



August 17-20, 2015  
Caesars Palace  
Las Vegas, Nevada

Business Transformation Through the Internet of Things



Go to [www.iotevolutionexpo.com](http://www.iotevolutionexpo.com)  
**REGISTER TODAY!**

## Keynote Speakers



**Marc Brungger**  
CEO



**Coach Joe Gibbs**  
Joe Gibbs Racing



**Mike Troiano**  
VP of Industrial  
IoT Solutions



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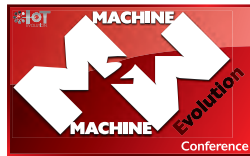
### Sponsors



## Driving Business Transformation Through the Internet of Things

- Hear about the technologies, platform solutions, and devices that will power your IoT solution
- Navigate the complex IoT ecosystem to identify partners, providers, and prospects
- Understand how M2M sensors and IoT data sets deliver unprecedented business intelligence to drive performance, growth, and profitability
- Hear from successful companies that have implemented revenues producing vertical and horizontal IoT apps and award-winning solutions
- Learn how to align your IoT solution with market opportunities and investor capital

## Your IoT Evolution conference pass includes access to all of these collocated events.



For the 14th time since 2009, M2M Evolution conference brings together panels of experts who will help you sort through the myriad M2M solutions, platforms and applications. Attend interactive sessions helping you make smart choices in all key M2M segments - supply chain, logistics, smart grid, IoT and the medical/pharma industry. Understand how to collect and gather data to drive business intelligence, deliver new applications and more. You'll leave with an action plan to drive your M2M initiatives from the white board to the front lines.



The Connected Home & Building Conference is focused on how controlling nearly every aspect of buildings and homes will provide meaningful functionality for consumers while also providing businesses with remote diagnostics, maintenance, and analytics capabilities that will save money and drive new products.



The Connected Transportation Conference focuses on the improvements in today's vehicle and fleet management services and provides perspective on market forces, revenue opportunities, and technical issues. A significant portion of the content will cover drones and applications in film making, agriculture, construction, oil, and gas.



This conference has been developed to show the enterprise IT community how to bring data, computing, storage, and applications closer to the network edge to support IoT solutions. The program will also examine how to make data more operational to increase business intelligence and how to use real-time analytics to drive timely decisions, operational efficiency, and new revenue.



The conference program has been developed to teach design engineers the various aspects of implementing the IoT, from concept through deployment. It will look at the entire spectrum, from wearables and home devices to industrial applications. IoT Evolution Developers Conference will also feature sessions that cover cloud computing, automotive technologies, and security, while looking at ways to enhance customer engagement and elevate end user experience.



At the Drone Zone 360, you are part of the action. Witness companies that are making drones and companies making use of drones. Hear from presenters and experience live demonstrations.

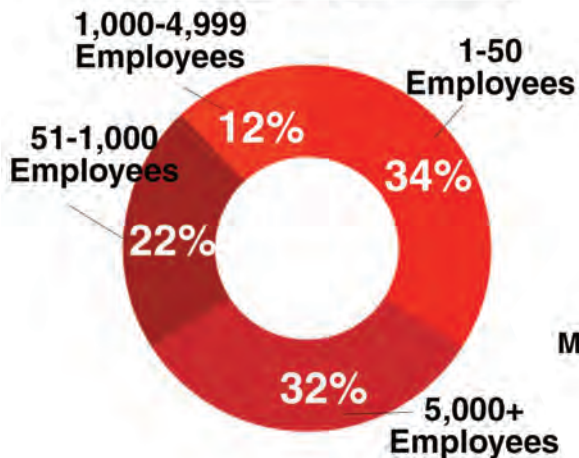


## Who Attends IoT Evolution Expo?

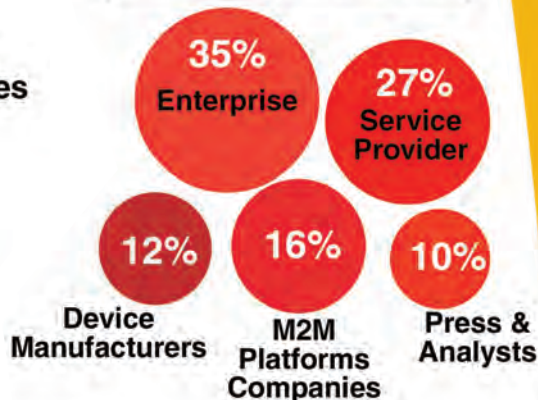
Join a worldwide community of IoT technologists, business leaders, and technical strategists and learn how to leverage the power of the IoT to move your business forward.



### Company Size



### Company Category

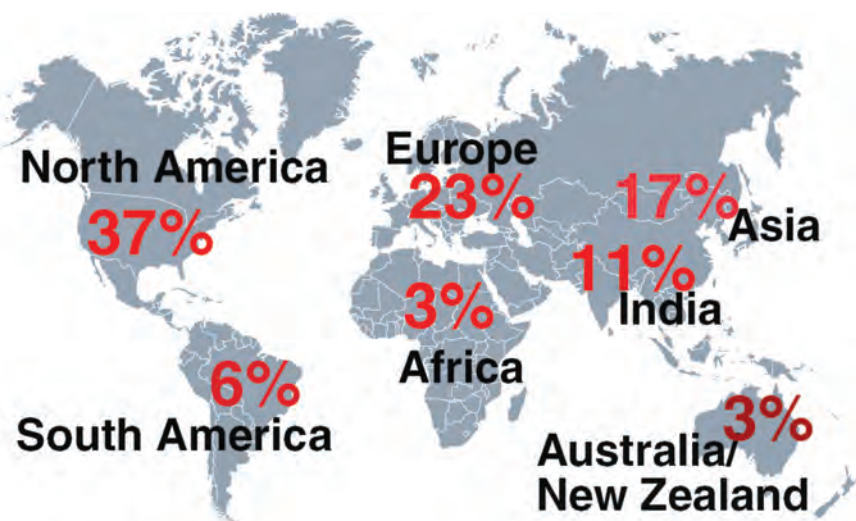


### Job Function



**2,000+ Attendees**  
**500+ Companies**

Attendees come from **90+ countries**



### What Industries Attend?

- Manufacturing



- Automotive



- Medical



- Chip/Sensor Manufacturers



- Retail



- Network & Platform Providers



- Oil & Gas



- Software Developers



- Hardware Manufacturers



## Speakers

Speaker lineup subject to change. Additional speakers to be added.



