B meetings free of charge for the participants of the Forum, in collaboration with Innovhub, through the international network Enterprise Europe Networks.

From 2015 M2M Forum is one of the main conference of the brand new DISRUPTIVE WEEK MILAN ([www.disruptiveweek.com](http://www.disruptiveweek.com)): a week of coordinated international conferences dedicated to disruptive and emerging technologies, focused on M2M, IoT, Robotics, Wearable Tech, Drones, Wireless 2.0 and Smart Home.

In 2015 Milan will be the setting of one of the worldwide most awaited event of the year: World Expo 2015 ([www.expo2015.org](http://www.expo2015.org)). It will be attended by over 140 Countries and is expected to welcome 20 million visitors. Its spectacular Opening Ceremony will be on 1 May, immediately after the conference so M2M Forum can be the better place and time to schedule international business meetings and also spend time for leisure visiting World Expo.

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