



# Connected Living



## **MOBILISING THE INTERNET OF THINGS**

Connected Living at Mobile World Congress  
24-27 February 2014

# GSMA Seminars

GSMA Seminars are free to all attendees



## **Connected Living: Mobilising the Internet of Things**

Wednesday, 26 February, 08.30 – 12.15

**GSMA Seminar Theatre 1, CC1.1**

These sessions will address all aspects involved in mobilising the Internet of Things – including the main drivers, technology issues, standards requirements and challenges that operators and adjacent industries need to be aware of in order to capitalise on this rapid growth market.

### **Introduction**

#### **Not so SIMple: the Embedded SIM and what it means for M2M**

- Embedded SIM specifications
- The market opportunity
- SIM for M2M in the future

#### **Realising the potential of M2M - Operator value and monetising services beyond connectivity:**

- The Opportunity for Big Data
- Making money: Billing and charging

#### **Preparing for 11 billion connections – the need for optimised networks, partnerships and regulatory frameworks to support many more connected devices**

- How can networks better support M2M connectivity and scale?
- The role of standards
- Regulatory frameworks required
- Operator collaboration driving economies of scale and new business opportunities globally

#### **Partnership the key to enabling connectivity and unlocking value – discussion session**

- Opportunities for operators entering and partnering with adjacent industries



### **Partnership in Motion: GSMA Grand Tour**

Wednesday, 26 February, 12:20 – 13:30

**GSMA Seminar Theatre 1, CC1.1**

This session will focus on the September 2013 cycle ride from Brussels to Barcelona that offered a unique opportunity to demonstrate mobile health solutions for diabetes and conduct clinical research. It also provided a platform for reaching out to policy makers and regulators about the opportunity for mHealth solutions to help solve the ever increasing burden of healthcare costs for chronic diseases. The Grand Tour partners will discuss why the event was such a valuable demonstration of mobile health for all stakeholders, and how the process itself can be a model for successful mobile health deployment. We will also view the first set of results and preliminary conclusions of the research study.

### **Mobilising Ecosystems: Smart Cities**

Thursday, 27 February, 08.30-10.25

**GSMA Seminar Theatre 1, CC1.1**

This seminar will focus on smart cities that are developing around the world with regional experts discussing how smart cities have moved from concept to reality. The speakers are a blend of operators, city representatives, vendors and other ecosystem players. The Smart Cities Index and the model behind it will be shown during the session.

### **Mobilising Ecosystems: Education**

Thursday, 27 February, 10.35-12.30

**GSMA Seminar Theatre 1, CC1.1**

This session will look at the potential of mobile across the education and learning spectrum. With the help of expert panels from the education and mobile sectors, we will attempt to understand the demand for mobile learning, its potential for improving learner outcomes and discuss the critical ingredients of successful commercial solutions.

# Connected Living at the Connected City



## Hall 3, Stand 3A11 and 3A31

Monday to Wednesday 09:00 – 19:00

Thursday 09:00 – 16:00

**Connected Living is at the heart of the next generation GSMA Connected City, which is alive with transformational mobile experiences. Join us to see a world where consumers and businesses enjoy rich new services across many different devices – securely connected to the Internet via ubiquitous mobile networks.**

Experience an Internet of Things with seamless and pervasive connectivity between people and processes, enabling a wealth of valuable context-aware services delivered immediately and automatically.

Featured mobile experiences include:

- **The BMW i3 showcasing ConnectedDrive, mobile technology packed full of services and apps connecting drivers closely to the world around them.**
- **The future of the connected car with Embedded SIM at its heart. Experience a virtual journey through augmented reality and see the future of driver information, mobile entertainment, vehicle telematics and associated services, such as connected insurance all powered by the Embedded SIM.**
- **A demonstration of how Embedded SIM technology enables split billing and charging to provide a seamless customer experience.**
- **SafeSignal, showcasing how Big Data is being used to save lives by highlighting accident hotspots for drivers through analysing driver behaviour and the city environment.**





