



# M2M-Conference "M2M and the Internet of Things: Where Machines Talk"

## Mission

This highly qualified conference does aim at connecting companies and experts from all over Europe to discuss and to evidence the latest M2M technologies and their applications during the everyday life. The main purpose of this pan-European summit is a constructive change of views among European decision makers and specialists operating in the field of Wireless M2M-communication. This M2M-Conference will form an international meeting point for Institutions, Research Institutes and leading companies, setting up of a strong networking among all attendees.

**TelematicsPro, Beecham Research and Machmer International consulting** will handle for you targeted business meetings during and after the conference and they can offer your company long lasting consulting services and support to grow your business everywhere.

## Some facts & Figures

The rapidly growing M2M (machine-to-machine) market is already a **\$50bn** business with projected growth to over **\$250bn by end 2012** according to latest figures just published by Beecham Research, the world's leading analyst firm specializing in research and business development support for the fast-developing M2M sector – also increasingly referred to as the "Internet of Things".

"M2M is usually characterized as a small market, but this is misleading", explained Robin Duke-Woolley, CEO of Beecham Research. "In reality, market players utilizing different technologies see different parts of the market. Only when you view the overall service opportunities utilising all technology alternatives do you get the full picture".

## Programme

### 9th October 2008

09.00 Opening by Michael Sandrock, Chairman TelematicsPRO e.V.

**State of arte technologies with international interest and a brief history of Wireless M2M – communication to understand the current state of M2M technology in Europe**

**09.15 M2M Goes Strategic, plus details on the latest worldwide M2M forecast and latest Individual sector reports**  
Robin Duke-Woolley, Beecham Research Ltd., Europe

Session A:  
**Key market issues and applications in different European Countries**

**10.00 A M2M solution developed on Tridium Niagara Framework, designed to fully manage a group of plants of Industrial reeding for eggs productions**  
Stefano Strapparava, Silver Star Engineering, Italy

**10.20 AMR as the M2M killer application in Europe. OpenGate solves it**  
Raffael Morillo, Amplia Soluciones, Spain.

**10.40 ZigBee Modules and Innovative, Scalable Embedded Software Applications Enable Smart Energy Solutions across Industries in Europe?**  
Thomas Lerm, MeshNetics, Germany

11.00 *Coffee break*

**11.30 Designing mobile devices like playing with toys**  
Harald Naumann, Round Solutions, Germany

**11.50 Data Hungry M2M**  
Paul Green, Vianet M2M Group

**12.10 Key differentiators between the North American and European markets**  
Peggy Smedley, Specialty Publishing, USA

**12.30 M2M Connectivity - Key Learnings from large-scale M2M deployments**  
Robert Brunback, Telenor, Sweden

Questions and answers

**13.00-14.30 Lunch and networking**

Session B:  
**An insight into the European M2M-markets and its current trends**

**14.30 M2M and the Internet of Things: technologies, trends and current implementations in Italy and Europe**  
Edoardo Calia, Institute of Technology Mario Boella, Italy

**14.50 Presentation of the Mobility Cluster AEI Movilidad**  
Pablo Sancho Pradales, AETICAL, Spain

**15.10 Case Study KONICA MINOLTA A wireless M2M solution implemented by means of INSIDEM2M GATE SOLUTION**  
Michael Emmert, INSIDE M2M GmbH, Germany

15.30 *Coffee Break*

**16.00-17.00 Panel discussion with the speakers**

**Key features of the national markets combining with European product strategies- how does it work?**

*Moderation:* Michael Sandrock

*Participants:* Thomas Lerm, Paul Green, Rafael Morillo, Edoardo Calia, Michael Emmert

**17.00-17.30 Free discussion and exchange of ideas**

**18.30 River cruise on the Spree to the centre of Berlin and networking**

### 10th October 2008

Session C  
**The importance of partnerships in the world of successful M2Mprojects**

**9.00** Opening by Michael Sandrock, Chairman TelematicsPRO e.V

**9.10 Beecham Research 2008 Adopter Survey: An insight into adopter views of the impact of M2M on their businesses**  
Georg Steimel, Beecham Research Ltd., Europe

**9.40 M2M Solutions Deployment Challenges**  
Guy Chevrette, CEO iMetrik Solutions Inc., Montreal

**10.00 How to make M2M projects successful**  
Henrik Ebeklint, Intellicom, SwedenShow cases

Questions and answers

10.20 *Coffee break*

**10.50 Success through Partnership**  
Chris Ward, M2M Business Manager Telefonica O2 UK

**11.10 Importance of M2M Partnerships**  
Gert Pauwels, Mobistar, Belgium

**11.30 M2M in India - Landscape, technologies, challenges**  
Prasad Sant, EcoAxis Systems Pvt Ltd., Indien

**11.50 Leveraging open source projects in M2M integration**  
Peter Michalek, Author, oX - oBIX open source project

Questions and answers

12.30 *Lunch*

### Show cases

**14.00 M2M Communication as an essential part of HCI**  
AndreasWichmann, Carano GmbH, Berlin, Germany

**14.20 RFID Trailer Portal the first mobile RFID solution by using UHF-Technologie**  
Microlise UK

**14.40 E-Loading.de Germanys largest online M2M-Automat-Project Eco Systems, Network services**  
Mathias Stauch, Intervista AG, Potsdam, Germany

**15.00 Environment Interactions using Low Data Rate UWB pproach Automotive & Industrial Applications**  
Dr. Veselin Brankovic, TES Electronic Solutions, Germany

**15.20 Closing remarks, Michael Sandrock, Chairman TelematicsPRO e.V.**

**15.30-17.00 B2B-meetings**

## 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

## Conference Participation fee

Speakers: accommodation  
and catering will be covered by the organizer

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

## 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.

## Contacts:

Margret Witte  
witte@telematicspro.de - Phone: +49 30 39902320

Silvia Machmer  
silvia.machmer@machmeric.net - Mobile Phone: +39 3488556422

Robin Duke Woolley  
rduke-woolley@beechamresearch.com - Phone: +44 (0)870 285 1758