

Internet of Things

Everythings will be connected

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GIANLUIGI FERRI

CEO, Innovability
Founder, M2M Forum

The M2M+IoT is on stage in Milan. I am very proud to welcome you to the **14th edition** of M2M Forum. Since 2002 it is **the pioneer event** for the world of communication between machines (**M2M**) and, year by year, **a real “must” for the Internet of Things industry.**

More than **80 sponsors, exhibitors and partners** will participate in the event, where **over 1.500 people are expected** from across the world to attend conferences and visit the expo area.

Every year M2M Forum offers **high level conferences, a vibrant exhibition, networking events and matchmaking services:** two days of real immersion in the M2M+IoT world for the top players of the community, with great appreciation by all the participants.

Excellent networking opportunities with the M2M+IoT ecosystem, such as **free-of-charge business meetings** coordination, are the strength points of DW MATCH: the unique European matchmaking event on disruptive technologies as **IoT, Robotics and Wearable.** **More than 400 business meetings** are scheduled and DW MATCH offered a unique occasion to M2M+IoT top players for gathering together and provided them with great business opportunities fostering powerful connections growth.

IoT, Internet of People and Things, is a new area of the event that was created to act as a “bridge” between the new world IoT (technologies, products, services) and the operators of the “traditional” world of the Web (web agencies, web factories, 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** 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 Forum is in **co-location with third edition of Robobusiness Europe,** the leading European robotics conference and showcase. At M2M Forum you can learn about the **convergence of Robotics and the Internet of Things.**

The combination of advanced sensing, communication, local and distributed processing and actuation take the original vision for the IoT to a wholly different level, and one that opens up whole new classes of opportunities for IoT and robotics solution providers, as well as users of their products.

IoT and Robotics are part of **Industry 4.0, a fourth Industrial Revolution,** where production will be individually tailored. M2M Forum presents concrete solutions which enable manufacturing companies to face the disruptive technologies such as Robotics and Internet of Things, reshaping the production process even for existing machine plants.

Energy is among the hot topics of the 2015 edition: market wants M2M+IoT solutions for energy production, distribution and saving to improve productivity, cost management and customers' service. Two hot sessions are: **Smart Home,** M2M infrastructures for house energy saving and **Smart Lighting,** the IoT solutions for energy efficiency in public lighting.

M2M Forum is also the right event for **M2M+IoT startups.** Thanks to the unique **Pitchfire Event,** start ups have the chance to present their projects to a panel of venture capitalists, who showed strong interest for new ideas in the field.

From 2015 M2M Forum is one of the main event of the brand new **Milan Disruptive Week** (www.disruptiveweek.com): **a week of coordinated international conferences** dedicated to disruptive and emerging technologies, focused on **M2M, IoT, Robotics, Wearable Tech, Drones and Wireless 2.0.**

M2M Forum, M2M+ Symposium, Wearable Technology Conference and Robobusiness Europe: **for a week Milan become the “Disruptive Tech Capital City”** and M2M Forum will be the unique reference point for meeting and debates for the worldwide IoT community.



CONFERENZE MARTEDÌ 28

	SALA AFRICA	SALA ASIA A	SALA ASIA B	SALA ASIA C	SALA ASIA D
MATTINA 9:00 - 13:00	MS1 A Internet of Things e M2M per lo sviluppo della competitività		 DISRUPTIVE BROADBAND CONFERENZE DISRUPTIVE BROADBAND		
	MS1 B The IoT / M2M Innovation World Cup				
	MS1 C Sopravvivere e progredire nel mondo M2M: su quali aree di intervento si articola la crescita?	TSA IoT, SIM 2.0, Smart ID e Mobile Payments: le spinte per l'embedded commerce			IO3 Tecnologie, prodotti e piattaforme HW / SW per costruire rapidamente soluzioni IoT "market ready"
POMERIGGIO 14:00 - 17:00	IO2 IoT for Digital Marketing: come integrare Smart Things, Smart Tag, Web e Social per la migliore UX	SS2 Internet of Things, il nuovo acceleratore per lo sviluppo di Smart Building e Smart Lighting	IO1 IoT: uno strumento di sviluppo dell'economia digitale italiana	SS3 Smart Mobility and Infrastructures: infrastrutture intelligenti per la mobilità dei cittadini e delle imprese	BS1 Smart Metering al servizio di Smart Grid e Smart City
	TSB Gli standard emergenti nel mondo IoT / M2M e le piattaforme di sviluppo disponibili				

CONFERENZE MERCOLEDÌ 29

	SALA AFRICA	SALA ASIA A	SALA ASIA B	SALA ASIA C	SALA ASIA D
MATTINA 9:00 - 13:00	MS2 Smart Energy: arriva "Internet of Energy" a supporto di clienti e mercati "Smart"	BS2 Tecnologie e soluzioni M2M: quali novità per gli utilizzatori?	ET2 M2M/IoT per il business: tecnologie, infrastrutture e soluzioni per le imprese connesse		DW Enterprise Europe Network e Horizon 2020
	ET1 I pilastri su cui costruire ogni soluzione IoT: Cloud, Big Data e Cybersecurity	BS3 Smart Factory: la quarta rivoluzione industriale passa da M2M / IoT			SS1 Smart Home e Smart Energy: l'intelligenza pervade ogni "oggetto" domestico
POMERIGGIO 14:00 - 17:00			DW High-tech rehab: innovation empowers disruptive care		
				DW Pitchfire event	

CONFERENZA GIOVEDÌ 30

	SALA AFRICA	SALA ASIA A	SALA ASIA B	SALA ASIA C	SALA ASIA D
POMERIGGIO 14:00 - 17:00			DW Industry 4.0 Il viaggio verso la Smart Factory		

DW | MATCH

10:30 - 12:30 | 14:00 - 17:00
28 - 29 Aprile 2015

Business Meetings
(su registrazione)

SALA EUROPA

MS MAIN SESSION

BS BREAKOUT SESSION

TS TECHNICAL SESSION

SS SMART SESSION



CONFERENCE TUESDAY 28

	ROOM AFRICA	ROOM ASIA A	ROOM ASIA B	ROOM ASIA C	ROOM ASIA D
MORNING 9:00 AM - 1:00 PM	MS1 A IoT and M2M to improve companies competitiveness		 DISRUPTIVE BROADBAND CONFERENCE		
	MS1 B The IoT / M2M Innovation World Cup				
	MS1 C Surviving and thriving in the world of M2M: what are the key areas of focus required to deliver revenue growth?	TSA IoT, SIM 2.0, Smart ID and Mobile Payments: drivers for embedded commerce			IO3 HW / SW technologies, products and platforms to build quickly "market ready" IoT solutions
AFTERNOON 2:00 - 5:00 PM	IO2 IoT for Digital Marketing: how to match Smart Things, Smart Tag, Web and Social for the best UX	SS2 Internet of Things, the new accelerator for Smart Building and Smart Lighting development	IO1 IoT: a development tool for digital economy in Italy	SS3 Smart Mobility: intelligent infrastructures for citizens and enterprises mobility	BS1 Smart Metering for Smart Grid and Smart City
	TSB Emerging standards in IoT/M2M's world and the development platforms available				

CONFERENCE WEDNESDAY 29

	ROOM AFRICA	ROOM ASIA A	ROOM ASIA B	ROOM ASIA C	ROOM ASIA D
MORNING 9:00 AM - 1:00 PM	MS2 Smart Energy: "Internet of Energy" as support of "Smart" clients and markets	BS2 M2M technologies and solutions: which are the news in the market?	ET2 M2M/IoT for business: technologies, infrastructures and solutions for connected enterprises		DW Enterprise Europe Network and Horizon 2020
	ET1 Cloud, Big Data and Cybersecurity: the pillars where build every IoT solutions	BS3 Smart Factory: the 4 th industrial revolution came through M2M/IoT			SS1 Smart Home and Smart Energy: Smart Things turn your ordinary home into a smart home
AFTERNOON 2:00 - 5:00 PM			DW High-tech rehab: innovation empowers disruptive care		
				DW Pitchfire event	

CONFERENCE THURSDAY 30

	ROOM AFRICA	ROOM ASIA A	ROOM ASIA B	ROOM ASIA C	ROOM ASIA D
AFTERNOON 2:00 - 5:00 PM			DW Industry 4.0 The journey towards the smart factory		

DW | MATCH

10:30 AM - 12:30 PM | 2:00 - 5:00 PM
28 - 29 April 2015

Business Meetings
(on registration)

ROOM EUROPA

ET ENABLING TECH SESSION

IO IOX SESSION

DW DISRUPTIVE WEEK SESSION

HARDWARE DESIGN MADE EASY.