- A world exclusive look at the latest generation of Smart Sensing sportswear on our Basketball Court. These shirts are made from textiles with cutting-edge technologies in order to provide “smart clothing” products for both professional and amateur sport.
- A ground-breaking mobile learning partnership among three mobile network operators and two government agencies in the Philippines. Led by the GSMA, this multi-stakeholder collaboration targets out-of-school youths in the country with a particular focus on technical and vocational education and training, especially during the last two years of secondary education.
- Partners GSMA, Orange and Dexcom demonstrate the entirely wireless, end-to-end diabetes monitoring solution used by research subjects throughout the GSMA Grand Tour. The Grand Tour, a 2100km cycle ride from Brussels to Barcelona that took on some of the most challenging climbs in Europe, was a unique opportunity to demonstrate a multi-vendor, cross-industry mobile health solution built on interoperability guidelines.
- A Smart Cities control centre that includes:
  - Live telematics from our connected basketball players
  - The enhanced Smart Cities Index - find out if you live in a Smart City
  - The Connected Living Tracker, a customised tool that collates mobile products and services around the globe in order to share the rapid growth of the connected mobile business opportunity
  - Live updates of the Fitbit Challenge - find out where you rank



# Connected Living in the Main Conference Agenda

## Tuesday, 25 February

### Keynote 3: The Connected Lifestyle: Transforming Industries

09.15 – 10.45 – Conference Village, Hall 4, Auditorium 1

An increasingly connected lifestyle will have a massive impact on end users and the societies they live in. However, key regulatory, technical and business enablers need to be established for things to really scale. It will require telcos and other industries to rethink the services they deliver and the ways in which they do so.

### Smart Cities: Smarter Living

14.00 – 15.30 – Conference Village, Hall 4, Auditorium 2

Many public and private bodies are working to ensure that the cities of the future will be safe and sustainable environments and mobile will be the backbone to much of this environment. In this session, find out how mobile is playing a key role in transforming the future of the city and how the broad ecosystem is coming together to enable smart cities.

### The Future of: Smart Buildings

16.00 – 17.30 – Conference Village, Hall 4, Auditorium 4

To deliver on the promise of the connected lifestyle, our conception of residential, commercial and industrial developments will need to take into account existing and emerging technologies in order to develop buildings that will stay smart for the duration of their long lifecycle.

## Wednesday, 26 February

### Mobile Health: a Solution to the Epidemic of Diabetes

16.00 – 17.30 – Conference Village, Hall 4, Auditorium 5

Mobile health solutions can play an important role in improving primary prevention of diabetes through supporting lifestyle changes. They can also support healthcare professionals in addressing behaviour change, screening and diagnosis of complications. This session will feature thought leaders discussing the latest trends, challenges and opportunities in addressing the burden of diabetes.

### Spotlight on Business Models for M2M Services

16.00 – 17.30 – Conference Village, Hall 4, Auditorium 4

M2M services are evolving beyond providing basic connectivity – a key objective of service providers – to providing managed connectivity and other value-added services. Business model approaches, often tailored to different market segments, are adapting accordingly, and in doing so are improving commercialisation opportunities for operators and other service providers.

## Thursday, 27 February

### Steering the Automotive Industry into the Future with M2M

11.30 – 13.00 – Conference Village, Hall 4, Auditorium 2

The automotive industry is a highly competitive and rapidly evolving market, as automakers grapple with intense pressure to improve the customer experience and increase revenue. Exciting growth opportunities exist across an expanding ecosystem of automakers, operators, software developers, hardware developers and a range of new players bursting onto the market.

### Rise of the Machines: Enabling the Evolution from M2M to an Internet of Things Future

14.30 – 16.00 – Conference Village, Hall 4, Auditorium 2

Historically, much of the focus with M2M technology has been on how to connect devices and capture data. Increasingly, the greatest opportunities can be found in how this data is used and translated into actionable information. How do we move from the historically vertical M2M solutions to the more horizontal Internet of Things? What is a mobile operator's role?

# Experience Connected Living and the Future of the Internet of Things at MWC14

## Connected City Basketball

See our connected basketball players from PABA (Pay d'Aix Basket) wearing the latest Smart Sensing sportswear that monitors their biometrics through microtechnology woven into the fabric of their shirts. Players' heart rate, location and personal stress data will be delivered to a team manager's desk via mobile broadband, providing vital individual player information to help optimise team performance. CityZen Sciences clothes coupled with mobile broadband offers a huge range of future applications in sport, health, transportation, smart data management and everyday life.

## Tap n Go Information throughout MWC14

Get everything you need to know about Connected Living at MWC14 downloaded instantly to your mobile with our Tap n Go points throughout Congress. The Tap n Go points demonstrate the power of mobile-enabled NFC (Near Field Communication) to deliver the latest information and entertainment directly to your mobile. At the Tap n Go points you'll be able to pick up a wealth of valuable information including the Connected Living Guide to MWC14, the Smart Cities Index and the Connected City Guide, leading you on a journey through the connected life.

