

M2M-CONFERENCE

# M2M WORLD OF CONNECTED SERVICES



a portrayal of the  
European M2M-landscape

**29-30 October 2009**  
European TelematicsFactory  
Berlin - Germany



# M2M-Conference

## M2M WORLD OF CONNECTED SERVICES

The this year's two-day conference will get together international leading experts from the M2M-world.

Talking about M2M bring in our minds a wide range of applications in a plenty of industrial sectors. M2M – applications are also part of our every day life and our conference would like to use this opportunity to point out a raising awareness about M2M-consumer solutions such as home automation, pet and personal tracking, M2M for Healthcare.

The rapidly emerging M2M (machine-to-machine) market is already a \$50bn business with strong growth prospects. Traditionally a B2B (Business-to-Business) solutions/services market, a new report by specialist research firm Beecham Research predicts the coming of age of a growing Consumer market for M2M products and services that will rapidly catch up to the traditional business.

According to Beecham Research, M2M is all about creating new service opportunities, even when it comes to consumer products.

Another key topic that will be emphasized is the Automated Meter management. This technology is being introduced on a large scale in various European countries and this conference will be presenting concrete examples from different countries.

Automated meter reading offers the possibility to collect automatically data from energy metering devices, transferring that data to a central database for billing. This saves employee trips, and means that billing can be based on actual consumption rather than on an estimate based on previous consumption, giving customers better control of their use of electric energy, gas usage, or water consumption. Considering the increasing costs of energy, this technology offers to the consumer the payment of a realistic consumption.

This M2M-conference will emphasize the growing importance of Smart Metering in Europe, presenting experiences from various European countries among them Italy, Sweden and the Netherlands.

The latest news in the transportation and toll collect sector will be analyzed by European leading companies and to conclude the leading M2M-research company Beecham Research will be presenting some current global market forecasts.

### Programme

Brought to you by TelematicsPRO, Beecham Research and Machmer International Consulting

#### Thursday 29th October 2009

- 9.30 **Opening by Michael Sandrock, Chairman TelematicsPRO and Robin Duke-Woolley, CEO Beecham Research**
- 9.45 **Driving the Ubiquitous under EU-Japan ICT Cooperatio -Toward the Future Internet of Things-**  
Prof. Ryo Imura, Hitachi Ltd. and University of Tokyo
- 10.15 **M2M market trends in Asia**  
Vincent Gourmelen, Maestro Wireless, Hong Kong, China
- 10.45 **Open Standards for M2M to enable a clear path to the future network of services**  
David Boswarthick, ETSI, Sophia-Antipolis Cedex, France

#### Session A: Smart Metering and Smart Grid

**The growing importance of Smart Metering in Europe: experiences from Italy, Germany and France**

- 11.15 **M2M for energy monitoring: setting up an energy aware building in Turin**  
Edoardo Calia, Institute of Technology "Mario Boella", Italy
- 11.45 Coffee Break
- 12.05 **Smart metering in Germany? Product or technology**  
Damian Schlosser, Nuon Germany
- 12.35 **M2M Verticals Director Orange Business Services**  
Valerie Le Peltier, France Telecom Group
- 13.05 **How Wireless M2M Empowers Electric Vehicle Charging Infrastructures**  
Holger Lenz, Cinterion Wireless Modules, Germany
- 13.30 Lunch

#### Session B: Healthcare

**EU and N America Healthcare projects involving M2M M2M for Healthcare, M2M Heart Monitoring. A new product concept**

- 14.30 **Interactive dementia Caring system based on cost-effective wireless AAL solution (ITCARE)**  
Prof. Algirdas Galdikas, ProTech Vilnius, Lithuania
- 15.00 **Telemedicine in Poland - present state and perspectives**  
Antoni Nowakowski, Gdansk University of Technology, Poland
- 15.30 **Telemonitoring For People Who Care - Experiences in a New Business Environment**  
Dr. Christian Pohl, Health Insight Solutions (HIS), Germany
- 16.00 Coffee Break
- 16.30 **Panel discussion: New challenges for the M2M industry to satisfy customer needs. How industries and governments will cooperate in the key areas Energy, Transport, and Healthcare.**  
Participants: Damian Schlosser, Nuon Germany; Valerie Le Peltier, France Telecom Group; Prof. Ryo Imura, Hitachi Ltd. and University of Tokyo; Juergen Pillinger, Orange Austria; Antoni Nowakowski, Gdansk University of Technology, Poland; David Boswarthick, ETSI; Sophia-Antipolis Cedex, France; Edoardo Calia, Institute "Mario Boella", Italy
- 17.30 **Closing remarks by Michael Sandrock, Chairman TelematicsPRO**
- 18.00 **Network appetizer offered by the Institute of Technology "Mario Boella", Turin, Italy**