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www.PCBWeb.com

Yvette Agostini, Secretariat, **Cloud Security Alliance Italy Chapter**
Roberto Andreoli, Director of Technical Evangelism, **Microsoft**
Roberto Armani, Editor in Chief, **Inware Edizioni**
Antonio Autolitano, Head of Mediterranean Region Communication Services, **Ericsson**
Giulia Baccarin, CEO, **MIPU Social Good Accelerator**
Andrea Ballarini, **VARTA Microbattery**
Erica Barone, Technical Evangelist, **Microsoft**
Massimo Baviera, Marketing and Sales Support Manager, **ServiTecnico**
Francesco Becchi, Operations Director, **Telerobot Labs**
Marianna Benetti, Ceo & President, **VEIL Energy**
Maurizio Bianchi, CTO, R&D Manager, **Power Engineering**
Davide Bigoni, Technical Solutions Manager, **Samsung Electronics Italia**
Luca Bixio, Head of Technical Account Management, **Abo Data**
Andrea Bonomi, Senior Software Engineer, **Endian**
Marco Canesi, Head of Telematics Products Management, **Vodafone Automotive**
Andrea Cardillo, Marketing Director Cloud & Enterprise Business Division, **Microsoft**
Silvia Casarotto, Reseach Coordinator Larice lab, **Fondazione Don Gnocchi**
Giuseppe Catalfamo, Senior Researcher, **Lab#ID - LIUC Università Cattaneo**
Davide Cattaneo, Reseach Coordinator Larice lab, **Fondazione Don Gnocchi**
Giancarlo Celentano, Sales Director, **Giesecke & Devrient**
Stefano Cerchier, General Manager, **ATVO**
Adriano Cerocchi, Member of Research Center, **Cyber Security CIS Sapienza - CEO, Over**
Valerio Chiaronzi, Chief Commercial Officer, **Europ Assistance Italia**
Davide Colombo, Spokesman for the Building Group, **Anie/Anima Confindustria**
Edoardo Colombo, Innovation and Digital Tourism Expert
Massimo Cortinovis, CEO, **Stylum**
Paola Cossu, Executive Board Member, **European Technology Platform ALICE, CEO, FIT Consulting**
Virginio Mario Costamagna, Sales Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**
Sergio Cozzolino, SIM Group Chairman, **GSMA - Innovation Dept., Telecom Italia**
Alfredo Cusin, Sales Manager, **Endian**
Tom Davis, Founder & CEO, **Solair**
Marco De Battista, Head of Economic Department, **Unione degli Industriali della Provincia di Varese**
Domenico Dellarole, Member of the Remote Control, Monitoring and Automation for Public Utilities Networks Group, **ANIE Automazione**
Giorgio Di Bella, Sales Director, **Sedicom**
Dario Di Zenobio, Director EDISON Project, **FUB - Fondazione Ugo Bordoni**
Nicola Fabiano, Lawyer - Privacy Professional and ICT legal advisor, **Studio Legale Fabiano**
Marco Federzoni, Sales Director, **TomTom Telematics Italy**
Oscar Ferrato, Business Development Manager, **ABB Italia Robotics Division**
Gianluigi Ferri, Founder, **M2M Forum**
Michele Frassini, Marketing & Sales Manager M2M Italy, **Vodafone Global M2M**
Paolo Fucella, Technical Sales Manager, **Gemalto**
Jean-Michel Gaillard, West Europe M2M Business Development Manager, **Huawei**
Diego Gajani, Managing Director, **MeterSIT - Coordinator Gas Static Smart Meters, ANIE - Federazione Nazionale Imprese Elettrotecniche ed Elettroniche**
Paolo Galvani, Associate Partner, **Indigo Communication**
Roberto Garavaglia, Management Consultant and Innovative Payment Strategy Advisor
Furio Gramatica, Head of Health Technology Assessment, **Fondazione Don Gnocchi**
Diego Grassi, Senior Market Development Manager, **U-blox**
Matteo Grella, Head of Data Scientists, **Damantic**
Giambattista Grusso, Associate professor of fundamental of electrical circuits, **Politecnico di Milano-DEIB**
Yann Guiomar, CEO, **Sensing Labs**
Riccardo Izzi, Responsible for Building Automation Business Development, **ABB - ABB SACE Division**
Veronica Jagher, Senior Market Development Manager, Italy Healthcare Industry **Microsoft**

Johanna Jonsdottir, Research physiotherapist, **Fondazione Don Gnocchi**
Philip Juneau, Head of Global Alliances & Strategic Accounts, Building Automation, **ABB - Low Voltage Division**
Viviana La Marca, Head of PLM and manufacturing solutions, **AgustaWestland**
Ciro Lanzetta, Chief Technology Officer, **i-EM**
Luca Lepore, Representative for European E-skills for Jobs Steering Committee, **ANITEC - Corporate Affairs CSR Manager, Cisco Systems Italy**
Stuart Lodge, International Business Development Director, **SIGFOX**
Joe Lomako, Business Development M2M, **Underwriters Laboratories**
Dan Mårtensson, VP Service Business Line, **Sierra Wireless**
Emanuele Martinelli, CEO, **industriaenergia.it**
Andrea Mazzini, Co-founder and CEO, **Fancy Pixel**
Emanuele Menegatti, Associate Professor, **University of Padua - Partner & Research Consultant, IT+Robotics**
Paolo Meriggi, Head of ICT and Biomedical Technology Integration Unit, **Fondazione Don Gnocchi**
Maurizio Mesenzani, Partner, **BSD**
Mauro Mezzenzana, Project Portfolio Manager, **Lab#ID & SmartUp-LIUC Università Cattaneo**
Matteo Milone, Owner, **Mirage**
Milena Milošević, Customer Program Manager EMEA, **Telit**
Silvia Minenti, Designer, **BSD**
Tiziano Modotti, Sales Manager M2M Products and Solutions, **Eurotech**
Mauro Moioli, CEO, **Gemino**
Riccardo Montanari, Regional Sales Manager Italy & DACH (Deutschland, Austria, Swiss), **Cambium Networks**
Carlo Morasso, Researcher, Laboratory of Nanomedicine and Clinical Biophotonics, **Fondazione Don Gnocchi**
Cédric Morel, CEO, **Sensile Technologies**
Cinzia Morisco, Project Manager, **Innovhub SSI - Innovation Division, Special agency for innovation, Milan Chamber of Commerce - Enterprise Europe Network, Partner - APRE (Agency for the Promotion of European Research) Desk in Lombardy**
Claudio Moscardini, Managing Director Business Unit Gas & Power, **Sorgenia**
Harald Naumann, Sales Director, **Tekmodul**
Ivana Olivieri, Child Neuropathology, **Fondazione Don Gnocchi**
Cosimo Palmisano, VP of Product, **Decisyon**
Paolo Patierno, Senior Software Engineer, **Leonardo Ricerche**
Patrick Pax, Business Development Director, **Orange Business Services**
Maurizio Pogliani, Field Application Engineer, **Linear Technology**
Mario Polosa, Marketing Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**
Roberto Premazzi, CEO & Co-Founder, **Wallet-E**
Gianluigi Proserpio, Senior Researcher, **RSE**
Filippo Rastelli, Connectivity Solution Manager, **Altran**
Mario Recinella, Sales Manager, **Option**
Lorenzo Romagnoli, Interaction Designer, **Arduino**
Saverio Romeo, Principal Analyst, **Beecham Research**
Diego Sampaoli, CEO, **fastERA**
Emilio Sani, Partner, **Macchi di Cellere Gangemi Studio Legale**
Fabio Santini, Director of Developer Experience and Evangelism Division, **Microsoft**
Sergio Sciarrella, Owner, **Next Manager**
Francois Sforza, Member, **LoRa Alliance - Board and Director of long range wireless devices, Semtech**
Arsenio Spadoni, Editor in chief & Founder, **Elettronica In**
Kris Steenhaut, Prof., **Vrije Universiteit Brussel, ETRO**
Sonja Sulzmaier, Managing Partner, **Navispace**
Abbas Sumar, Developer Relations Manager, **MediaTek Labs**
Ricardo Tomasi, Head of Research Unit, **ISMB - Istituto Superiore Mario Boella**
Silvia Tonoli, Smart Metering Manager, **A2A**
Marco Turolla, Business Development, **SharedVISION**
Paola Visentin, Marketing & Communication Manager, **RFID Global**
Nicola Vitiello, Scientific Coordinator, **Sant'Anna**
Luigi Zabatta, Executive Director Business Unit M2M and IoT Services, **Telecom Italia Digital Solutions**
Marco Zampolli, Product Sales Manager and Smart Manufacturing Business Development Manager Europe, **Advantech**
Luca Zanella, Business Development Manager, **ABB Italia**

PROGRAMMA CONFERENZA

CONFERENCE PROGRAM

MARTEDÌ 28 | TUESDAY 28

MS1 A

INTERNET OF THINGS E M2M: STRUMENTI INNOVATIVI PER LO SVILUPPO DELLA COMPETITIVITÀ DELLE IMPRESE

SALA AFRICA | ore 9:15 - 10:45

L'Internet of Things non è solamente l'ennesima tecnologia digitale che arriva sul mercato ma una vera "rivoluzione" che sta iniziando a trasformare il modo di lavorare e produrre, oltre alla vita quotidiana di tutti noi, offrendo nuove possibilità di sviluppo per le imprese, che dovrà essere inserito in un nuovo quadro regolamentario.

Chairman **Gianluigi Ferri**, Founder, **M2M Forum**

9:00 **REGISTRAZIONE**

9:15 **SALUTI DI BENVENUTO E APERTURA DEI LAVORI**

9:25 *L'evoluzione della normativa per un mercato M2M/IoT in sviluppo*

9:45 *Abilitare l'innovazione attraverso il M2M*
Michele Frassini, Marketing & Sales Manager M2M Italy, **Vodafone Global M2M**

10:05 *IoT and Smart Home*
Davide Bigoni, Technical Solutions Manager, **Samsung Electronics Italia**

10:25 *How to enable IoT development*
Luigi Zabatta, Executive Director Business Unit M2M and IoT Services, **Telecom Italia Digital Solutions**

10:45 **CHIUSURA DEI LAVORI**

MS1 B

SPECIAL SESSION - THE IOT / M2M INNOVATION WORLD CUP: WINNER PRESENTATION AND KICK-OFF

SALA AFRICA | ore 10:45 - 11:30

The leading global innovation competition is welcoming revolutionary IoT / M2M solutions in the following categories: Industry 4.0, Mobility, Security, Healthcare, and Connected Home. Innovative companies and developers can submit their solutions from April 28th until November 15th, 2015. For more information please visit: www.innovationworldcup.com/iot/

10:45 *The IoT /M2M Innovation World Cup 15/16*
Sonja Sulzmaier, Managing Partner, **Navispace**

10:50 *The Winner in Energy 14/15:*
GasLink by Sensile Technologies
Cédric Morel, CEO, **Sensile Technologies**

11:05 *The Application Procedure*
Milena Milošević, Customer Program Manager EMEA, **Telit**

11:15 *The Partners*
Abbas Sumar, Developer Relations Manager, **MediaTek Labs**
Andrea Ballarini, **VARTA Microbattery**

11:25 **The Official Kick-off**
Partners of the IoT | M2M Innovation World Cup on stage

MS1 A

INTERNET OF THINGS AND M2M: TWO INNOVATIVE TOOLS TO IMPROVE COMPANIES COMPETITIVENESS

ROOM AFRICA | h 9:15 AM - 10:45 AM

The Internet of Things is not just the umpteenth digital technology to arrive on the market but is a real "revolution" that is beginning to transform the way people work and produce, in addition to the daily lives of everybody, offering new possibilities for the development of companies, and it needs incorporating into a new regulatory framework.

Chairman **Gianluigi Ferri**, Founder, **M2M Forum**

9:00 AM **REGISTRATION**

9:15 AM **OPENING REMARKS**

9:25 AM *The evolution of regulation for a growing M2M/IoT market*

9:45 AM *Enabling innovation through M2M*
Michele Frassini, Marketing & Sales Manager M2M Italy, **Vodafone Global M2M**

10:05 AM *IoT and Smart Home*
Davide Bigoni, Technical Solutions Manager, **Samsung Electronics Italia**

10:25 AM *How to enable IoT development*
Luigi Zabatta, Executive Director Business Unit M2M and IoT Services, **Telecom Italia Digital Solutions**

10:45 AM **CLOSING REMARKS**

MS1 B

SPECIAL SESSION - THE IOT / M2M INNOVATION WORLD CUP: WINNER PRESENTATION AND KICK-OFF

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11:15 AM *The Partners*
Abbas Sumar, Developer Relations Manager, **MediaTek Labs**
Andrea Ballarini, **VARTA Microbattery**

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Partners of the IoT | M2M Innovation World Cup on stage



SOPRAVVIVERE E PROGREDIRE NEL MONDO M2M: SU QUALI AREE DI INTERVENTO SI ARTICOLA LA CRESCITA?

