

A 360° perspective on Internet of Things.  
Understanding technology and converting research into business

# IoT 360

THE GATEWAY TO INNOVATION

28-29 October, 2014

Centro Congressi Frentani

Rome - Italy

[www.iot-360.eu](http://www.iot-360.eu)



**LEARN ABOUT  
IOT**

**HANDS-ON  
PRACTICE WITH  
INNOVATION**

**MEET EXPERTS  
&  
INNOVATORS**

**DEVELOP  
&  
MONETIZE**



The European Alliance for Innovation, with the patronage of the European Commission Representation in Italy and in collaboration with Fraunhofer Fokus Institute, La Sapienza University, IBM, INSME and CREATE-NET Institute organizes the Summit “IoT360: the Gateway to Innovation”, taking place in Rome, Italy on the 28th and 29th of October 2014.

IoT360 is in its first edition and focuses entirely on IoT bringing a 360 degree perspective on IoT-related projects and activities and aims to coach involved people on the whole path between research to innovation and all the way through to commercialisation of ideas, projects and technologies.

IoT360 is a powerful and inspirational event that brings together the most influential innovators, leading technologists, researchers and entrepreneurs, industry representatives, makers, vendors, experts, developers and others to plan, learn, network, collaborate, strategize and more effectively tap into the immense potential of the IoT domain.

THE SUMMIT CONSISTS OF A COMPREHENSIVE 2-DAY EVENT THAT WILL FEATURE MAIN PANELS COVERING 3 DIFFERENT TRACKS:

## INNOVATION TRACK

The Innovation track deals with the aspects of taking an idea to market, following through the commercialization process, from idea development all the way through funding. This track will take the participants through the basic steps of how to evaluate an idea, how to assess the IPR readiness of such idea from protection and validity and then through panels and discussions to better prepare the audience for funding readiness.



## TECHNOLOGY TRACK

The Technology track is meant to shed more light over the actual steps taken by different people / organisations to capitalise on what the Internet of Things can deliver. In the various sessions there will be talks and discussion panels from various industry sectors representatives, gathering views on IoT innovation from big organisations and SMEs, comparing and contrasting experiences from companies selling horizontal and vertical solutions, sharing hot topics from the makers community and standardisation bodies, concluding with an overview on privacy and societal implications of IoT.



## COMMUNITY TRACK

The Community track brings people together to network and build the internet of things. This track is the instrument to meet people, companies and organizations. Involved actors will share research plans, kick-start initiatives, formulate new projects and make business. Agile one to one meetings among users facilitate a coral development of the EAI Internet of Things Community.



# iOT360

THE GATEWAY TO INNOVATION



The Summit offers a wide set of collateral activities such as eight technical scientific events covering key aspects of the IoT world among which mobility and smart cities, safety and security, healthcare and urban spaces and many more; an exhibition of new technologies from start-ups and companies, demos of projects and workshops.

The Exhibit provides an excellent opportunity for companies to showcase their business and products, researchers to present their projects and prototypes, to benefit from expert knowledge, meet and match expertise with new partners and make their way to market with the EAI support.



The IOT360 Summit also promotes the “IOT360 Summer School” which will demonstrate what it takes to deliver an IoT-based product from scratch. The School consists of lectures and tutorials as well as a hands-on session where participant teams will be formed to work on selected projects. Lastly the IOT360 HACKATHON addresses entrepreneurs, developers, makers and designers who are willing to hands-on experiment, learn and play with state-of-the-art technologies for the IoT and build IoT related prototypes and solutions.





## WHO SHOULD ATTEND?

- Projects managers focusing on IoT development
- Leading IoT companies and Start-ups
- Investors, business angels and venture capitalists
- Policy leaders from Italian MIUR and EC
- Hackers, IoT Makers and developers
- Exhibitors and keynotes from IoT companies
- Technology experts attending co-located scientific conferences spanning 'Internet of Things' application domains.



## WHY SHOULD YOU ATTEND?

- to get a 360° view on IoT world
- to showcase innovative projects, products and technologies
- to get funding
- to attend several technical scientific conferences all in one place
- to take part in hackathons and workshops
- to connect the research community with global business
- to address challenges and share solutions



## WHO WILL YOU MEET?

- Entrepreneurs
- Academics
- Technologists
- Business Leaders
- Start-ups
- Investors



## WHAT TOPICS WILL BE COVERED?

- IoT Innovation
- Platforms for IoT sensing
- Technology transfer
- Mobile technologies
- IoT in big industries
- Vertical IoT solutions
- Data privacy
- Societal implications of IoT