**Laurie Lamberth**  
*Associate Partner*



**Steve Brumer**  
*Partner*



**Ryan Martin**  
*Analyst*



**Dan Shey**  
*Practice Director,  
Enterprise & M2M*



**Syed Zaeem Hosain**  
*CTO*



**Homaira Akbari**  
*President & CEO*



**Rich Weiss**  
*Director of Product Marketing*



**Shane Dyer**  
*President*



**Vince Ricco**  
*Business Development Manager,  
Technology Partner Program*



**Rod McLane**  
*Sr. Director of Product Marketing*



**David Kleidermacher**  
*Chief Security Officer*



**Michael Darnell**  
*Founder & Chief Technologist,  
Blue Mountain Microsystems Inc.*



**Lara Greden**  
*Director, IoT Strategy*



**Mike Walkley**  
*Managing Director,  
Senior Equity Analyst*



**Don Banks**  
*Distinguished Engineer, CTG  
Architecture*



**Charles Byers**  
*Technical Leader &  
Platform Architect*



**Rodolfo Milito**  
*Senior Technical Leader*



**Biren Gandhi**  
*Principal Strategist*



**Keith Robinson**  
*Sr. Strategist & Consultant,  
Head of M2M*



**Ron Zimmer**  
*President*



**Ken Hosac**  
*VP of Business Development*



**David Gearhart**  
*Analyst*



**Ian Chen**  
*Director*



**Colin Sutherland**  
*Vice President, Sales*





## Speakers

Speaker lineup subject to change. Additional speakers to be added.



**Alan Grau**  
President & Co-founder



**Greg Roberts**  
VP, Marketing



**Sam Lucero**  
Sr. Principal Analyst



**Indermohan Singh**  
Developer, inders.in



**Dan McDuffie**  
VP of Sales, IoT Advisor,  
Evangelist & Strategist



**James Brehm**  
Founder & Technology Evangelist



**Martha Vasquez**  
Senior Analyst - Security  
& Managed Services



**Phani Pandrangi**  
Chief Product Officer



**Andy Castonguay**  
Principal Analyst



**Christian Legare**  
EVP/CTO, Micrium



**Stefan Thom**  
Senior Security Architect &  
Software Development Engineer



**Jeff Smith**  
Chief Innovation &  
Technology Officer



**Shirish Nilekar**  
Principal Product Manager



**Mike Sapien**  
Principal Analyst:  
Enterprise Practice



**Filippo Murrone**  
CEO



**Andrew Poliak**  
Global Director,  
Business Development



**Grant Courville**  
Director, Automotive &  
General Embedded



**Clay Melugin**  
Senior Partner



**Stephen Statler**  
Principal Consultant,  
Statler Consulting



**Nigel Chadwick**  
Co-founder



**Robert Lutz**  
Director of Product Management  
& Business Development



**Michael Anderson**  
Chief Scientist



**Andrew Morawski**  
Head of M2M for the Americas



**Tom Gilley**  
Founder & Chief  
Strategy Officer








## Agenda-At-A-Glance

### Monday, August 17, 2015

12:00pm	IoT Security Summit: Protecting and Defending the Edge
1:00pm	IoT Security Summit: The Core of Securing Networks
2:00pm	IoT Security Summit: Security at the Top
3:00pm	IoT Evolution Battle of the Platforms
5:30pm	Battle of the Platforms Networking Reception

### Tuesday, August 18, 2015

8:00am	Continental Breakfast				
9:00am	Analyze This				
10:00am	Special General Session				
10:45am	Keynote Presentation by Marc Brungger - Spireon				
11:15am	Keynote Presentation by Coach Joe Gibbs - Joe Gibbs Racing				
12:00pm	Luncheon - Business Impact Awards				
<b>TRACKS</b>					
1:00pm	Value Chain in Flux	The Ultimate Gateway: The Battle for Your Home	New Business Models for the OEM	Leveraging the Cloud to Manage Your Thing Data	Get Cloud Resources to the IoT Edge with Fog Computing
2:00pm	Supply Chain and Logistics	Convergence: The Connected Home in a Connected World	Beyond Built In: Consumer Aftermarket	SaaS/PaaS: Leaders or Lackeys, Who Will Lead, Who Will Lose?	Securing Embedded Devices in the Industrial IoT
3:00pm	Power Chain	The Latest Connected Gadgets for the Home	Convergence: The Connected Car in a Connected World	Convergence 1: Managing Disparate Technologies	The Evolution of Automotive Software with IoT
3:45pm	Keynote Presentation				
4:15pm	Keynote Presentation by Mike Troiano - AT&T				
5:00-7:00pm	Fast Pitch sponsored by AT&T				
5:00-7:00pm	IoT Evolution Exhibit Hall Grand Opening Reception				

## Agenda-At-A-Glance



### Wednesday, August 19, 2015

8:00am Continental Breakfast

#### TRACKS



8:30am Lessons in Cold Chain: Food & Beverage    Lessons in Building Automation    Drones & Other Autonomous Vehicles    Convergence 2: Joining Disparate Business Systems    How (and Why) to Make the IoT Trusted

9:30am Swimming with the Sharks: Finding Investors to Back Your Future

10:15am Keynote Presentation

11:15am-4:00pm IoT Evolution Exhibit Hall Open

12:30pm Lunch

1:30pm Lessons in Cold Chain: Medical/Pharma    Physical Security    Lessons in Fleet Management    Convergence 3: Managing Multiple Networks/Carriers    Enabling Security in the Automobile of Tomorrow