SALA AFRICA | ore 11:40 - 13:15

Come sviluppare un modello di business profittevole e massimizzare le opportunità di ricavi? I leader e i protagonisti del mercato M2M/IoT condivideranno prospettive e visioni rispetto allo stato di sviluppo del mondo M2M/IoT e discuteranno di come si stanno affrontando le nuove sfide e le future opportunità di business.

Chairman **Saverio Romeo**, Principal Analyst, **Beecham Research**

11:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

Stato dell'arte sul mercato M2M e sull'ascesa dell'Internet delle Cose

Saverio Romeo, Principal Analyst, **Beecham Research**

11:55 *The LoRa Alliance: IOT and LPWAN going public*

Francois Sforza, Member, **LoRa Alliance** - Board and Director of long range wireless devices, **Semtech**

12:15 *L'ABC per ottenere il massimo dall'Internet of Things: connessi, crea valore, Better Business*

Tom Davis, Founder & CEO, **Solair**

12:35 *Internet of Your Things*

Fabio Santini, Director of Developer Experience and Evangelism Division, **Microsoft**

12:55 *ABO DATA accompagna il Gruppo Cimbali nel mondo IoT*

Luca Bixio, Head of Technical Account Management, **Abo Data**

13:15 CHIUSURA DEI LAVORI



IOT, SIM 2.0, SMART ID E MOBILE PAYMENTS: LE SPINTE PER L'EMBEDDED COMMERCE

SALA ASIA A | ore 11:40 - 12:40

Lo sviluppo dell'Internet of Things sta portando due effetti: l'arrivo di nuovi standard e formati per le SIM, adatti per applicazioni M2M, e la nascita del cosiddetto "Embedded Commerce" ovvero di soluzioni e servizi di pagamento "integrati" in oggetti "intelligenti" o in macchine. Questa sessione presenterà opportunità e problemi.

Chairman **Roberto Garavaglia**, Management Consultant and Innovative Payment Strategy Advisor

11:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

Nel futuro dei Token: fra IoT e Smart Payment nasce l'Embedded Commerce

Roberto Garavaglia, Management Consultant and Innovative Payment Strategy Advisor

12:00 *eSIM: a new perspective for the M2M market adoption*

Sergio Cozzolino, SIM Group Chairman, **GSMA** Innovation Dept., **Telecom Italia**

12:20 *M2M per i pagamenti o pagamenti per M2M?*

Roberto Premazzi, CEO & Co-Founder, **Wallet-E**

12:40 CHIUSURA DEI LAVORI



SURVIVING AND THRIVING IN THE WORLD OF M2M: WHAT ARE THE KEY AREAS OF FOCUS REQUIRED TO DELIVER REVENUE GROWTH?

ROOM AFRICA | h 11:40 AM - 1:15 PM

How to develop a profitable business model and maximise the revenue opportunities? The leaders and players in the M2M/IoT market will share perspectives and visions with regard to the state of development of the M2M/IoT world and discuss how they are addressing the new challenges and future business opportunities.

Chairman **Saverio Romeo**, Principal Analyst, **Beecham Research**

11:40 AM OPENING REMARKS

The State of Art of the M2M Market the Rise of the IoT Vision

Saverio Romeo, Principal Analyst, **Beecham Research**

11:55 AM *The LoRa Alliance: IOT and LPWAN going public*

Francois Sforza, Member, **LoRa Alliance** - Board and Director of long range wireless devices, **Semtech**

12:15 PM *ABC of Harnessing Internet of Things: get connected, build value, Better Business*

Tom Davis, Founder & CEO, **Solair**

12:35 PM *Internet of Your Things*

Fabio Santini, Director of Developer Experience and Evangelism Division, **Microsoft**

12:55 PM *ABO DATA accompanies the Cimbali Group into the world of IoT*

Luca Bixio, Head of Technical Account Management, **Abo Data**

1:15 PM CLOSING REMARKS



IOT, SIM 2.0, SMART ID AND MOBILE PAYMENTS: DRIVERS FOR EMBEDDED COMMERCE

ROOM ASIA A | h 11:40 AM - 12:40 PM

The development of the Internet of Things has two effects: the arrival of new SIM standards and formats, adapted to the M2M applications, and the birth of so-called "Embedded Commerce", or payment services solutions "integrated" into "intelligent" objects or into machines. This session will present opportunities and problems.

Chairman **Roberto Garavaglia**, Management Consultant and Innovative Payment Strategy Advisor

11:40 AM OPENING REMARKS

Riding the future of Tokens: between IoT and Smart Payment the Embedded Commerce rises up

Roberto Garavaglia, Management Consultant and Innovative Payment Strategy Advisor

12:00 PM *eSIM: a new perspective for the M2M market adoption*

Sergio Cozzolino, SIM Group Chairman, **GSMA** Innovation Dept., **Telecom Italia**

12:20 PM *M2M for payments or payments for M2M?*

Roberto Premazzi, CEO & Co-Founder, **Wallet-E**

12:40 PM CLOSING REMARKS

103

TECNOLOGIE, PRODOTTI E PIATTAFORME HW / SW PER COSTRUIRE RAPIDAMENTE SOLUZIONI IOT "MARKET READY"

loX SALA ASIA D | ore 11:40 - 13:10

IN COLLABORAZIONE CON
Firmware

IoT sta diventando il nuovo settore di sviluppo per molti professionisti del Web 1.0 e 2.0 ma costruire una soluzione "market ready" non è semplice. Questa sessione presenta come passare dall'idea alla realizzazione di una soluzione IoT pronta, affrontando un percorso complesso che richiede conoscenze di integrazione di hardware e software.

Chairman **Roberto Armani**, Editor in Chief, **Inware Edizioni**

11:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

11:50 *Antennas - The key for success in your IoT / M2M application*
Harald Naumann, Sales Director, **Tekmodul**

12:10 *Estendere la catena del valore dell'IoT con l'interazione fra le persone*
Cosimo Palmisano, VP of Product, **Decisyon**

12:30 *MIOT: piattaforma hardware e software per le applicazioni dell'Internet of Energy*
Giulia Baccarin, CEO, **MIPU Social Good Accelerator**

12:50 *Space Bunny. Il marketplace IoT per i tuoi dati*
Andrea Mazzini, Co-founder and CEO, **Fancy Pixel**

13:10 CHIUSURA DEI LAVORI

103

HW / SW TECHNOLOGIES, PRODUCTS AND PLATFORMS TO BUILD QUICKLY "MARKET READY" IOT SOLUTIONS

loX ROOM ASIA D | h 11:40 AM - 1:10 PM

IN COLLABORAZIONE WITH
Firmware

The IoT is becoming the new area of development for many Web 1.0 and 2.0 professionals, but building a "market ready" solution is not simple. This session shows how to move from the idea to the realisation of a ready-made IoT solution, addressing a complex route that requires knowledge of hardware and software integration.

Chairman **Roberto Armani**, Editor in Chief, **Inware Edizioni**

11:40 AM OPENING REMARKS

11:50 AM *Antennas - The key for success in your IoT / M2M application*
Harald Naumann, Sales Director, **Tekmodul**

12:10 PM *How to Expand the IoT value chain with human interaction*
Cosimo Palmisano, VP of Product, **Decisyon**

12:30 PM *MIOT: a software and hardware platform for the industrial and retail applications of the Internet of Energy*
Giulia Baccarin, CEO, **MIPU Social Good Accelerator**

12:50 PM *Space Bunny. The IoT marketplace for your data*
Andrea Mazzini, Co-founder and CEO, **Fancy Pixel**

1:10 PM CLOSING REMARKS

102

IOT FOR DIGITAL MARKETING: COME INTEGRARE SMART THINGS, SMART TAG, WEB E SOCIAL PER LA MIGLIORE UX

loX SALA AFRICA | ore 14:00 - 15:30

Molti analisti prevedono che la prossima area di sviluppo del digital marketing sarà l'Internet of Things. Nel prossimo futuro saranno integrati Web, Social Networks, Smart Things, ecc. per creare, nel punto vendita ma anche in strada, nuovi momenti di contatto con il cliente basati su una User Experience più interattiva e coinvolgente.

Chairman **Edoardo Colombo**, Innovation and Digital Tourism Expert

14:00 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

14:10 *IOT Marketing: come rendere i punti di contatto fisici dei brand più memorabili per i consumatori*
Massimo Cortinovis, CEO, **Stylum**

14:30 *RFID, NFC & BLE ambientate nell'IoT: le scintille della filiera condivisa del dato*
Paola Visentin, Marketing & Communication Manager, **RFID Global**

102

IOT FOR DIGITAL MARKETING: HOW TO MATCH SMART THINGS, SMART TAG, WEB AND SOCIAL FOR THE BEST UX

loX ROOM AFRICA | h 2:00 PM - 3:30 PM

Many analysts predict that the next area for the development of digital marketing will be the Internet of Things. In the near future, the Web, Social Networks, Smart Things, etc. will be integrated to create, at the point of sale but also in the street, new moments of contact with customers based on a more interactive and engaging User Experience.

Chairman **Edoardo Colombo**, Innovation and Digital Tourism Expert

2:00 PM OPENING REMARKS

2:10 PM *IOT Marketing: making brands' physical touch points memorable for the consumers*
Massimo Cortinovis, CEO, **Stylum**

2:30 PM *RFID, NFC & BLE in the "IoT context": the sparks of the data chain*
Paola Visentin, Marketing & Communication Manager, **RFID Global**

- 14:50** *Internet of Things: Business Design Approach Experiences*
Silvia Minenti, Designer, **BSD**
Maurizio Mesenzani, Partner, **BSD**
- 15:10** *Applicazione delle tecnologie semantiche per le attività di OSINT*
Matteo Grella, Head of Data Scientists, **Damantic**
- 15:30** **CHIUSURA DEI LAVORI**

- 2:50 PM** *Internet of Things: Business Design Approach Experiences*
Silvia Minenti, Designer, **BSD**
Maurizio Mesenzani, Partner, **BSD**
- 3:10 PM** *Semantic technology applied to OSINT activities*
Matteo Grella, Head of Data Scientists, **Damantic**
- 3:30 PM** **CLOSING REMARKS**



SMART METERING AL SERVIZIO DI SMART GRID E SMART CITY

smartenergy

IN COLLABORAZIONE CON



ENERGIAMEDIA

SALA ASIA D | ore 14:15 - 17:00

Direttive europee sull'efficienza, fine dei mercati a maggior tutela, piani di sviluppo per reti idriche moderne, processi di maggior consapevolezza per il cliente finale. Tutto porta al dibattito sulla centralità degli Smart Meter in ambito Smart City, secondo processi evolutivi che riguarderanno in particolare elettricità, gas, acqua e calore. Un tema che va affrontato in termini di filiera industriale, in grado di toccare e far crescere ogni singola componente tecnologica, sia essa legata ai Meter, concentratori, fino alle telecomunicazioni.