## Join the Fitbit Challenge

Mobile World Congress has joined forces with Fitbit, the leader in the fast-growing Connected Health and Fitness category, to offer attendees the chance to experience the effect of wearable technology. MWC attendees can experience first-hand the phenomenon of personal data tracking and see the real impact that live personal data has on activity levels by making Mobile World Congress their own fitness challenge.

During Mobile World Congress, each participant can monitor their activity, share their statistics and challenge their colleagues and Congress attendees all via their mobile device. Prizes including the HTC Fitbit phone and Fitbit FORCE will be awarded daily to the two individuals recording the highest number of steps. Don't yet have a Fitbit? Registered Mobile World Congress attendees may use their own Fitbit FLEX devices to participate or they can purchase a Fitbit FLEX at a substantial discount. For more information and to register for the Fitbit Challenge, visit [www.mobileworldcongress.com/fitbit-challenge](http://www.mobileworldcongress.com/fitbit-challenge).

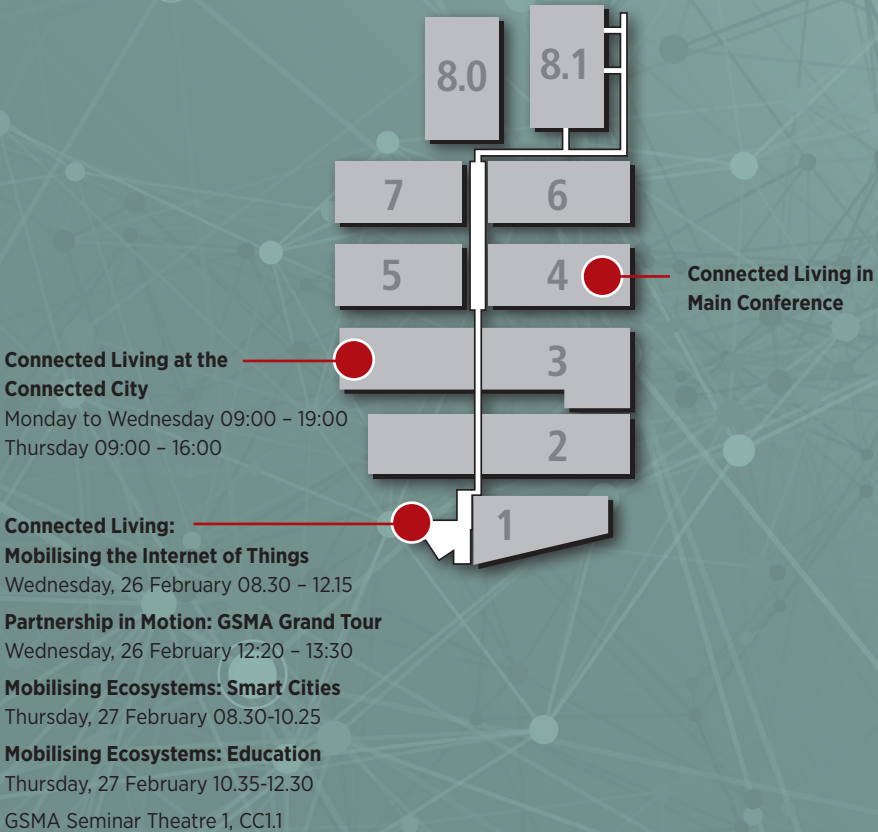
## mHealth Connected Experience

Mobile health solutions are everywhere at Mobile World Congress. The GSMA Connected Living team challenge you to experience a wide range of innovative applications being demonstrated by our partners throughout the exhibition. To get started, go to the Connected City and download the map of the demonstration locations or visit the stand of any participating partner to pick up a paper copy. At each demonstration, tap your NFC-enabled phone on the mHealth Connected Experience icon to receive a clue on your phone. (There's a solution for visitors who don't have NFC-enabled phones, too.)

When you've visited all the stations and collected all the clues, go back to the Connected City and enter yourself in the draw – you could win a top-of-the-line connected personal health device!

Partners participating in the mHealth Connected Experience include **Accenture, Fitbit, Mobile World Capital, Orange, Telecom Italia** and **Vodafone**.

# Connected Living at Mobile World Congress



Connected Living