2:30pm Convergence: Linking Across Verticals    Disaster Recovery    Carrier Aggregation for Public Transport    Architectural Ideology    Hands-on Workshop: Connect Your IoT Device to the Cloud

3:30pm Unchained: Unlocking Business Value    Connected Infrastructure    A Tangled Web: Insurance, Buy Here/ Pay Here & Government Regulation    Holding Your Own Against the Big Guys    Hands-on Workshop: Connect Your IoT Device to the Cloud

4:30pm Keynote Session    Keynote Session    Keynote Session    Keynote Session    Panel: The Biggest IoT Challenges Faced by Developers

5:15pm Data Security and the Internet of Things

### Thursday, August 20, 2015

8:00am Continental Breakfast

#### TRACKS



9:00am Architecture    The Apps @ Home: Get It or Forget It!    Connected Car: It's All About Location Data, Location Data, Location Data!    Multi-dimensional Scalability using Fog Computing    Secure Cloud Computing for Big Data and the IoT

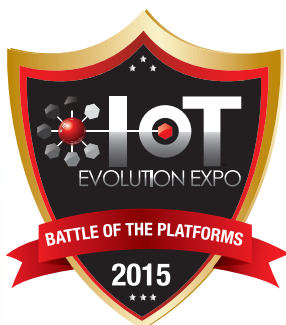
10:00am Sensors    The Guiding Light of PoS: Beacons    Supply Chain Logistics: Realities of Worldwide Delivery    Unleashing Value from Analyzing Data Generated by Internet of Things    From Sensor Data to Embedded Processing and Security: a Holistic View at the Edge of IoT

11:00am Standards    Out in the Field: Where the Data is Real-Time    Filling The Skills Gap With The Connected Vehicle Industry    Fog Computing Reality Check: Real World Applications and Architectures    Open Source Development for IoT Devices

11:00am-2:00pm IoT Evolution Expo Exhibit Hall Open



# A Rewarding Experience - IoT Evolution Special Events



## Battle of the Platforms

Connecting Things and the Internet needs a platform for aggregating, digesting and processing. In effect every, IoT implementation has a platform, but not every platform was designed for every opportunity. The Battle of the Platforms allows companies to show off their strength and allows you to find your platform partners.

### Who Attends

- Independent IoT Application Developers
- Service Providers looking to support wholesale services
- Enterprise managers looking to understand what solutions to deploy internally
- Anyone that is interested in finding out what the IoT Network Platform market has to offer

Whether you are looking to find the right IoT platform solution for your project, or are merely interested in understanding what the market has to offer – Battle of the Platforms will give you access to an excellent cross section of solutions in a short amount of time and all in one location.

## Fast Pitch sponsored by AT&T

### *Can You Bring an Idea to Reality? Would Some Money Help?*

Fast Pitch is the incubator award program at IoT Evolution Expo that lets the inventors/developers and dreamers pitch their concepts. If you have a cool IoT idea, AT&T wants to hear about it. If you are a developer, show up with working code. If you are a dreamer, bring your pitch deck and you might walk away with some cash to make your dreams reality. Two ways to be part of the action: Hear from those on the cutting edge of IoT as they present their ideas to AT&T executives, or pitch your own IoT idea.

*Make your pitch at the free Fast Pitch session and get feedback and possible funding of \$5,000 or \$10,000 from AT&T.*

AT&T wants to know:

- What is your idea and how does it impact the Internet of Things?
- What problem does it solve?
- Describe one or more use cases for the solution.
- How does it leverage AT&T developer tools?
- Why is it unique?

Find out more at [www.iotevolution.com](http://www.iotevolution.com)

Fast Pitch  
sponsored by AT&T

**\$15,000 in  
Prize Money**

## Business Impact Awards

The IoT Evolution Business Impact Awards is a special program focused on recognizing companies and business leaders who have successfully implemented M2M and IoT solutions to solve a business issue, launch a new service or create a revenue opportunity. Candidates must be able to show successful launch of an M2M and IoT related project.

This award covers implementations across any vertical or application, including but not limited to retail, medical, transportation/fleet, smart energy, supply chain and more. This program is for those applying for the award as well as those looking to hear from these IoT innovators.





## General Sessions

### Monday, August 17, 2015

12:00pm

#### IoT Security Summit: Protecting and Defending the Edge

*Vince Ricco, Business Development Manager, Technology Partner Program, Axis Communications*

The growth of IoT is occurring at an incredible rate and we are becoming increasingly reliant on intelligent, interconnected devices in our lives and businesses. This reliance is raising alarms about security and privacy issues. How do we protect billions of devices from attacks and intrusions that could compromise our personal privacy, public safety, or business viability? This panel discusses the critical issues in developing, managing and securing the edge devices in an IoT Network.

1:00pm

#### IoT Security Summit: The Core of Securing Networks

*Todd Greene, Founder & CEO, PubNub;  
Martha Vasquez, Senior Analyst - Security & Managed Services  
James Brehm & Associates*

Everyone draws a cloud these days to signify the network, but is the network the Internet, a private cloud, or a hybrid? How do companies connect the edge, gateways, core, and cloud while minimizing or avoiding weak links? This panel talks to the issues of deploying networks, managing IDs, and protecting the network from hackers.

2:00pm

#### IoT Security Summit: Security at the Top

*Godfrey Chua, Machina Research*

Application Level Security is sometimes viewed as the ultimate security location. As the Bring Your Own Device [BYOD] employees and customers use their smartphones, tablets, and personal devices to access IoT business intelligence, the ability to use firewalls comes down to application specific ports and constant monitoring. How can applications lock themselves down and ensure that they are not a gateway to an Enterprise? Does using mobile Web apps add additional vulnerabilities?