Chairman **Emanuele Martinelli**, CEO, **industriaenergia.it**

- 14:15** **SALUTI DI BENVENUTO E APERTURA DEI LAVORI**
- 14:20** *Smart gas meters "per" il cliente finale. Siamo nella giusta direzione?*
Diego Gajani, Managing Director, **MeterSIt**
 Coordinator Gas Static Smart Meters,
ANIE - Federazione Nazionale Imprese Elettrotecniche ed Elettroniche
- 14:40** *Il Telecontrollo, tecnologia made in Italy per la sostenibilità della smart community*
Domenico Dellarole, Member of the Remote Control, Monitoring and Automation for Public Utilities Networks Group, **ANIE Automazione**
- 15:00** *Smart metering, smart planning! Reti "smart" a 169MHz*
Giorgio Di Bella, Sales Director, **Sedicom**
- 15:20** *Svelare l'energia nascosta: un approccio innovativo all'efficienza energetica*
Marianna Benetti, Ceo & President, **VEIL Energy**
- 15:40** *Linear Technology/Dust Networks: Wireless Sensor Networks and Energy Harvesting marriage*
Maurizio Pogliani, Field Application Engineer, **Linear Technology**
- 16:00** *Tecnologie e Servizi per un mondo Smart*
Maurizio Bianchi, CTO, R&D Manager, **Power Engineering**
- 16:20** *The internet of "distant" things*
Yann Guiomar, CEO, **Sensing Labs**
- 16.40** *Smart metering come opportunità per le aziende multiservizio*
Silvia Tonoli, Smart Metering Manager, **A2A**
- 17:00** **CHIUSURA DEI LAVORI**



SMART METERING FOR SMART GRID AND SMART CITY

smartenergy

IN COLLABORATION WITH



ENERGIAMEDIA

ROOM ASIA D | h 2:15 PM - 5:00 PM

The European directive on efficiency, end of highly protected markets, development plans for water networks, and processes aimed at more awareness for the end customer. Everything leads to the debate on the central role of the Smart Meter in the context of the Smart City, according to developmental processes that will focus particularly on electricity, gas, water and heat. A theme that must be addressed in terms of the industrial chain, and one capable of affecting and causing development in every single technological component, whether connected to the Meter, concentrators or telecommunications.

Chairman **Emanuele Martinelli**, CEO, **industriaenergia.it**

- 2:15 PM** **OPENING REMARKS**
- 2:20 PM** *Smart gas meters "focused" on end user. Are we in the right direction?*
Diego Gajani, Managing Director, **MeterSIt**
 Coordinator Gas Static Smart Meters,
ANIE - Federazione Nazionale Imprese Elettrotecniche ed Elettroniche
- 2:40 PM** *Remote Control, technology Made in Italy for the smart community sustainability*
Domenico Dellarole, Member of the Remote Control, Monitoring and Automation for Public Utilities Networks Group, **ANIE Automazione**
- 3:00 PM** *Smart metering, smart planning! "Smart" networks at 169MHz*
Giorgio Di Bella, Sales Director, **Sedicom**
- 3:20 PM** *Unveiling The Hidden Energy*
Marianna Benetti, Ceo & President, **VEIL Energy**
- 3:40 PM** *Linear Technology/Dust Networks: Wireless Sensor Networks and Energy Harvesting marriage*
Maurizio Pogliani, Field Application Engineer, **Linear Technology**
- 4:00 PM** *Technologies and Services for a Smart world*
Maurizio Bianchi, CTO, R&D Manager, **Power Engineering**
- 4:20 PM** *The internet of "distant" things*
Yann Guiomar, CEO, **Sensing Labs**
- 4.40 PM** *Smart metering as an opportunity for multi-utility companies*
Silvia Tonoli, Smart Metering Manager, **A2A**
- 5:00 PM** **CLOSING REMARKS**

SS2

INTERNET OF THINGS, IL NUOVO ACCELERATORE PER LO SVILUPPO DI SMART BUILDING E SMART LIGHTING

smartenergy SALA ASIA A | ore 14:30 - 17:00

M2M e Internet of Things stanno accelerando l'evoluzione di due aree: l'illuminazione e la building automation, introducendo quella "intelligenza" negli apparati e soluzioni che porta a importanti risparmi sia a livello energetico che nella gestione complessiva degli impianti tecnologici. Questa sessione farà il punto sulle novità emergenti.

Chairman **Sergio Sciarmella**, Owner, **Next Manager**

14:30 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

Il lungo viaggio di Internet: dai laboratori di ricerca agli Smart Building con l'IoT

Sergio Sciarmella, Owner, **Next Manager**

14:50 *Internet of Buildings (IoB): la visione di ABB per l'ecosistema delle soluzioni di Building Automation*
Philip Juneau, Head of Global Alliances & Strategic Accounts, Building Automation, **ABB - Low Voltage Division**

15:10 *Il consumo energetico come base di integrazione IoT per lo smart building*
Adriano Cerocchi, Member of Research Center, **Cyber Security CIS Sapienza - CEO, Over**

15:30 *EDISON Solution: back to the DC lighting*
Dario Di Zenobio, Director EDISON Project, **FUB - Fondazione Ugo Bordoni**

15:50 *EDISON smart lighting Brussels case study: cost, role and benefit of ICT*
Kris Steenhaut, Prof., Vrije Universiteit Brussel, **ETRO**

16:10 *Presentazione di Bitech: il progetto di Building intelligente e tecnologico di Anie e Anima Confindustria*
Davide Colombo, Spokesman for the Building Group, **Anie/Anima Confindustria**

16:30 TAVOLA ROTONDA

Chairman **Dario Di Zenobio**, Director EDISON Project, **FUB - Fondazione Ugo Bordoni**

Partecipano:

Adriano Cerocchi, Member of Research Center, **Cyber Security CIS Sapienza - CEO, Over**
Davide Colombo, Spokesman for the Building Group, **Anie/Anima Confindustria**
Riccardo Izzi, Responsible for Building Automation Business Development, **ABB - ABB SACE Division**
Sergio Sciarmella, Owner, **Next Manager**

17:00 CHIUSURA DEI LAVORI

SS2

INTERNET OF THINGS, THE NEW ACCELERATOR FOR SMART BUILDING AND SMART LIGHTING DEVELOPMENT

smartenergy ROOM ASIA A | h 2:30 PM - 5:00 PM

M2M and the Internet of Things are accelerating developments in two areas: lighting and building automation, introducing "intelligence" into devices and solutions that lead to significant savings both in terms of energy and in the overall management of technological systems. This session will focus on emerging news.

Chairman **Sergio Sciarmella**, Owner, **Next Manager**

2:30 PM OPENING REMARKS

The Internet evolution: from research laboratories to Smart Buildings with the IoT

Sergio Sciarmella, Owner, **Next Manager**

2:50 PM *Internet of Buildings (IoB): ABB's vision for the ecosystem in Building Automation Solutions*
Philip Juneau, Head of Global Alliances & Strategic Accounts, Building Automation, **ABB - Low Voltage Division**

3:10 PM *Energy consumption measuring: the new IoT deal for smart buildings*
Adriano Cerocchi, Member of Research Center, **Cyber Security CIS Sapienza - CEO, Over**

3:30 PM *EDISON Solution: back to the DC lighting*
Dario Di Zenobio, Director EDISON Project, **FUB - Fondazione Ugo Bordoni**

3:50 PM *EDISON smart lighting Brussels case study: cost, role and benefit of ICT*
Kris Steenhaut, Prof., Vrije Universiteit Brussel, **ETRO**

4:10 PM *BiTech: Building Intelligent technology, a project by Anie and Anima Confindustria*
Davide Colombo, Spokesman for the Building Group, **Anie/Anima Confindustria**

4:30 PM ROUND TABLE

Chairman **Dario Di Zenobio**, Director EDISON Project, **FUB - Fondazione Ugo Bordoni**

With the participation of:

Adriano Cerocchi, Member of Research Center, **Cyber Security CIS Sapienza - CEO, Over**
Davide Colombo, Spokesman for the Building Group, **Anie/Anima Confindustria**
Riccardo Izzi, Responsible for Building Automation Business Development, **ABB - ABB SACE Division**
Sergio Sciarmella, Owner, **Next Manager**

5:00 PM CLOSING REMARKS

SS3

SMART MOBILITY AND INFRASTRUCTURES: INFRASTRUTTURE INTELLIGENTI PER LA MOBILITÀ DEI CITTADINI E DELLE IMPRESE

IN COLLABORAZIONE CON



SmartMobilityWorld

SALA ASIA C | ore 14:30 - 16:10

La sessione analizza l'evoluzione delle tecnologie abilitanti, dei sistemi di tracciamento e navigazione e delle reti di comunicazioni integrabili con la strumentazione di bordo per monitorare lo stato operativo dei veicoli pubblici e privati, la localizzazione geografica sul territorio e l'ottimizzazione dei percorsi.

Chairman **Marco Tuolla**, Business Development, **SharedVISION****14:30 SALUTI DI BENVENUTO E APERTURA DEI LAVORI**

14:40 *The ALICE European Technology Platform: towards a global logistic interconnectivity for a more competitive and sustainable industry*
Paola Cossu, Executive Board Member, **European Technology Platform ALICE** - CEO, **FIT Consulting**

15:00 *TomTom Telematics: il coach dei tuoi autisti. Un nuovo modo di intendere il fleet management*
Marco Federzoni, Sales Director, **TomTom Telematics Italy**

15:20 *Mobilità 2.0: l'e-ticketing trasforma il trasporto pubblico locale in un sistema interconnesso*
Stefano Cerchier, General Manager, **ATVO**

15:40 *Crescere nella catena del valore: Vodafone Automotive*
Marco Canesi, Head of Telematics Products Management, **Vodafone Automotive**

16:00 *Smart Mobility World - 2015 World Edition preview***16:10 CHIUSURA DEI LAVORI****SS3**

SMART MOBILITY: INTELLIGENT INFRASTRUCTURES FOR CITIZENS AND ENTERPRISES MOBILITY

IN COLLABORAZIONE WITH



SmartMobilityWorld

ROOM ASIA C | h 2:30 PM - 4:10 PM

The session will analyse the evolution of enabling technologies, tracking and navigation systems and communications networks that can be integrated with on-board instrumentation in order to monitor the operating status of public and private vehicles, their geographical location in the country and route optimisation.