# SPEAKERS



**JAN FÄRJH**  
VICE PRESIDENT HEAD OF STANDARDIZATION  
AND INDUSTRY AT ERICSSON



**MISCHA DOHLER**  
CHAIR PROFESSOR  
KING'S COLLEGE LONDON



**USMAN HAQUE**  
FOUNDING PARTNER  
UMBRELLIUM & THINGFUL.NET



**MAURIZIO DÈCINA**  
EMERITUS PROFESSOR  
POLITECNICO DI MILANO



**KANG-WON LEE**  
SENIOR VICE PRESIDENT  
R&D AT SK TELECOM



**RICHARD MARK SOLEY**  
CHAIRMAN AND CEO  
DMG



**ALEXANDRA  
DESCHAMPS-SONSINO**  
FOUNDER  
DESIGNSWARM.COM



**GABI ZODIK**  
DEPARTMENT GROUP MANAGER  
IBM



**FAHIM KAWSAR**  
DIRECTOR IOT RESEARCH  
BELL LABORATORIES



**FABIO BELLIFEMINE**  
DIRECTOR  
ENERGY@HOME ASSOCIATION



**MICHELA MAGAS**  
FOUNDER  
MUSIC TECH FEST



**PIERRE KLADNY**  
MANAGING PARTNER  
VALLEYROAD CAPITAL SA

# SPEAKERS



**HARRY DOUKAS**  
RESEARCHER  
CREATE-NET



**IRIS GINZBURG**  
INNOVATION THOUGHT LEADER



**RADU POPESCU-Z.**  
DIRECTOR  
FOKUS



**ROBERTO MINERVA**  
HEAD INNOVATIVE ARCHITECT  
TELECOM ITALIA



**DOMINIQUE GUINARD**  
FOUNDER  
EVRYTHING, LONDON, UK



**SHMUEL UR**  
UR-INNOVATION.COM



**ERNESTO BELISARIO**  
SENIOR PARTNER  
E-LEX LAW FIRM



**FRANCESCA BRIA**  
NESTA SENIOR PROJECT LEAD  
NESTA INNOVATION LAB



**THOMAS MAGEDANZ**  
PROFESSOR  
TU BERLIN / FRAUNHOFER FOKUS



**PAOLO FRANCESCHINI**  
FOUNDER  
IDEA.RE



**SIMONE CICERO**  
FOUNDER  
HOPEN THINK TANK



**ANTONIO F. SKARMETA**  
CO-FOUNDER  
ODINS

# SPEAKERS



**CLAUDIO CARNEVALI**  
CEO  
OPENPICUS



**LEVENT GURGEN**  
R&D PROJECT MANAGER  
CEA-LETI



**CHIARA PETRIOLI**  
FULL PROFESSOR  
CS DEPT. LA SAPIENZA



**ARI SORSANIEMI**  
SCIENTIFIC PROJECT OFFICE  
EUROPEAN COMMISSION



**GIANMARCO BALDINI**  
AC LEADER  
IERC



**RAFFAELE GIAFFREDA**  
AREA HEAD  
SMART IOT GROUP



**FRANCESCA NATALI**  
FUNDS DIRECTOR  
META GROUP



**ALESSANDRO GIORDANI**  
HEAD COMM. INFO & NETWORK  
EUROPEAN COMMISSION



**LUIGI TELESCA**  
COO  
CREATE-NET



**TIZIANA CATARCI**  
FULL PROFESSOR  
LA SAPIENZA



**SANDRO ZILLI**  
EXECUTIVE VICE PRESIDENT  
CONNECT FOUNDATION



**IMRICH CHLAMTAC**  
PRESIDENT  
EAI AND CREATE-NET



# SPEAKERS



**LORENZO MESCHINI**  
CEO  
SISTEMA SRL



**ASSAF MENDELSON**  
MANAGING DIRECTOR  
EAI360



**GIOVANNI MARIA RICCIO**  
PROFESSOR  
UNIVERSITY OF SALERNO



**TIZIANO MODOTTI**  
SALES MANAGER  
EUROTECH

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## EXHIBITORS

IOT360 offers exhibition opportunities to  
suit your needs.

To book exhibition space or for related  
questions please contact:

[projects-exhibit@eai.eu](mailto:projects-exhibit@eai.eu)

## MEDIA PARTNERS



*Still have some questions? Contact us*

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- 🔌 <http://iot-360.eu/registration/>

## REGISTRATION

The IOT360 Summit is a global event that brings together industry representatives, makers, vendors, experts, developers and others to plan, learn, network, collaborate, strategize and more effectively tap into the immense potential of the IoT domain.

Before July 31st  
**199€**  
(VAT Incl.)

After July 31st  
**279€**  
(VAT Incl.)

EXHIBIT BOOTH PACKAGE  
**950€**  
(VAT Incl.)  
Including 2 entrance tickets

Open Pass  
(IOT360 Summit + co-located  
technical conferences)  
**399€**  
(VAT Incl.)

### REGISTRATION TO THE IOT360 SUMMIT WILL ALLOW YOU TO:

- Get 20% discount on the registration for the IOT360 Summer School and for the IoT360 Hackathon
- Attend the two days of the Summit (keynotes, panels, brokerage event...)
- Join all meals during the Summit (lunches and coffee breaks)
- Take part in the official reception/gala dinner
- Access the projects exhibit floor
- Evaluate on-site your favourite project in the Projects Exhibit

REGISTER AT: <http://www.iot-360.eu/registration>