3:00pm

#### IoT Evolution Battle of the Platforms

5:30pm

#### Battle of the Platforms Networking Reception

### Tuesday, August 18, 2015

9:00am

#### Analyze This

*James Brehm, Founder and Technology Evangelist, James Brehm & Associates;  
Steve Brumer, Partner, 151 Advisors;  
Andy Castonguay, Principal Analyst, Machina Research;  
Sam Lucero, Sr. Principal Analyst, M2M & the Internet of Things, IHS Technology;  
Ryan Martin, Analyst, 451 Research;  
Dan Shey, Practice Director, Enterprise & M2M, ABI Research*

10:00am

#### General Session

10:45am

#### Keynote Presentation

*Marc Brungger  
CEO, Spireon*



11:15am

#### Keynote Presentation

##### A Winning Mindset

*Coach Joe Gibbs,  
Joe Gibbs Racing, Inc.*



Data is key, whether that means having the best information on the football field, the most accurate diagnostics for a race car, or launching a new IoT application. Coach Gibbs shares his personal experiences and looks forward to a data driven future.

12:00pm

#### Luncheon - Business Impact Awards

4:15pm

#### Keynote Presentation

*Mike Troiano  
VP of Industrial IoT Solutions, AT&T*



5:00-7:00pm

#### Fast Pitch sponsored by AT&T

Fast Pitch  
sponsored by AT&T

5:00-7:00pm

#### IoT Evolution Exhibit Hall Grand Opening Reception

### Wednesday, August 19, 2015

9:30am

#### Swimming with the Sharks: Finding Investors to Back Your Future

*Homaira Akbari, President & CEO, AKnowledge Partners;  
Mike Walkley, Managing Director, Senior Equity Analyst, Canaccord*  
Are you sitting on the next big idea in supply chain? This panel of finance and investment experts will help you understand exactly what it takes to get noticed by institutional investors in order to support your application from concept to reality.

10:15am

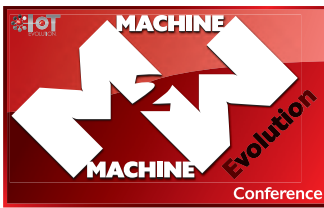
#### Keynote Presentation

5:15pm

#### Data Security and the Internet of Things

*Don Banks, Distinguished Engineer, CTG Architecture, Cisco*

Nobody wants to be hacked but that common aversion becomes even more exaggerated when we apply it to our cars, child trackers, home security systems or the millions of other connections proliferating across the globe and across vertical markets. Though there has been a great deal of talk about the dangers, our panel will give us a view not only of the danger, but what is being done to address data security in the Internet of Things and what more needs to happen.



Also see General Session Descriptions and Keynote Speakers  
listed on Page 9 - Open to all attendees

## Tuesday, August 18, 2015

1:00pm

### Value Chain in Flux

*Robert Lutz, Director of Product Management & Business Development, Systech Corporation*

There has been plenty of M&A activity of late in the M2M/IoT space, but the question for new adopters remains: exactly what bits and pieces do I require to develop and deploy my IoT application? We'll talk to super-focused players as well as those who are working to deliver a comprehensive end-to-end solution to understand exactly what makes up a complete solution and which players are involved. Plus, we'll take a look at some of the latest mergers and acquisitions to understand the go-to-market strategy of these "new" companies and what their consolidation means for their customers.

2:00pm

### Supply Chain and Logistics

*Dan McDuffie, VP of Sales, IoT Advisor, Evangelist & Strategist*

From the factory floor, through testing, shipping, and installation, IoT has a role to play in improving quality and delivery times. We bring together multiple players in the supply chain to talk about how IoT is improving their business and how they can jointly provide a better customer experience as a result.

3:00pm

### Power Chain

*Sam Lucero, Sr. Principal Analyst, M2M & the Internet of Things IHS Technology;*

*Filippo Murrone, CEO; PLAT.ONE*

Smart Grid has become a priority for governments around the world. For certain customers, the power chain management is not just optimal, but critical. Whether you're running a hospital, a police department or a data center, businesses are totally dependent on reliable power supply. How are IoT solutions improving the reliability of power from oil fields to pipelines to local delivery? What is the next step toward 100 percent dependable power distribution?

## Wednesday, August 19, 2015

8:30am

### Lessons in Cold Chain: Food & Beverage

The IoT will reinvent the food and beverage industry. Hear how the IoT is assisting in everything from supply chain planning and execution to farm automation.

1:30pm

### Lessons in Cold Chain: Medical/Pharma

*Andrew Morawski, Head of M2M for the Americas, Vodafone;*

*Brendan O'Brien, Co-Founder, Chief Evangelist, Aria Systems*

Your health is priceless, so keeping costs in line seems to be a lesser priority. The IoT offers impactful ways to optimize the Medical/Pharma cold chain so that safety and cost containment go hand in hand.

2:30pm

### Convergence: Linking Across Verticals

What if all your IoT systems spoke seamlessly to each other? Would it improve your supply chain? Would it better ensure safe, on time delivery of your product? This panel will look at related "links" in the chain and discuss how cooperation between suppliers can improve the total customer experience.

3:30pm

### Unchained: Unlocking Business Value

There are plenty of purpose-built IoT applications along the supply chain today. Most are designed to drive efficiency. Today we are starting to see a trend toward new services and business models previously unconsidered. What can connectivity do for you? We'll look into the future of supply chain management and the role IoT technology can play in transforming your business.

4:30pm

### Keynote Session

## Thursday, August 20, 2015

9:00am

### Architecture

There is more than one way to do just about anything. Then again, there can only be one "best" way. Let's take a look at how IoT adopters across vertical markets are architecting their solutions in order to learn from their mistakes and adapt the best-of-breed architecture to telematics applications.

10:00am

### Sensors

RFID, NFC, Bluetooth, WiFi, Zigbee, ZWave, SigFox, TV Whitespace, MEMS, LoRa, Cellular, GPS, Glonass, Beidou, Satellite . . . If it's all Greek to you, you're not alone. The truth is, most drivers couldn't care less about what type of radios or sensor technology is behind their connected car. They are, rightly so, primarily interested in the service. Of course, this is no consolation to the engineers, programmers and operations folks tasked with developing, deploying and ultimately managing those applications. Join us as we discuss the landscape of different technologies and what the industry is doing to make sure they all "speak the same language" despite operating at different points on the spectrum.