Chairman **Marco Tuolla**, Business Development, **SharedVISION****2:30 PM OPENING REMARKS**

2:40 PM *The ALICE European Technology Platform: towards a global logistic interconnectivity for a more competitive and sustainable industry*
Paola Cossu, Executive Board Member, **European Technology Platform ALICE** - CEO, **FIT Consulting**

3:00 PM *TomTom Telematics: the coach for your drivers. A new fleet management*
Marco Federzoni, Sales Director, **TomTom Telematics Italy**

3:20 PM *Mobility 2.0: the e-ticketing makes the local public transport in an interconnected system*
Stefano Cerchier, General Manager, **ATVO**

3:40 PM *Moving up the value chain: Vodafone Automotive*
Marco Canesi, Head of Telematics Products Management, **Vodafone Automotive**

4:00 PM *Smart Mobility World - 2015 World Edition preview***4:10 PM CLOSING REMARKS****IO1**

IOT: UNO STRUMENTO DI SVILUPPO DELL'ECONOMIA DIGITALE ITALIANA

**SALA ASIA B** | ore 14:30 - 16:30

L'IoT è sicuramente uno strumento per lo sviluppo del digitale in Italia ma in particolare può essere un supporto al "Made in Italy". Saranno presentate opportunità tecnologiche e di business ma anche relativi problemi tra cui la forte mancanza di figure professionali con i nuovi skills richiesti.

Chairman **Luca Lepore**, Representative for European E-skills for Jobs Steering Committee, **ANITEC**
Corporate Affairs CSR Manager, **Cisco Systems Italy****14:30 SALUTI DI BENVENUTO E APERTURA DEI LAVORI**

14:30 *Come crescere nel mercato dell'Internet of Everything*
Luca Lepore, Representative for European E-skills for Jobs Steering Committee, **ANITEC** - Corporate Affairs CSR Manager, **Cisco Systems Italy**

IO1

IOT: A DEVELOPMENT TOOL FOR DIGITAL ECONOMY IN ITALY

**ROOM ASIA B** | h 2:30 PM - 4:30 PM

The IoT is definitely a tool for digital development in Italy but in particular it can be a support to the notion of "Made in Italy". Technological and business opportunities will be presented as well as related problems, including a serious lack of professionals with the required new skills.

Chairman **Luca Lepore**, Representative for European E-skills for Jobs Steering Committee, **ANITEC**
Corporate Affairs CSR Manager, **Cisco Systems Italy****2:30 PM OPENING REMARKS**

2:30 PM *How to thrive in Internet of Everything economy*
Luca Lepore, Representative for European E-skills for Jobs Steering Committee, **ANITEC** - Corporate Affairs CSR Manager, **Cisco Systems Italy**

- 14:50** *Rilanciare il made in Italy con soluzioni vincenti nella rivoluzione Cyber-Physical*
Marco Zampolli, Product Sales Manager and Smart Manufacturing Business Development Manager Europe, **Advantech**
- 15:10** *Digital workers in the IoT era*
Mario Polosa, Marketing Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**
- 15:30** *I profili legali dell'Internet of Things*
Nicola Fabiano, Lawyer - Privacy Professional and ICT legal advisor, **Studio Legale Fabiano**
- 15:50** *Casa Jasmina: l'appartamento connesso open-source firmato Arduino*
Lorenzo Romagnoli, Interaction Designer, **Arduino**
- 16:10** *Il Ruolo delle Piattaforme IoT nei Progetti Smart City*
Saverio Romeo, Principal Analyst, **Beecham Research**
- 16:30** **CHIUSURA DEI LAVORI**

- 2:50 PM** *Reviving the made in Italy with winning solutions in the Cyber-Physical revolution*
Marco Zampolli, Product Sales Manager and Smart Manufacturing Business Development Manager Europe, **Advantech**
- 3:10 PM** *Digital workers in the IoT era*
Mario Polosa, Marketing Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**
- 3:30 PM** *Internet of Things and legal issues*
Nicola Fabiano, Lawyer - Privacy Professional and ICT legal advisor, **Studio Legale Fabiano**
- 3:50 PM** *Casa Jasmina: the open-source connected apartment by Arduino*
Lorenzo Romagnoli, Interaction Designer, **Arduino**
- 4:10 PM** *The Role of IoT Platforms in Smart City Projects*
Saverio Romeo, Principal Analyst, **Beecham Research**
- 4:30 PM** **CLOSING REMARKS**



GLI STANDARD EMERGENTI NEL MONDO IOT / M2M E LE PIATTAFORME DI SVILUPPO DISPONIBILI

SALA AFRICA | ore 15:30 - 17:00

Azure IoT Suite

A cominciare dalla definizione dell'Internet of Things e da una breve analisi del mercato, si fornirà una panoramica dei principali scenari applicativi che già oggi sono una realtà concreta. In seguito, attraverso un esempio di telemetria, realizzeremo uno scenario end-to-end per la trasformazione dei dati grezzi provenienti da un sensore in informazioni utili per effettuare analisi e prendere decisioni.

Roberto Andreoli, Director of Technical Evangelism, **Microsoft**
Erica Barone, Technical Evangelist, **Microsoft**
Paolo Patierno, Senior Software Engineer, **Leonardo Ricerche**



EMERGING STANDARDS IN IOT / M2M'S WORLD AND THE DEVELOPMENT PLATFORMS AVAILABLE

ROOM AFRICA | h 3:30 PM - 5:00 PM

Azure IoT Suite

Starting with the definition of the Internet of Things and a brief analysis of the market, we will provide an overview of the main scenarios that are already a reality today. Following, through a simple telemetry example, we will develop an end-to-end scenario to transform raw data into actionable insights.

Roberto Andreoli, Director of Technical Evangelism, **Microsoft**
Erica Barone, Technical Evangelist, **Microsoft**
Paolo Patierno, Senior Software Engineer, **Leonardo Ricerche**

INTERNET OF THINGS

Soluzioni per la Smart Mobility



PROGRAMMA CONFERENZA

CONFERENCE PROGRAM

MERCOLEDÌ 29 | WEDNESDAY 29

MS2

SMART ENERGY: ARRIVA "INTERNET OF ENERGY" A SUPPORTO DI CLIENTI E MERCATI "SMART"

smartenergy

IN COLLABORAZIONE CON



ENERGIAMEDIA

SALA AFRICA | ore 9:30 - 11:20

Il punto della situazione concreto sul cambio di paradigma tra generazione centralizzata e distribuita. Una riflessione sulla reale volontà del paese di muoversi verso una transazione "di sistema" che potrà portare - in una prospettiva a medio termine - a un ulteriore rilancio delle rinnovabili proprio in ottica Smart Energy. Il Paese si prepara inoltre alla sfida della totale apertura dei mercati energetici; nel 2018 si metterà fine infatti al mercato a maggior tutela, con (positive) ripercussioni nel rapporto con i cittadini.

Chairman **Emanuele Martinelli**, CEO, industriaenergia.it

9:00 **REGISTRAZIONE**

9:30 **SALUTI DI BENVENUTO E APERTURA DEI LAVORI**

9:40 *Il contributo del prosumer alla flessibilità del sistema elettrico*
Gianluigi Proserpio, Senior Researcher, **RSE**

10:00 *I SEU, le reti elettriche private (sistemi di distribuzione chiusi) e il nuovo mercato dei servizi di dispacciamento nella generazione distribuita*
Emilio Sani, Partner, **Macchi di Cellere Gangemi Studio Legale**

10:20 *Business process transformation using IoT*
Virginio Mario Costamagna, Sales Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**

10:40 *Il Wireless Broadband come elemento chiave per l'interconnessione di infrastrutture per i Mercati Verticali*
Riccardo Montanari, Regional Sales Manager Italy & DACH (Deutschland, Austria, Swiss), **Cambium Networks**

11:00 *L'evoluzione dei mercati dell'energia nel processo di liberalizzazione e lo spazio per nuove tecnologie di dialogo con i clienti finali*
Claudio Moscardini, Managing Director Business Unit Gas & Power, **Sorgenia**

11:20 **CHIUSURA DEI LAVORI**

MS2

SMART ENERGY: "INTERNET OF ENERGY" AS SUPPORT OF "SMART" CLIENTS AND MARKETS

smartenergy

IN COLLABORAZIONE CON



ENERGIAMEDIA

ROOM AFRICA | h 9:30 AM - 11:20 AM

The current situation regarding the paradigm shift between centralised and distributed generation. A reflection on the real desire of the country to move towards a "system" transaction that may lead - in the medium term - to a further revival in optical Smart Energy renewables. The country is also preparing for the challenge of fully opened up energy markets; in 2018, in fact, it will put an end to the highly protected market, with (positive) consequences for relationships with citizens.

Chairman **Emanuele Martinelli**, CEO, industriaenergia.it

9:00 AM **REGISTRATION**

9:30 AM **OPENING REMARKS**

9:40 AM *The contribution of the prosumer to the electrical system flexibility*
Gianluigi Proserpio, Senior Researcher, **RSE**

10:00 AM *SEU, private electric grids (SDC) and the new market of dispatching services in the Distributed Generation*
Emilio Sani, Partner, **Macchi di Cellere Gangemi Studio Legale**

10:20 AM *Business process transformation using IoT*
Virginio Mario Costamagna, Sales Manager Business Unit M2M & IoT Services, **Telecom Italia Digital Solutions**

10:40 AM *The Wireless Broadband as key factor to connect the infrastructures for the vertical Markets*
Riccardo Montanari, Regional Sales Manager Italy & DACH (Deutschland, Austria, Swiss), **Cambium Networks**

11:00 AM *The evolution of energy markets in the process of liberalization and opportunities for new technologies connecting customers to providers*
Claudio Moscardini, Managing Director Business Unit Gas & Power, **Sorgenia**

11:20 AM **CLOSING REMARKS**

BS2

TECNOLOGIE E SOLUZIONI M2M: QUALI NOVITÀ PER GLI UTILIZZATORI?

SALA ASIA A | ore 9:30 - 11:30

I requisiti cui si deve uniformare la prossima generazione di moduli embedded - che saranno diffusi in larga scala nelle reti M2M/IoT - sono fortemente legati alla convergenza delle funzionalità di sensoristica, comunicazione e connettività. Questa sfida interessa soprattutto i dispositivi non consumer destinati all'utilizzo in ambienti ostili e ai quali si richiede lunga durata, basso consumo di energia e dimensioni ridotte.

