

**Tuesday, June 15**

12:00 p.m. - 7:00 p.m. Registration open

12:00 p.m. - 5:00 p.m. Exhibitor set-up

6:00 p.m. - 8:00 p.m. **Welcome Reception in Exhibit Hall**  
2010 Pioneer Awards Presentation

7:30 p.m.

**Dinner on your own**

- Cafe Bionda
- Chicago Firehouse
- Cuatro
- Forno
- Mike Ditka's Restaurant
- South Coast

**Wednesday, June 16**

8:00 a.m. - 7:00 p.m. Registration open

8:50 a.m. Opening remarks

9:00 a.m. - 10:00 a.m. **Keynote Session: Killer Apps 3.0: Lessons for the Connected World**

Chunka Mui, author of Unleashing the Killer App: Digital Strategies for Market Dominance and managing director for the Devil's Advocate Group

10:00 a.m. - 7:30 p.m. Exhibit Hall open

10:15 a.m. - 11:00 a.m. **Beating the odds, Lessons Learned in M2M**

Sometimes it doesn't quite work out the way you planned. But in every disappointment there is a lesson to be learned that will certainly make your next effort a success. Our panel will talk candidly about their lessons learned in trying to bring product to market unsuccessfully and how it helped them become a success during the next round.

11:10 a.m. - 11:55 a.m. **Intelligent Connected Devices Cultivate New Services**

Sponsored by: 

The world of intelligent connected devices and sensors is quickly evolving and rapidly expanding. John Gantz of IDC forecasts 15 billion devices will be communicating over the network by the year 2015, and woven into the fabric of our lives and businesses. Some of these devices will recognize us and adapt to our requirements for comfort, safety, streamlined commerce, entertainment, education, resource conservation, operational efficiency, and personal well-being.

There will be adaptive and 'smart' environments, from office buildings to retail stores, that will enable innovative usage models and vastly enhanced user experiences. Central to this transition are the connected services facilitated by the sharing of information from M2M (machine-to-machine) technology. Consequently, embedded devices will require much more interoperability and capability, prompting device manufacturers to select open computing platforms with power-efficient performance.

A favorable combination of market conditions, environmental awareness, government regulation, and general society demands are stimulating the demand for intelligent services that improve lifestyle and business efficiency.

Intel is driving this change with significant investment in computing and connectivity technologies. At the center of intelligent devices are intelligent microprocessors that provide the

right performance, energy efficiency, and flexibility to run your applications today and in the future. Not only will Intel architecture drive a robust and flexible infrastructure it will also allow you to design innovative connected devices and services for the next-generation smart world.

Intel Corp., provides products, solutions, and support to the vast M2M industry, creating a fast and trusted path to differentiated products and a time-to-market advantage that can make you even more competitive.

Intel Corporation Innovation. Transforming the way we live, work, and play.

11:55 p.m. - 12:25 p.m. **Lunch**

12:25 p.m. - 1:25 p.m. **Carrier Panel: Who's Number One?**

Hear from the leading carriers in the M2M and connected devices space as they discuss their role in the market, future opportunities, and make a case for why you should do business with their company.

### Consumer

1:35 p.m. - 2:20 p.m. **When All Things Connect—Are We There Yet?**

As more devices become connected through the use of M2M technology, what new opportunities will emerge for both businesses and individuals? Henry Holtzman, Chief Knowledge Officer, MIT Media Laboratory, shares a vision for how technology can ultimately facilitate a world in which physical and virtual environments connect, and how, through the development and implementation of standards, we can create truly unique innovations.

### Healthcare

2:50 p.m. - 3:35 p.m. **Is There a Doctor in the House?**

Standards, regulations, healthcare reform, and more. What's the future of home healthcare? As we look to gain better control of our health and lower the cost of care, how can home healthcare technology help us live longer? Our panel addresses the challenges and opportunities facing connected healthcare technologies today.

### Fleet Management




#### B2B Telematics

From optimizing fleets to reducing insurance premiums to ensuring quality goods and services are received on-time as expected, the B2B telematics market is strong and has limitless potential to increase the value of a business. Get a strategic overview of how to be successful in this space. Learn about the technologies used and get a clear picture on the current state of B2B telematics and the potential for growth.

### Telematics

3:45 p.m. - 4:30 p.m. **The Connected Car Is Here**

When it comes to in-vehicle telematics, it seems every automotive OEM and tier-one supplier has their role in the market. But where do new market growth opportunities exist and who will be driving innovation? This discussion will examine some of the major trends in the market, including embedded vs. handset integration, safety vs. infotainment features, the rise of the electric vehicle, and when we will see an App store for cars, among other topics.

4:40 p.m. - 5:25 p.m.	<p><b>Energy</b> <b>Going Green: Putting Energy Management in Our Control</b></p>	<p>What are the benefits and the dangers of putting energy control in the hands of homeowners? With all the talk of the smart grid and smart meters, do we truly understand the impact these systems could have on our pocket book, the environment, and even our national security?</p>
	<p><b>Personal Navigation</b> <b>What's Next for Navigation?</b></p>	<p>In the world of portable navigation, consolidation and an overall maturing of the market have professionals wondering where new growth opportunities exist. What is the impact of the smartphone on PND sales? What new innovations can we expect? What contents, services, and verticals are most appealing? The answers to these questions and more are answered by our panel of professionals.</p>
7:30 p.m.	Exhibit Hall closes	
8:00 p.m.	<p><b>Dinner on Own</b></p>	<ul style="list-style-type: none"> <li>• Cafe Bionda</li> <li>• Chicago Firehouse</li> <li>• Cuatro</li> <li>• Forno</li> <li>• Mike Ditka's Restaurant</li> <li>• South Coast</li> </ul>
<b>Thursday, June 17</b>		
7:30 a.m. - 3:30 p.m.	Registration open	
10:00 a.m. - 4:00 p.m.	Exhibit Hall open	
8:30 a.m. - 9:10 a.m.	<p><b>Track #1 - Standards</b> <b>The Comming of Age of M2M Standards</b></p>	<p><b>Track #2</b> <b>A Transformative Platform for Connected Devices</b></p>
9:20 a.m. - 10:05 a.m.	<p><b>Proven Standards in Sport, Fitness, and Health</b> Sponsored by: </p>	<p><b>Old World Innovation and Implementation</b></p>
10:15 a.m. - 11:00 a.m.	<p><b>Evolving Standards in Wireless Building Automation</b></p>	<p><b>M2M Monetization for Mobile Operators</b> Sponsored by: </p>
11:10 a.m. - 11:55 a.m.	<p><b>The Framework for Connected Devices</b></p>	<p><b>Transitioning from Traditional Services</b> Sponsored by: </p>
12:30 p.m. - 6:30 p.m.	<p><b>TR-50 standards meeting</b></p>	
4:00 p.m. - 7:00 p.m.	Exhibit Hall tear-down	
7:00 p.m. - 8:00 p.m.	<p>Cocktail hour for the Value Chain Awards Gala, formal attire required</p>	
8:00 p.m. - 11:30 p.m.	<p>Value Chain Awards Gala at The Hyatt Regency McCormick Place Hotel (includes dinner and awards ceremony)</p>	
<b>Friday, June 18</b>		
Day for Travel	Hotel check-out is 12:00 p.m.	