11:00am

### Standards

We've been talking IoT standards for years. In fact, there are multiple organizations and countless professionals dedicated full-time to the standardization of IoT technology. But with so many different hardware and software considerations and so many different application sets, this holy grail of IoT has proven elusive. Hear from the men and women committed to making standards happen and learn how they plan to get there.







## Tuesday, August 18, 2015

1:00pm

### **The Ultimate Gateway: The Battle for Your Home**

*Greg Roberts, VP, Marketing, Icontrol Networks*

Meter? Thermostat? Alarm panel? Refrigerator? As connections proliferate in and around the home, which connected device will come out on top as the "master control" for your household? Our panelists come armed with their favorite devices to battle it out for the lead in the story of your connected life.

2:00pm

### **Convergence: The Connected Home in a Connected World**

*Rod McLane, Sr. Director of Product Marketing, Ayla Networks*

There is a lot of promise from the connected home and other connected applications that make up the Internet of Things. But to truly deliver on that promise, our connected cars, homes, offices, etc., will all need to speak to each other. Take a look at early crossover applications and how they work together to deliver enhanced value as a unit.

3:00pm

### **The Latest Connected Gadgets for the Home**

*Shane Dyer, President, Arrayent*

We've seen pet trackers, connected light bulbs, even Internet baby monitors. What are the latest connected devices arriving on the market for your connected home? Join our panel as we take a look at the fun, novel, inspiring, and sometimes silly devices promising to deliver the ultimate connected lifestyle.

## Wednesday - August 19, 2015

8:30am

### **Lessons in Building Automation**

*Ron Zimmer, President, Continental Automated Buildings Association*

Hear from companies who have utilized the IoT to automate facilities management, and eliminate the silo management of a buildings functions. Learn from their experience, challenges, and successes.

1:30pm

### **Physical Security**

*Geoff Brown, CEO, Machine-To-Machine Intelligence (M2Mi) Corporation;*

*Clay Melugin, Senior Partner, RMAC Technology Partners;*

*Vince Ricco, Business Development Manager,*

*Technology Partner Program, Axis Communications;*

*Martha Vasquez, Senior Analyst - Security & Managed Services,*

*James Brehm & Associates*

Sensors; cameras; temperature, smoke and motion detectors... how is your smart building equipped against physical intrusion? Thanks to the Internet of Things, we now know more about what's happening in the building than ever before but, with more and more data entry points, are we exposing ourselves to low-cost hacks that could render the entire system useless? Hear from security experts about how technology can protect your physical spaces, personnel and business information, while limiting exposure to sophisticated data intruders.

2:30pm

### **Disaster Recovery**

*Kevin Coyne, VP of Software Engineering and Product Management, Intrado*

The world is an uncertain place and, as we all know, disasters can happen. Hear how IoT technology helps identify impending disaster and assists in your recovery once disaster hits.

3:30pm

### **Connected Infrastructure**

*Keith Robinson, Sr. Strategist & Consultant, Head of M2M, Compass Intelligence*

Whether it's the power grid or the roadways, sensor technology is making even asphalt smart these days. Join us as our panelists take you through some smart city cases leveraging smart infrastructure to improve both operations and services.

4:30pm

### **Keynote Session**

## Thursday - August 20, 2015

9:00am

### **The Apps @ Home Get It or Forget It!**

*Phani Pandrangi, Chief Product Officer, Kii;*

*Rich Weiss, Director of Product Marketing, Applause*

Connected Home Applications e.g., fitness trackers, smart heating systems and appliances will be commonplace in 5 to 10 years. This means users, who have become accustomed to connected devices and the IoT, will want their digital services to work the first time, every time. If users are confused by the way a brand's app works, they simply won't use it and companies will lose market share. This session will focus on how companies can make their apps functional, usable and appealing across the spectrum of devices. We will revisit old testing approaches and relate to the new world of sensors. Hear how to provide superior digital experiences – from Web to mobile to wearables to smart TVs, etc. to become a trusted and valued brand.

10:00am

### **The Guiding Light of PoS: Beacons**

*Ken Hosac, VP of Business Development, Cradlepoint;*

*Mike Sapien, Principal Analyst: Enterprise Practice: US, Ovum;*

*Stephen Statler, Principal Consultant, Statler Consulting*

Lost in the mall? We have an app for that! Trying to find your receipt? We have an app for that too. Hear how beacons are bringing new dimensions and data analytics to retail point of sale to impact everything from the effectiveness of displays to loyalty strategies with customers to enabling the consumer, retailer and credit card company to track the entire shopping experience. Learn how marketing metrics are changing as a result of this new technology.

11:00am

### **Out in the Field: Where the Data is Real-Time**

Agriculture, Mining, Oil and Gas and Smart Grids sound like totally different businesses, but in truth they have one aspect of IoT in common. The need for remote data collection and real-time actionable field information makes them look for innovative ways to connect, collect and communicate. This panel explores the architectures based on a particular industry's requirements and how different industries can learn from each other and share field services solutions and techniques.

11:00am-2:00pm

### **Exhibit Hall Open**

## Tuesday, August 18, 2015

1:00pm

### New Business Models for the OEM

With more than 100 years under its belt, the automotive OEM business can hardly be considered new anymore. But the current proliferation of connected technology in the vehicle is driving a new class of innovation. While connected car offerings over the past 15 to 20 years tended revolve around a few key services, we are beginning to see entirely new business models emerge, taking connectivity to new levels. How will these new services affect our driving experience and how will they impact vehicle dependent businesses like rental cars, taxis and the like?