Chairman **Arsenio Spadoni**, Editor in chief & Founder, **Elettronica In**

BS2

M2M TECHNOLOGIES AND SOLUTIONS: WHICH ARE THE NEWS IN THE MARKET?

ROOM ASIA A | h 9:30 AM - 11:30 AM

The requirements which must standardise the next generation of embedded modules - which will be released on the M2M/IoT networks on a large scale - are strongly related to the functional convergence of sensors, communication and connectivity. This challenge concerns above all non-consumer devices intended for use in hostile environments and for which long life, low power consumption and small size are required.

Chairman **Arsenio Spadoni**, Editor in chief & Founder, **Elettronica In**

9:00**REGISTRAZIONE****9:30****SALUTI DI BENVENUTO E APERTURA DEI LAVORI**

Sistemi Long Range a basso consumo, un nuovo approccio per l'IoT: Lora e Sigfox
Arsenio Spadoni, Editor in chief & Founder, **Eletronica In**

9:50

Global Compliance for the Smart World
Joe Lomako, Business Development M2M, **Underwriters Laboratories**

10:10

Gemalto M2M comprehensive offer
Paolo Fuccella, Technical Sales Manager, **Gemalto**

10:30

IoT and next generation M2M applications
Diego Grassi, Senior Market Development Manager, **U-blox**

10:50

CloudGate un gateway modulare e programmabile per tutte le applicazioni IoT
Mario Recinella, Sales Manager, **Option**

11:10

Intervento a cura di
Stuart Lodge, International Business Development Director, **SIGFOX**

11:30**CHIUSURA DEI LAVORI**

M2M / IOT PER IL BUSINESS: TECNOLOGIE, INFRASTRUTTURE E SOLUZIONI PER LE IMPRESE CONNESSE

SALA ASIA B | ore 9:30 - 11:20

Grazie alla natura pervasiva del M2M/IoT si rende necessario utilizzare infrastrutture aperte e integrate in grado di combinare il controllo dei device intelligenti (Cloud) con la gestione delle informazioni (Big Data). L'utilizzo di queste piattaforme diventa fondamentale per tutte le imprese che vogliono utilizzare l'IoT.

Chairman **Paolo Galvani**, Associate Partner, **Indigo Communication****9:00****REGISTRAZIONE****9:30****SALUTI DI BENVENUTO E APERTURA DEI LAVORI****9:40**

Enabling successful business transformation with IoT
Patrick Pax, Business Development Director, **Orange Business Services**

10:00

How to simplify M2M/IoT solutions and securing business value
Dan Mårtensson, VP Service Business Line, **Sierra Wireless**

10:20

OGICloud: il cloud privato per il tuo progetto IoT!
Diego Sampaoli, CEO, **fastERA**

10:40

Which technologies (3G, 4G, 4, 5G) for which IoT and M2M markets?
Jean-Michel Gaillard, West Europe M2M Business Development Manager, **Huawei**

11:00

Subscription Management: una tecnologia abilitante per nuovi modelli di business nel M2M
Giancarlo Celentano, Sales Director, **Giesecke & Devrient**

11:20**CHIUSURA DEI LAVORI****9:00 AM****REGISTRATION****9:30 AM****OPENING REMARKS**

Long Range & Low energy consumption, a new approach for IoT: LoRa and Sigfox
Arsenio Spadoni, Editor in chief & Founder, **Eletronica In**

9:50 AM

Global Compliance for the Smart World
Joe Lomako, Business Development M2M, **Underwriters Laboratories**

10:10 AM

Gemalto M2M comprehensive offer
Paolo Fuccella, Technical Sales Manager, **Gemalto**

10:30 AM

IoT and next generation M2M applications
Diego Grassi, Senior Market Development Manager, **U-blox**

10:50 AM

CloudGate a modular and programmable gateway for all IoT segments
Mario Recinella, Sales Manager, **Option**

11:10 AM

Speech by
Stuart Lodge, International Business Development Director, **SIGFOX**

11:30 AM**CLOSING REMARKS**

M2M / IOT FOR BUSINESS: TECHNOLOGIES, INFRASTRUCTURES AND SOLUTIONS FOR CONNECTED ENTERPRISES

ROOM ASIA B | h 9:30 AM - 11:20 AM

Due to the pervasive nature of M2M/IoT, it is necessary to use an open and integrated infrastructure that is able to combine control of intelligent devices (Cloud) with data management (Big Data). The use of this platform is becoming fundamental to all companies that want to use the IoT.

Chairman **Paolo Galvani**, Associate Partner, **Indigo Communication****9:00 AM****REGISTRATION****9:30 AM****OPENING REMARKS****9:40 AM**

Enabling successful business transformation with IoT
Patrick Pax, Business Development Director, **Orange Business Services**

10:00 AM

How to simplify M2M/IoT solutions and securing business value
Dan Mårtensson, VP Service Business Line, **Sierra Wireless**

10:20 AM

OGICloud: the private cloud for your IoT project!
Diego Sampaoli, CEO, **fastERA**

10:40 AM

Which technologies (3G, 4G, 4, 5G) for which IoT and M2M markets?
Jean-Michel Gaillard, West Europe M2M Business Development Manager, **Huawei**

11:00 AM

Subscription Management: an enabling technology for new business models in M2M
Giancarlo Celentano, Sales Director, **Giesecke & Devrient**

11:20 AM**CLOSING REMARKS**



**ENTERPRISE EUROPE NETWORK E HORIZON 2020:
FINANZIAMENTI EUROPEI PER LE IMPRESE INNOVATIVE**



SALA ASIA D | ore 9:30 - 10:30

Horizon 2020 è il programma per la ricerca e l'innovazione dell'Unione Europea che mette a disposizione circa 80 miliardi di euro per il periodo 2014-2020.

Ma chi si può candidare in Horizon 2020 e come sfruttare questa opportunità? Dopo una breve panoramica su Horizon 2020 vedremo nel dettaglio gli strumenti Fast Track to Innovation e SME Instrument che permettono alle imprese europee di finanziare le proprie idee innovative e portarle velocemente sul mercato.

Cinzia Morisco

Project Manager, **Innovhub SSI**
Innovation Division, Special agency for innovation, **Milan Chamber of Commerce**
Enterprise Europe Network, Partner
APRE (Agency for the Promotion of European Research) Desk in Lombardy



SMART HOME E SMART ENERGY: L'INTELLIGENZA PERVADE OGNI "OGGETTO" DOMESTICO

smartenergy

IN COLLABORAZIONE CON



SALA ASIA D | ore 10:40 - 13:10

Le "smart grid", nascono dal connubio "intelligente" tra sistemi e modelli di controllo del consumo, realizzando il passaggio dal sistema elettrico attuale ad uno nuovo in cui anche la domanda è flessibile, adattandosi all'offerta. In questo nuovo scenario, in cui alla soddisfazione dei bisogni dell'utente finale contribuiscono i servizi offerti dalle società di assicurazione, è necessario realizzare infrastrutture di servizio rispettose del ruolo di tutti gli attori coinvolti: dai service provider ai produttori di elettrodomestici.

Chairman **Ciro Lanzetta**, Chief Technology Officer, **i-EM**

10:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

10:50 *Il ruolo dell'ecosistema aperto Energy@home nei futuri scenari di Active Demand: l'esperienza del progetto GreenCom*

Ricardo Tomasi, Head of Research Unit, **ISMB - Istituto Superiore Mario Boella**

11:10 *Sviluppare servizi Smart su modem router DSL aperti. L'importanza della connessione broadband nella distribuzione di soluzioni*

Mauro Moioli, CEO, **Gemino**

11:30 *Ottimizzare l'efficienza energetica, combinando previsioni e sistemi di accumulo: l'esempio dei Energy@home nel progetto SORRISO*

Ciro Lanzetta, Chief Technology Officer, **i-EM**



SMART HOME AND SMART ENERGY: SMART THINGS TURN YOUR ORDINARY HOME INTO A SMART HOME

smartenergy

IN COLLABORAZIONE WITH



ROOM ASIA D | h 10:40 AM - 1:10 PM

The "smart grid", comes from the "intelligent" combination between smart models and smart systems of consumption, making the transition from the existing electrical system to a new one in which the demand is flexible, adapting to the offer. In this new scenario, in which the satisfaction of needs of the end user contribute the services offered by insurance companies, it is necessary to provide infrastructure service respectful of the role of all the actors involved: the service provider to the appliance manufacturers.

Chairman **Ciro Lanzetta**, Chief Technology Officer, **i-EM**

10:40 AM OPENING REMARKS

10:50 AM *The role of the Energy@home open M2M Eco-system in Future Active Demand Scenarios: the GreenCom experience*

Ricardo Tomasi, Head of Research Unit, **ISMB - Istituto Superiore Mario Boella**

11:10 AM *The development of Smart services on open DSL modem. The importance of broadband connection in the solutions deployment*

Mauro Moioli, CEO, **Gemino**

11:30 AM *Optimizing your energy efficiency by combining weather Forecast and Storage systems: the example of the Energy@home project in SMILE*

Ciro Lanzetta, Chief Technology Officer, **i-EM**

11:50 *Smart Home e Smart Energy. Come cambiano le nostre case, le nostre abitudini e il mercato grazie alla "tecnologia semplice"*
Riccardo Izzi, Responsible for Building Automation Business Development, **ABB - ABB SACE Division**

12:10 *Devices for a Connected World*
Davide Bigoni, Technical Solutions Manager, **Samsung Electronics Italia**

12:30 *Smart All: la Systems Integration come fattore abilitante tra tecnologie e servizi*
Filippo Rastelli, Connectivity Solution Manager, **Altran**

12:50 *Dall'Internet of Things all'Internet of Everybody: i servizi possono fare la differenza!*
Valerio Chiaronzi, Chief Commercial Officer, **Europ Assistance Italia**

13:10 **CHIUSURA DEI LAVORI**

11:50 AM *Smart Home and Smart Energy. How our homes, our habits and the market are changing thanks to "simple technology"*
Riccardo Izzi, Responsible for Building Automation Business Development, **ABB - ABB SACE Division**

12:10 PM *Devices for a Connected World*
Davide Bigoni, Technical Solutions Manager, **Samsung Electronics Italia**

12:30 PM *Smart All: Systems Integration the enabling factor between technologies and services*
Filippo Rastelli, Connectivity Solution Manager, **Altran**

12:50 PM *From the Internet of Things to the Internet of Everybody: the services can do the difference!*
Valerio Chiaronzi, Chief Commercial Officer, **Europ Assistance Italia**

1:10 PM **CLOSING REMARKS**



PROFESSIONALITA' E COMPETENZA AL SERVIZIO DELL'EFFICIENZA ENERGETICA

Dalla pianificazione al monitoraggio, la gestione **INTELLIGENTE** dell'Energia si conferma la soluzione vincente. Ad assicurarla è **i-EM**, azienda affermata nel campo delle soluzioni di **Business Intelligence** per la gestione dell'energia.

i-EM, 'Intelligence in Energy Management', fa della gestione intelligente ed integrata delle risorse energetiche il *leitmotiv* della sua attività, grazie alla implementazione di soluzioni affidabili, versatili e soprattutto Intelligenti.

i-EM è il partner ideale delle aziende che operano nel settore energetico e hanno la necessità di gestire in maniera innovativa ed efficace la generazione distribuita, le smart grid, i sistemi di accumulo, i veicoli elettrici e nello specifico l'efficienza energetica.