#### Friday 30th October 2009

#### Session C: M2M Network Services Take Centre Stage?

- 9.00 **The Growing Business Opportunity for M2M Service Enablement Services. Key Findings from latest research, just completed**  
Robin Duke-Woolley, Beecham Research, United Kingdom
- 9.20 **Openness and M2M Service Enablement**  
Hans-Christian Haugli, CEO Telenor Objects
- 9.40 **MVNE approach for mobile data communication-Take more ownership and get more control**  
Michel Zwijnenberg, Aspider Solutions, Netherlands
- 10.00 **Panel Session: How Open should M2M Network Services be?**
- 10.30 Coffee Break

#### Session D: Transportation

**Transportation strategies in Europe**

**An insight into the transportation and toll collect sector with concrete examples from Germany, The Netherlands and some other European country**

- 11.00 Michael Baranek, DB Systel GmbH-German Railways
- 11.30 **Current state of toll collection in Poland**  
Prof. Jerzy Mikulski, Chairman Polskie Stowarzyszenie Telematyki Transportu, Poland

#### Session E: Security

**Analysis of the security market and the view on the relevance of CCTV: key markets, forecasts, experiences, leading technologies**

- 12.00 **Security is not just CCTV**  
Paul Green, Vianet United Kingdom
- 12.30 **Intelligent Video Processing for CCTV systems - a quantum leap for security**  
Helmut Leopold, AIT Austrian Institute of Technology
- 13.00 Lunch

#### Session F: Consumer Products and Services

**Solutions and current projects for high volume consumer-oriented M2M applications**

- 14.00 **The Mobile Phone as an Advertising Medium-How to make transactions through your mobile phone with Colourbeam, a new m-to-m technology**  
Matthias von Tippelskirch, Elegate Germany
- 14.20 **Introduction to a new concept Cellular Consumer M2M Product.**  
A new concept that will open up the high volume consumer M2M market utilising both data and voice. This patented innovation is set to radically change the traditional MNO/MVNO model, increasing ARPU and customer acquisition  
David Owen, TalkingEye, United Kingdom.
- 14.50 **Presentation of a new M2M-TelematicsPRO project**
- 15.15 **Closing remarks by Michael Sandrock**

### Attendees

Max 100 attendees: System Designers and Integrators, System Architects, Facilities Managers, Logistics Managers, Project Managers, Business Development Managers, Research and Development Managers, Strategic Corporate and Marketing Executives, Engineering Managers, Engineering Directors, Technical Directors, CTOs

### Venue

The conference will be located at the European TelematicsFactory in Berlin-Charlottenburg (<http://www.telematicsfactory.de>), based in the heart of the German capital.

### Conference Participation fee

Speakers: accommodation and catering will be covered by the organizer

Participants, fee incl. catering 700,00 € plus VAT

### Sponsored by



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## About the organisers

**TelematicsPRO e.V.** – The German Telematics association is the national branch for telematics (<http://www.telematicspro.de>). The association offers suppliers and customers an open platform for complex and integrative Telematics services and products. Events, meetings, participation at fairs are the options to promote member activities. Currently, the association has 144 member companies in Germany. Large members of the Telematics initiative with its expert forums are Siemens Building Technologies and T-Systems. TelematicsPRO is member of different networks like Telematics Valley (Sweden), BitKOM (Germany), Beecham Research (UK, USA, Italy), Machmer International Consulting (Italy), Beijing Inform. Assoc. (China).

**Beecham Research Limited (BRL)** is a technology market research, analysis and consulting firm originally established in 1991 and recently relaunched under the BRL name. Beecham Research focuses on the growing M2M (machine-to-machine) market and the increasing use of Remote Device Management and Services – also often referred to by terms such as: Embedded Connectivity, Embedded Networking, Remote Device Monitoring, Remote Asset Management, Pervasive Internet and Pervasive Computing.

M2M is no longer a small business. For many product manufacturers and service providers, M2M truly represents the future of their industries. [www.beechamresearch.com](http://www.beechamresearch.com)

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