2:00pm

### Beyond Built In: Consumer Aftermarket

What new applications are drivers adding on to their vehicle? Connected services are delivering the new custom car. Whether it's an aftermarket navigation system, an insurance ratecutting OBD II dongle, a virtual backseat driver for your teenager or a satellite radio, savvy consumers are looking to create their own seamless connected experience without paying a premium for top of the line embedded connectivity. Learn about the applications drivers are giving a green light.

3:00pm

### Convergence: The Connected Car in a Connected World

There is a lot of promise from the connected car and other connected applications that make up the Internet of Things. But to truly deliver on that promise, our connected cars, homes, and offices, will all need to speak to each other. Take a look at early crossover applications and how they work together to deliver enhanced value as a unit.

## Wednesday, August 19, 2015

8:30am

### Drones & Other Autonomous Vehicles

*Charles Byers, Technical Leader & Platform Architect, Cisco*

There's plenty of buzz around drones these days, taking aerial photos, bombing rebels, maybe even delivering our next Amazon package, but few are aware just how much autonomy is already built into the vehicles we ride in every day. For years, commuters have ridden in driverless vehicles, whether between airport terminals or across town. No one even bats an eyelash at autopilot for commercial air travel. And with features like self parking and adaptive cruise control, even our personal vehicles are becoming more and more autonomous. We may soon achieve the transportation holy grail: cars that can't crash. So what are we waiting for? Are we just control freaks or are there valid safety considerations holding us back?

1:30pm

### Lessons in Fleet Management

*Colin Sutherland, VP Sales, Geotab*

Cars and trucks have increased their sensors 100-fold, but has the software for fleet management systems kept up? This session looks at how we are adding new services and features thanks to sophisticated Fleet Management Software.

2:30pm

### Carrier Aggregation for Public Transport

*Ken Hosac, VP of Business Development, Cradlepoint*

When it comes to rush hour, peak demands require peak network availability. That's the idea behind carrier aggregation, by which bandwidth of multiple carriers is made available simultaneously to provide a seamless experience, no matter what the time of day. How is this unique feature of LTE Advanced likely to impact your morning commute? Our panelists will look at the technology behind better bandwidth and how carriers and hardware manufacturers are working together to deliver a better mobile experience.

3:30pm

### A Tangled Web: Insurance, Buy Here/Pay Here and Government Regulation

Over the past few years, there have been a few surprises for the telematics marketplace. Usage-based insurance and the Buy Here/Pay Here credit applications have taken the business benefits of better data and transformed them into true consumer empowerment. And when it comes to consumers, as the FTC has already stated, it is the government's job to protect. But how? What is the proper role of government in these other telematics applications? When is regulation helpful and when is it detrimental? And what can we learn from these new connected approaches to legacy businesses?

4:30pm

### Keynote Session

## Thursday, August 20, 2015

9:00am

### Connected Car: It's All About Location Data, Location Data, Location Data!

The availability of real-time location data from vehicles, phones, and almost anything else that is not nailed down, opens up endless possibilities for creating value provided that you have the infrastructure to collect and keep up with all that data and the analytical smarts to make sense of it. From emergency response to location based marketing, and from fraud detection to network optimization, you will need the tools to analyze geospatial locations and relationships in real time, on data in motion, and on massive amounts of time indexed data at rest.

10:00am

### Supply Chain Logistics: Realities of Worldwide Delivery

Hear how innovative wireless tracking can provide actionable data results to improve transportation logistics. Companies ship using a variety of internal and external fleets, rail, ship, and air carriers. The requirements are for a sophisticated worldwide tracking intelligence to manage shipping logistics. This session will follow each step of the supply chain from initial packaging through its destination. Conclusions will be offered based on the extensive data capture that is provided through the sophisticated tracking. The volume of data collected provides the "Big Data" that can provide new insights into how IoT will benefit the transportation industry.

11:00am

### Filling the Skills Gap with the Connected Vehicle Industry

Is your mechanic ready to be an RF Engineer? Will Fry's or Best Buy do your maintenance? In the next five years, there will be a seven-fold increase in new cars equipped with factory fitted mobile connectivity says the GSMA Connected Car Forecast, published February 2015. To prepare for emerging technologies within the connected vehicle ecosystem, we will look at what hardware and software architecture skills will be needed to work with mobility, vehicle, and infrastructure systems to fill the gap of 500,000 new jobs within the next five years.



## Tuesday, August 18, 2015

1:00pm

### Leveraging the Cloud to Manage Your Thing Data

*Biren Gandhi, Principal Strategist, Cisco Systems, Inc.;*  
*Tom Gilley, Founder & Chief Strategy Officer, WoT.io*

The more we connect, the more data we have to manage, analyze, and act upon. How are cloud services impacting the Internet of Things and how can you find the best possible solution to managing your unique data sets?

2:00pm

### SaaS/PaaS: Leaders or Lackeys, Who Will Lead, Who Will Lose?

*Andy Castonguay, Principal Analyst, Machina Research;*  
*David Gearhart, Analyst, First Analysis;*  
*Keith Robinson, Sr. Strategist & Consultant, Head of M2M, Compass Intelligence;*  
*Mike Sapien, Principal Analyst: Enterprise Practice: US Ovum;*  
*Dan Shey, Practice Director, Enterprise & M2M, ABI Research;*  
*James Brehm, Founder and Technology Evangelist, James Brehm & Associates;*

It seems nearly everyone in M2M and IoT is coming up with a new platform as a service offering. Among so many contenders, it can be a challenge to even evaluate the differences. Who's most likely to succeed? Leveraging the latest industry research, this panel evaluates the top players, helps adopters find the right fit and makes a few predictions for the future of IoT cloud platforms.

3:00pm

### Convergence 1: Managing Disparate Technologies

*Nigel Chadwick, Co-Founder, Stream;*  
*Michael Damell, Founder & Chief Technologist, Blue Mountain; Microsystems Inc.*

RFID, NFC, Bluetooth, WiFi, Zigbee, ZWave, SigFox, TV Whitespace, MEMS, LoRa, Cellular, GPS, Glonass, Beidou, Satellite. There are a lot of technologies that go into a full-fledged, IoT solution but managing them all can be a nightmare. How do cloud solutions address the problem and who makes it simple for the non-technologist line of business managers?