Per il monitoraggio, l'analisi ed il controllo dei consumi e della produzione, i-EM propone la soluzione **E2Manager**: garanzia di ottimizzazione delle prestazioni e di una gestione attiva dell'efficienza energetica.

E2Manager segue un "percorso" propedeutico alla **ISO50001** ed il classico ciclo **PDCA** (Plan-Do-Check-Act).

Il sistema di monitoraggio **E2Manager** è installabile senza impatto negli ambienti della struttura (uso di **sensori wireless**). Il software, erogato in modalità **SaaS** (Software as a Service) è **fruibile da qualsiasi dispositivo** (pc, tablet, smartphone), con informazioni differenziate per livello di accesso. **E2Manager** è anche uno strumento di **supporto alle decisioni (Decision Support System)**, grazie alla simulazione di interventi correttivi di risparmio energetico (*What-IF*), a cui segue la misura, il controllo ed il check, con il confronto tra i risultati reali e quelli attesi. **E2Manager**, infine, ottimizza la gestione dell'auto-consumo, accoppiando le previsioni di produzione da fonte rinnovabile (solare o eolico) con i sempre più diffusi sistemi di accumulo elettrico.

i-EM è stata premiata nell'ambito del progetto **EnelLab** ed è attualmente partecipata dal gruppo Enel, per l'avanzato sistema di simulazione e di supporto alle decisioni per la gestione intelligente dell'energia.

i-EM è presente a "M2M FORUM" presso l'area demo ENERGY@HOME



CONTATTI
Ragione sociale: **i-EM S.r.l.**
Via Lampredi 45
57121 Livorno (LI) – Italia
Web: www.i-em.eu
Email: info@i-em.eu



SMART FACTORY: LA QUARTA RIVOLUZIONE INDUSTRIALE PASSA DA M2M / IOT

SALA ASIA A | ore 11:40 - 12:40

La Quarta Rivoluzione Industriale o Smart Factory si basa su impianti industriali (macchine, sensori, software e dati) interconnessi tra di loro e integrati nella Rete, attraverso l'IoT. Una rivoluzione destinata a modificare radicalmente le modalità di produzione industriale.

Chairman **Emanuele Menegatti**, Associate Professor, **University of Padua** - Partner & Research Consultant, **IT+Robotics**

11:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

La quarta rivoluzione industriale grazie alla visione 3D per i robot industriali
Emanuele Menegatti, Associate Professor, **University of Padua** - Partner & Research Consultant, **IT+Robotics**

12:00 Sfide e Soluzioni per la trasformazione da Fabbrica organizzata a Fabbrica autoorganizzante
Giambattista Grusso, Associate professor of fundamental of electrical circuits, **Politecnico di Milano-DEIB**

12:20 Come portare la quarta rivoluzione industriale in azienda
Mauro Mezzenzana, Project Portfolio Manager, **Lab#ID & SmartUp-LIUC Università Cattaneo**

12:40 CHIUSURA DEI LAVORI



I PILASTRI SU CUI COSTRUIRE OGNI SOLUZIONE IOT: CLOUD, BIG DATA E CYBERSECURITY

SALA AFRICA | ore 11:40 - 13:10

M2M | IoT è potenzialmente uno dei maggiori contributori ai Big Data e nel contempo un'area tecnologica che potrà beneficiare largamente dai servizi Cloud. Da non sottovalutare inoltre gli aspetti legati alla sicurezza e alla riservatezza, un tema sempre "caldo", e alla connettività che sarà sempre più specializzata per queste applicazioni.

Chairman **Yvette Agostini**, Secretariat, **Cloud Security Alliance Italy Chapter**

11:40 SALUTI DI BENVENUTO E APERTURA DEI LAVORI

Sicurezza dell'IoT: quali rischi e come affrontarli
Yvette Agostini, Secretariat, **Cloud Security Alliance Italy Chapter**

11:50 IoT, oltre la connettività
Antonio Autolitano, Head of Mediterranean Region Communication Services, **Ericsson**

12:10 Securing Things in Industrial IoT. Quanto vale la sicurezza dei tuoi impianti?
Alfredo Cusin, Sales Manager, **Endian**



SMART FACTORY: THE 4TH INDUSTRIAL REVOLUTION CAME THROUGH M2M/IOT

ROOM ASIA A | h 11:40 AM - 12:40 PM

The Fourth Industrial Revolution or Smart Factory is based on production facilities (equipment, sensors, software and data) that are interconnected with each other and integrated into the Web, via the IoT. A revolution destined to radically change industrial production methods.

Chairman **Emanuele Menegatti**, Associate Professor, **University of Padua** - Partner & Research Consultant, **IT+Robotics**

11:40 AM OPENING REMARKS

Advancing industrial production with 3D perception for industrial robots
Emanuele Menegatti, Associate Professor, **University of Padua** - Partner & Research Consultant, **IT+Robotics**

12:00 PM Challenges and solutions for the transformation from Factory organized in Self-Organizing Factory
Giambattista Grusso, Associate professor of fundamental of electrical circuits, **Politecnico di Milano-DEIB**

12:20 PM How to bring the fourth industrial revolution inside the firm
Mauro Mezzenzana, Project Portfolio Manager, **Lab#ID & SmartUp-LIUC Università Cattaneo**

12:40 PM CLOSING REMARKS



CLOUD, BIG DATA AND CYBERSECURITY: THE PILLARS WHERE BUILD EVERY IOT SOLUTIONS

ROOM AFRICA | h 11:40 AM - 1:10 PM

M2M/IoT is potentially one of the biggest contributors to Big Data whilst at the same time being a technological area that will greatly benefit from Cloud services. Also not to be underestimated are the aspects related to security and confidentiality, a theme that is always "hot", and the connectivity that will be more and more specialised for these applications.

Chairman **Yvette Agostini**, Secretariat, **Cloud Security Alliance Italy Chapter**

11:40 AM OPENING REMARKS

IoT Security: what are the risks and how to address them
Yvette Agostini, Secretariat, **Cloud Security Alliance Italy Chapter**

11:50 AM IoT, going beyond the connectivity
Antonio Autolitano, Head of Mediterranean Region Communication Services, **Ericsson**

12:10 PM Securing Things in Industrial IoT. Which is the value of security?
Alfredo Cusin, Sales Manager, **Endian**

- 12:30** *The value of connecting machine with business*
Tiziano Modotti, Sales Manager M2M Products and Solutions, **Eurotech**
- 12:50** *The Age of Data Culture*
Andrea Cardillo, Marketing Director Cloud & Enterprise Business Division, **Microsoft**
- 13:10** **CHIUSURA DEI LAVORI**

- 12:30 PM** *The value of connecting machine with business*
Tiziano Modotti, Sales Manager M2M Products and Solutions, **Eurotech**
- 12:50 PM** *The Age of Data Culture*
Andrea Cardillo, Marketing Director Cloud & Enterprise Business Division, **Microsoft**
- 1:10 PM** **CLOSING REMARKS**



HIGH-TECH REHAB: INNOVATION EMPOWERS DISRUPTIVE CARE

ROOM ASIA B | h 2:00 PM - 5:00 PM

IN COLLABORATION WITH



Rehabilitation is how to restore the frail human being, as a whole, when one or more functions are lost and its own precious physical and relational balance is in danger. High-level rehabilitation is based on three actions: delivering treatments able to address high complexity in advanced rehab centers; providing continuity of assistance when the patient goes back home; measuring the rehab treatment outcome to evaluate effectiveness and to setup personalized rehab treatments. The elective companion for this path is advanced technology, empowering in an unprecedented way the caregiver's human capability to understand the needs and to deliver the assistance to the patient, providing the data to dynamically measure the rehabilitation outcome. In building the right ecosystem for this virtuous process, a strict partnership is needed between healthcare providers, research communities and innovative, open-minded tech companies ready to accept the challenge of a potentially disruptive care in a sustainable way.

- 2:00 PM** **FONDAZIONE DON GNOCCHI: Introduction**
Dr. F. Gramatica - Head of Health Technology Assessment
- 2:15 PM** **FONDAZIONE DON GNOCCHI: "Consciousness and complexity: from theory to practice"**
Eng. S. Casarotto - Reseach Coordinator, Larice lab
- 2:35 PM** **FONDAZIONE DON GNOCCHI: "Unveiling rehabilitation biomarkers: nanobiophotonics at work"**
Dr. C. Morasso - PhD. Researcher, Laboratory of Nanomedicine and Clinical Biophotonics
- 2:55 PM** **FONDAZIONE DON GNOCCHI: "Innovation Technological approaches to rehabilitation"**
Dr. D. Cattaneo and **Dr. J. Jonsdottir** - PhD. Research physiotherapist
- 3:15 PM** **FONDAZIONE DON GNOCCHI: "Care Lab"**
Eng. P. Meriggi - PhD. Head of ICT and Biomedical Technology Integration Unit and **Dr. I.Olivieri** - Child neuropsychiatry
- 3:35 PM** **MICROSOFT: "Microsoft innovating in Health, leading-edge solutions transforming health delivery models"**
Veronica Jagher, Sr Market Development Manager, Italy, Healthcare Industry Microsoft
- 3:55 PM** **TELEROBOT LABS: "Innovative, open-minded tech company"**
Dr. F. Becchi - Operations Director
- 4:15 PM** **SANT'ANNA: "CYBERLEGS project: research and innovation"**
Eng. N. Vitiello - Scientific Coordinator
- 4:30 PM** **QUESTIONS & CONCLUSIONS**



PITCHFIRE EVENT

ROOM ASIA C | h 3:00 PM - 5:00 PM



The M2M Forum offers a specific program for IoT startups which also includes taking part in a meeting (Pitchfire) for presentation to specialist investors, in particular the Corporate Ventures of the large international industrial groups. Participation in this session is reserved and by invitation only.