## Wednesday, August 19, 2015

8:30am

### Convergence 2: Joining Disparate Business Systems

If one considers the IoT revolution the second stage in the computing and Internet revolution, and a critical part of that big data everyone talks about, then we need to think about how to merge "thing" data with the extensive, expensive enterprise resource planning and customer relationship management systems companies have shelled out millions for over the past few years. How does one go about merging often siloed IoT data with these wide-reaching systems to drive enterprise-wide value?

1:30pm

### Convergence 3: Managing Multiple Networks/Carriers

*Jeff Smith, Chief Innovation and Technology Officer, Numerex*

We've converged multiple radio technologies into multiple enterprise systems, but how do we manage the carrier situation? For global enterprises, this is no small hurdle. Assume for many countries, you need to use multiple carriers as a failsafe then add the problem of each country having distinct carriers focused on their own geographic region. LTEAdvanced carrier aggregation helps, but what about the traditional low bandwidth M2M application? This session will discuss options to tackle multiple geographies and multiple carriers by leveraging the power of the cloud.

2:30pm

### Architectural Ideology

*Ken Hosac, VP of Business Development, Cradlepoint;*  
*Rodolfo Milito, Senior Technical Leader, Cisco;*  
*Shirish Nilekar, Principal Product Manager, OpenGear*

Cloud services come in so many shapes and forms that even understanding exactly which part of your application they address can be a challenge. This panel seeks to help you find the architectural elements you need covered in order to find the ideal solution for your application.

3:30pm

### Holding Your Own Against the Big Guys

IoT is a hot topic these days and we're seeing interest from companies who rarely, if ever, talked publicly about its precursor M2M. With IBM, Accenture, Google and others taking an active interest, how is the traditional M2M service provider to stay ahead of the curve? We'll investigate how the big guys are entering the market, where their strengths lie and where partnership opportunities abound.

4:30pm

### Keynote Session

## Thursday, August 20, 2015

9:00am

### Multi-dimensional Scalability using Fog Computing

*Charles Byers, Technical Leader and Platform Architect, Cisco;*  
*Doron Sherman, VP of Business Development, PubNub*

This talk discusses these five dimensions of scalability in large scale IoT deployments and how Fog Computing can help address the challenges associated with them.

- Capacity • Performance Networks • Scalable Reliability
- Scalable Security • Application scalability

10:00am

### Unleashing Value from Analyzing Data Generated by Internet of Things

*Lara Greden, Director, IoT Strategy, CA Technologies*  
*Laurie Lamberth, Associate Partner, 151 Advisors*

For businesses to derive value from the massive amounts of real-time data in the emerging IoT world, it's imperative they transform their thinking, processes and infrastructure to act in seconds, not hours or days. Hear how forward-thinking companies are converting vast amounts of data into actionable insights by applying advanced analytics technologies designed specifically to handle the requirements of real-time big data analytics. This presentation will cover how real-time analytics generates value for IoT.

11:00am

### Fog Computing Reality Check: Real World Applications and Architectures

*Gyana Dash, Senior Manager Software Development Engineering, Cisco*

The IoT is flooded with a variety of platforms and solutions. Fog Computing has been notably appearing as an evolving term in the context of IoT software. There is skepticism that Fog Computing is just another buzzword destined to disappear in the dust of time. Get insight from concrete business cases in a variety of IoT verticals – Agriculture, Industrial Manufacturing, Transportation, Smart & Connected Communities etc.— and learn how Fog Computing can play a substantial role in each one of these verticals. Develop a judicious point of view with respect to the future of Fog Computing through market research, technology disruption vectors and ROI use cases presented in this session.

## Tuesday, August 18, 2015

1:00pm

### Get Cloud Resources to the IoT Edge with Fog Computing

*Charles Byers, Technical Leader and Platform Architect, Cisco*

Hear how Fog services can be leveraged across a range of heterogeneous platforms—from end-user devices and access points to edge routers and switches—through software technology that facilitates the collection, storage, analysis, and fusion of data to drive success in your next IoT device deployment.

2:00pm

### Securing Embedded Devices in the Industrial IoT

*President & Co-Founder, Icon Labs*

This session will cover cyber threats for IoT devices, the approaches that can be taken to secure your device and comply with security standards, how this links with the enterprise security strategy, and how you can help create the Internet of Secure Things.

3:00pm

### The Evolution of Automotive Software with IoT

*Grant Courville, Director, Automotive & General Embedded, QNX Software Systems;*

*Andrew Poliak, Global Director, Business Development, QNX Software Systems*

Hear how to provide a true end-to-end automotive IoT solution and strategies for overcoming obstacles to implementing the IoT in our cars.

## Wednesday, August 19, 2015

8:30am

### How (and Why) to Make the IoT Trusted

*Stefan Thom, Senior Security Architect and Software Development Engineer, Microsoft/Trusted Computing Group*

Complex dynamic operating systems are moving lower and lower in the device chain and with that moves comes a possibility that they get subverted or do the wrong thing due to a software bug. The threads of this happening on a PC or smartphone are frightening, but on IoT devices that have access to, key data, this can endanger lives. If these IoT devices don't operate in a trustworthy fashion, a widespread attack could result in a decision that's made in the cloud because it is based on unsubstantiated data. The solution is to establish a strong hardware device identity, a policy enforcement point in hardware that is isolated from the OS along with attestation capabilities that allow a consumer of device data in the cloud to gauge the trust level of each harvested data point after it was collected. This session will highlight how a TPM can offer all these abilities when attached securely to the IoT device and bring measurable trust to the device and the data it produces.

1:30pm

### Enabling Security in the Automobile of Tomorrow

*David Kleidermacher, Chief Security Officer, BlackBerry*

This class will examine common threats and mitigations facing next-generation connected cars, with an emphasis on best practices and standards for achieving this required level of rigor.