PROGRAMMA CONFERENZA

CONFERENCE PROGRAM

GIOVEDÌ 30 | THURSDAY 30



INDUSTRY 4.0 IL VIAGGIO VERSO LA SMART FACTORY

SALA ASIA B | ore 14:00 - 17:00

IN COLLABORAZIONE CON
Lab#ID SMART UP



La sessione presenta soluzioni concrete che consentono alle aziende manifatturiere, anche di piccole e medie dimensioni, di impiegare tecnologie dirompenti quali i Robot collaborativi per apportare innovazione ed efficienza al processo di produzione e agli impianti esistenti.

Chairman **Giuseppe Catalfamo**, Senior Researcher, **Lab#ID - LIUC Università Cattaneo**

14:00 **SALUTI DI BENVENUTO E APERTURA DEI LAVORI**
Marco De Battista, Head of Economic Department,
Unione degli Industriali della Provincia di Varese

14:30 **Topic 1 - Smart Factory: focus Robotica**
*Internet of Things, Services and people:
le nuove tecnologie per la fabbrica del futuro*
Luca Zanella, Business Development Manager,
ABB Italia
Oscar Ferrato, Business Development Manager,
ABB Italia Robotics Division

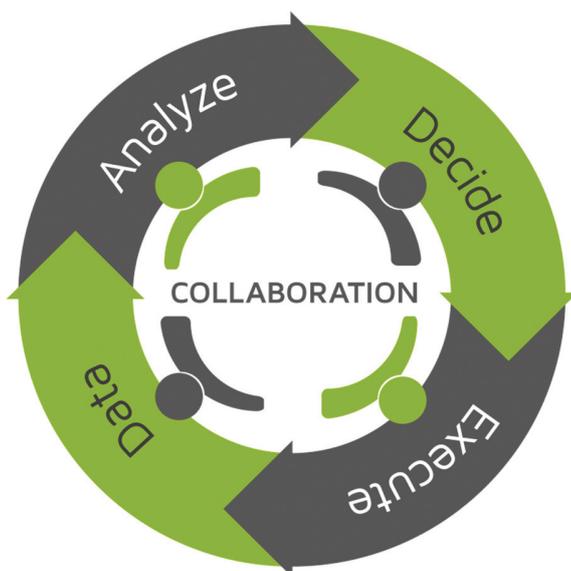
15:00 **Topic 2 - Smart Factory: focus sicurezza nell'IoT**
Internet of Things is here... And now?
Andrea Bonomi, Senior Software Engineer, **Endian**
Massimo Baviera, Marketing and Sales Support
Manager, **ServiTecno**

15:30 **Topic 3 - Smart Factory: focus Fabbricazione Digitale**
*Dal modello 3D alla fabbricazione additiva: fare
prototipi e innovare ad alta velocità*
Giuseppe Catalfamo, Senior Researcher,
Lab#ID - LIUC Università Cattaneo
*Prototipazione digitale e stampa 3D
nel settore dell'occhialeria*
Matteo Milone, Owner, **Mirage**

16:00 **Topic 4 - Smart Factory: focus PLM**
PLM: modelli di business, processi, tecnologie
Intervento a cura di
Viviana La Marca, Head of PLM and manufacturing
solutions, **AgustaWestland**

16:30 **TAVOLA ROTONDA**
con i relatori che hanno contribuito alla sessione

17:00 **CHIUSURA DEI LAVORI**



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Contact

E info@decisyon.com
www.decisyon.com
T @Decisyon_Italy

Stamford - CT, USA

Headquarter
1266 East Main Street
Stamford, CT 06902 USA
T +1-844-329-3972

Rome/Latina - Italy

Development
Latina Fiori Torre 6
T +39 0773 694652

Milan - Italy

European Sales
Piazza IV Novembre 7
T +39 02 87343369

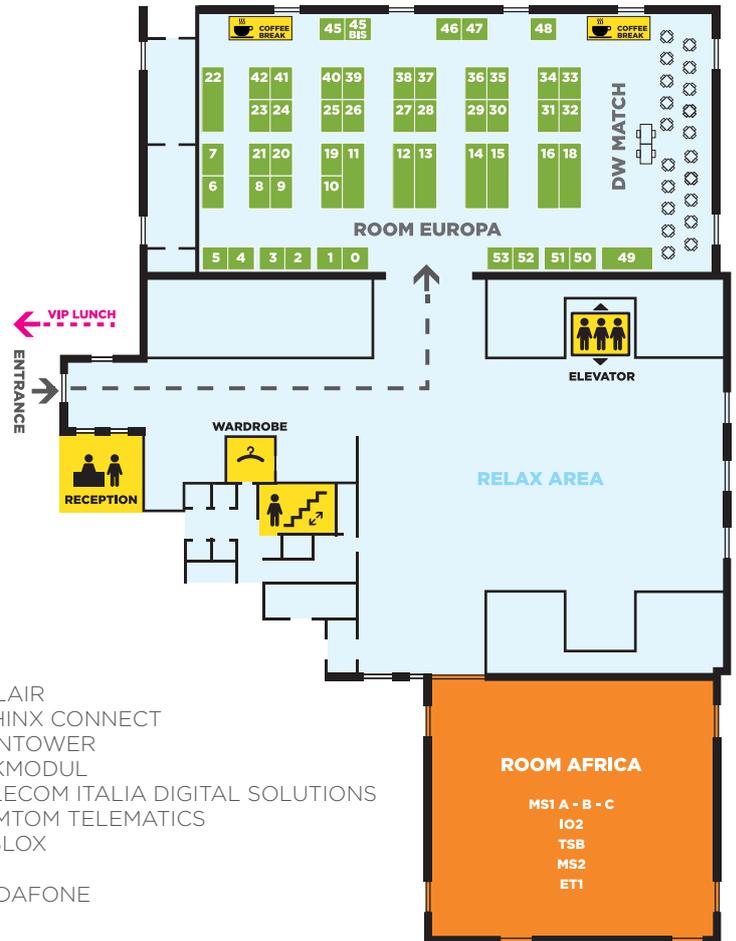
M2M FORUM EXPO AREA

ROOM EUROPA | PIANO 0 | FLOOR 0

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|----|------------------------------------|
| 53 | ABB |
| 10 | ABO DATA |
| 50 | ARROW ELECTRONICS ITALIA |
| 38 | AVNET MEMEC |
| 36 | DECISION ITALY |
| 18 | ENDIAN |
| 29 | ERICSSON |
| 12 | EUROTECH e WEB RATIO |
| 5 | FANCY PIXEL |
| 19 | FASTERA |
| 47 | FIBOCOM e CELTE |
| 52 | FUTURA GROUP |
| 28 | GEMALTO |
| 26 | GIESECKE & DEVRIENT |
| 24 | HUAWEI |
| 51 | INWARE |
| 7 | KERLINK |
| 23 | MELCHIONI |
| 15 | MICROSOFT |
| 3 | MIOT |
| 27 | MISA |
| 20 | NETHIX |
| 42 | NEWLOG CONSULTING |
| 37 | ORANGE BUSINESS SERVICES |
| 41 | POWER ENGINEERING |
| 21 | PWM SEMICONDUCTORS e SIMCOM |
| 16 | RFID GLOBAL BY SOFTWORK e PROTOLAB |
| 14 | SAMSUNG |
| 25 | SARTELCO SISTEMI ed ELA INNOVATION |
| 32 | SEDICOM |
| 30 | SEMTECH |
| 1 | SENSILE TECHNOLOGIES |
| 4 | SENSING LABS |
| 24 | SILICA |
| 0 | SMART MOBILITY WORLD |

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|----|----------------------------------|
| 8 | SOLAIR |
| 6 | SPHINX CONNECT |
| 2 | SPINTOWER |
| 49 | TEKMODUL |
| 13 | TELECOM ITALIA DIGITAL SOLUTIONS |
| 46 | TOMTOM TELEMATICS |
| 9 | U-BLOX |
| 39 | UL |
| 11 | VODAFONE |

PIANO 0 | FLOOR 0



SMART AREA

ROOM EUROPA | PIANO 0 | FLOOR 0

- | | |
|--------|-------------|
| 22 | ENERGY@HOME |
| 45 | ALYT |
| 40 | APIO |
| 40 | GEMINO |
| 45 BIS | I-EM |
| 45 BIS | RELOC |

Dimostratore di Smart Home con elettrodomestici connessi, smart meter, broadband gateway e dispositivi di home automation. Nuove metafore di interazione basate su gesti, realtà aumentata e linguaggio naturale.

Smart Home Demonstrator based upon interaction between smart appliances, smart meter, broadband gateway and home automation devices. Includes a multi-modal user interaction system with gesture recognition, augmented reality, and natural language.

DISRUPTIVE BROADBAND EXPO AREA

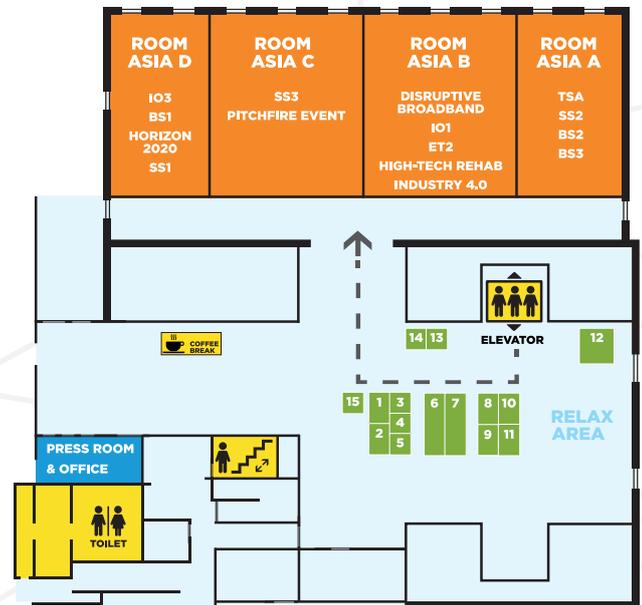
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|----|------------------|
| 35 | AZCOM TECHNOLOGY |
| 31 | CAMBIUM NETWORKS |
| 33 | DIGITEL ITALIA |
| 34 | IPKOM |
| 48 | VOIPVOICE |

ROBOBUSINESS EUROPE EXPO AREA

FOYER | PIANO -1 | 29-30 APRILE
FOYER | FLOOR -1 | 29-30 APRIL

PIANO -1 | FLOOR -1



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