2:30pm- 4:30pm

### Hands-On Workshop: Connect Your IoT Device to the Cloud

*Christian Legare, EVP/CTO, Micrium*

From the IoT device to the cloud and back this hands-on workshop will have you setting up an embedded system using a Qualcomm GT202 WiFi module. Once the WiFi onboarding process is completed, attendees will control the board using Micrium's µC/Probe graphical user interface. Attendees will use MQTT in conjunction with the 2lemetry broker. Note that the first 50 registered attendees will receive Renesas development kit, a Qualcomm WiFi module, and Micrium uC Probe, all for free

4:30pm

### Panel: The Biggest IoT Challenges Faced by Developers

*Charles Byers, Technical Leader & Platform Architect, Cisco;*

*David Kleidermacher, Chief Security Officer, BlackBerry;*

*Christian Legare, EVP/CTO, Micrium;*

*Stefan Thom, Senior Security Architect & Software Development Engineer, Microsoft/Trusted Computing Group*

The challenges a design engineer faces when attempting to make secure and reliable connections to the IoT are plentiful. Many of them have been well documented, but many have not. In this panel session, we'll uncover some of the issues that a designer may not be aware of, with potential solutions to those hurdles.

## Thursday, August 20, 2015

9:00am

### Secure Cloud Computing for Big Data and the IoT

*Indermohan Singh, Developer, inders.in*

Hear how the cloud should be configured for the IoT and how to maintain reliability and security, even in environments with thousands of connections. The benefits and tradeoffs of a tiered, scalable approach will also be discussed.

10:00am

### From Sensor Data to Embedded Processing and Security: a Holistic View at the Edge of IoT

*Ian Chen, Director, Freescale*

11:00am

### Open Source Development for IoT Devices

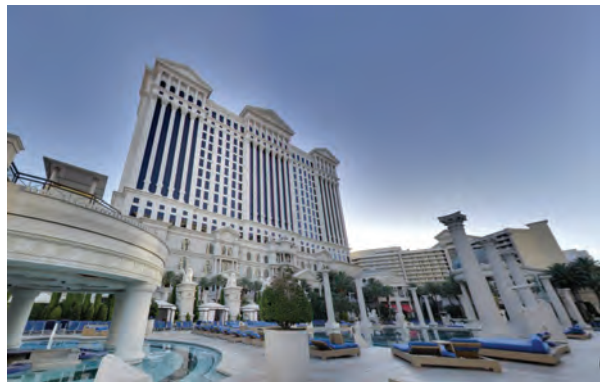
*Michael Anderson, Chief Scientist, The PTR Group, Inc.*

Hear about the options for open source development tools that target the MMU-less Cortex-M parts for operating systems such as ARM's mbed and more. We will discuss development tools ranging from development operating systems, to IDEs to compilers and debuggers, all available at little or no cost.





## IoT Evolution Expo Hotel & Travel



### Caesars Palace, Las Vegas

3570 Las Vegas Boulevard South,  
Las Vegas, Nevada 89109

Tel: (866) 227-5944

SPECIAL Discount Rate: \$109.00 (book by July 18, 2015 to receive this special rate)

Book online: <https://resweb.passkey.com/go/SCIOT5>

Call in: 866-227-5944 – all reservations made my telephone  
will have a \$15.00 administrative fee

Code: SCIOT5

Deadline: July 18, 2015

REGISTRATION PRICES & PLANS	M2M Evolution Conference Sessions	IoT Developers Conference Sessions	Connected Home & Building Conference Sessions	Connected Transportation Conference Sessions	Fog Computing, Analytics & Data Conference Sessions	IoT Expo Hall	Networking Receptions	Meals & Beverage Breaks	Battle of the Platforms	Drone Zone 360	IoT Certification Series
<b>Best Value</b>											
<b>IoT Evolution Conference Pass</b> Early Bird: \$1,295   Through June 22, 2015 Standard: \$1,595.00   Through Aug. 20, 2015	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>IoT Evolution Diamond Pass</b> Includes admission for up to 3 people Early Bird: \$2,595.00   Through June 22, 2015 Standard: \$2,995.00   Through Aug. 20, 2015	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>IoT Evolution Developers Conference Pass</b> Early Bird: \$695   Through June 22, 2015 Standard: \$995   Through Aug. 20, 2015		✓				✓	✓	✓	✓	✓	
<b>Connected Home &amp; Building Conference Pass</b> Early Bird: \$695   Through June 22, 2015 Standard: \$995   Through Aug. 20, 2015			✓			✓	✓	✓	✓	✓	
<b>Connected Transportation Conference Pass</b> Early Bird: \$695   Through June 22, 2015 Standard: \$995   Through Aug. 20, 2015				✓		✓	✓	✓	✓	✓	
<b>Fog Computing, Analytics &amp; Data Conference Pass</b> Early Bird: \$695   Through June 22, 2015 Standard: \$995   Through Aug. 20, 2015					✓	✓	✓	✓	✓	✓	
<b>Battle of the Platforms Pass</b> Standard: \$75   Through August 20, 2015						✓	✓		✓	✓	
<b>Expo Plus Pass - Includes Drone Zone 360</b> Early Adopter: FREE   Through August 1, 2015 Standard: \$50   Through August 16, 2015 Onsite: \$99   Through August 20, 2015						✓	✓			✓	
<b>IoT Certification Series</b> Early Bird: \$295   Through June 22, 2015 Standard: \$395   Through August 20, 2015						✓	✓			✓	✓

### Future Events:

**SAVE the DATE**

### IoT Evolution Expo and Collocated Events

January 26 - 28, 2016

Greater Ft. Lauderdale/Broward County Convention Center  
Fort Lauderdale, Florida



August 17-20, 2015  
Caesars Palace  
Las Vegas, Nevada



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## Keynote Speakers



**Marc Brungger**  
CEO



**Coach Joe Gibbs**  
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**Mike Troiano**  
*VP of Industrial  
IoT Solutions*

