



Connected
Living

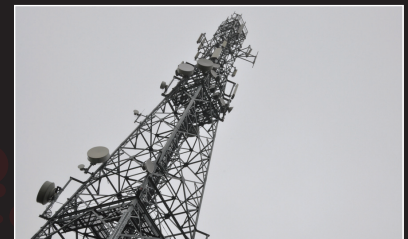
Mobilising
the **IoT** to transform
your **world**

GSMA CONNECTED LIVING

MOBILISING THE INTERNET OF THINGS

The GSMA Connected Living programme is an initiative to help operators add value and accelerate the delivery of new connected devices and services in the Machine to Machine (M2M) market. This is to be achieved by industry collaboration, appropriate regulation, optimising networks as well as developing key enablers to support the growth of M2M in the immediate future and the Internet of Things (IoT) in the longer term.

Our vision is to enable the IoT, a world in which consumers and businesses enjoy rich new services, connected by an intelligent and secure mobile network.



REMOTE SIM PROVISIONING FOR MACHINE TO MACHINE

The GSMA's vision is to unite all stakeholders behind a single common and global Embedded SIM specification for early commercialisation to help accelerate the growing M2M market

IOT CONNECTION EFFICIENCY

The GSMA works with its IoT ecosystem partners to establish guidelines for how machines should communicate via the mobile network in the most intelligent and efficient way

FUTURE IOT NETWORKS

The GSMA is working to establish common capabilities among mobile operators to enable a network that supports value creation for all stakeholders



IoT BUSINESS ENABLERS

The GSMA advocates a sustainable M2M environment that will enable operators to unlock the consumer and business benefits of new and profitable services

ECOSYSTEM ENGAGEMENT

The GSMA works closely with its partners in the ecosystem to align its strategy and to ensure its initiatives are adopted. Connected Living industry collaboration has focused on five key areas, Automotive, Health, Mobile Learning, Transportation and Utilities

GOING FORWARD IN 2015/16

The Connected Living programme will be focusing on fully interoperable remote SIM provisioning for M2M, assessing the value of low power, low data technologies, IoT security, appropriate IoT regulation, IoT big data, further vertical ecosystem engagement and new fast moving market segments such as wearables, smart homes, and smart cities.

GSMA CONNECTED LIVING SEMINAR

MOBILISING THE IoT TO TRANSFORM YOUR WORLD

GSMA SEMINARS ARE FREE TO ALL ATTENDEES

Wednesday, 4 March 2015
14:00 – 18:30
GSMA Seminar Theatre 1, CC1.1

This seminar explores the transformational impact and growth of Connected Living, a world in which consumers and businesses enjoy rich new services, connected by intelligent and secure mobile networks.

14:00 – 14:15 Welcome and Introduction

Graham Trickey, Head of Connected Living Programme, GSMA

Seminar Session 1: The GSMA Embedded SIM Specification

Since the launch of the GSMA Embedded SIM Specification in December 2013 there has been a conscious effort by a number of key ecosystem players to move the specification from a technical architecture to actual product and services. During this session you will hear from two of the leading ecosystem players on why the specification was chosen and how it has been implemented.

14:15 – 15:15 From Concept to Reality

Cameron Coursey, Vice President Product Development – Emerging Devices Organisation, AT&T Mobility

Deniel Kostelac, Chief Architect Consumer IT, Volvo

Moderator: Craig Aldridge, Project Manager - Embedded SIM Deployment, GSMA

Deployment of the GSMA Embedded SIM Specification

This panel session will allow the audience to ask questions and to further explore how the specification works and meets the needs and demands of the market. With representatives from across the ecosystem, this panel will provide a robust overview of the demands and needs of the M2M market today.

15:15 – 15:45 Deployment of the Embedded SIM Specification

Cameron Coursey, Vice President Product Development – Emerging Devices Organisation, AT&T Mobility

Deniel Kostelac, Chief Architect Consumer IT, Volvo

Andrés Escribano, M2M Horizontal Product Director, Telefonica Digital

Hervé Pierre, Chairman of the Board, SIM Alliance

Gary Waite, Executive Director – Embedded SIM, Connected Living, GSMA

Moderator: Craig Aldridge, Project Manager - Embedded SIM Deployment, GSMA

15:45 – 16:00 Break

GSMA CONNECTED LIVING SEMINAR

MOBILISING THE IoT TO TRANSFORM YOUR WORLD

Seminar Session 2: Future IoT Networks

This session will review the emerging requirements for IoT and M2M in the automotive and transport markets, as well as the automakers' and transport operators' plans to use mobile to support their new services.

16:00 – 17:15 IoT for Automotive and Transport - Challenges and Opportunities

Angel Garcia Barrio, Group Vice President -
M2M, Etisalat Group

Robert Jagler, Director MSS Connectivity, Commercial
Product Management, Volvo

Stephen Bryant, CTO, Telenor Connexion

Carme Fàbregas, CTO, ATM, Barcelona

Moderator: Godfrey Chua, Principal Analyst, Machina
Research

17:15 – 17:30 Break

Enabling Services for the Internet of Things

In the world of IoT, mobile has a host of new roles to play, from improving user experience to the management and security of low cost IoT devices. This panel session will debate the value-added functionality that can be provided by mobile operators to support the IoT in smart homes and smart cities, for example, management of trust, devices and applications.

17:30 – 18:30 Enabling Services for the Internet of Things

Pierre Plaza, Division Manager, Telefonica

Herve Ganem, System Architect, SUNSEED/Gemalto

Samita Chakrabarti, Principal Engineer, System
Architecture, DUIB Technology, Ericsson Silicon Valley

Robin Duke-Woolley, Founder and CEO of Beecham
Research Ltd

Sven Krey, Head of Sales Development M2MCC,
DEUTSCHE TELEKOM AG

Emmanuel Routier, VP Global M2M, Orange Business
Services

Moderator: Svetlana Grant, Director – Future IoT
Networks, Connected Living, GSMA

**A Networking Reception, serving drinks and canapés
will follow from 18:30 – 20:00 for all Connected Living
Seminar attendees**

CONNECTED LIVING

AT THE GSMA INNOVATION CITY

Hall 3, Stand 3A11 and 3A31
Monday to Wednesday 09:00 – 19:00
Thursday 09:00 – 16:00

Please note that the City will close at 16:00 on Tuesday for a private reception.

The GSMA Innovation City builds on the hugely successful Connected City by enabling visitors to see first-hand how mobile-connected products will enrich our living and working environment in cities across the world in a fully integrated immersive experience.

Connected Living is at the heart of the GSMA Innovation 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.

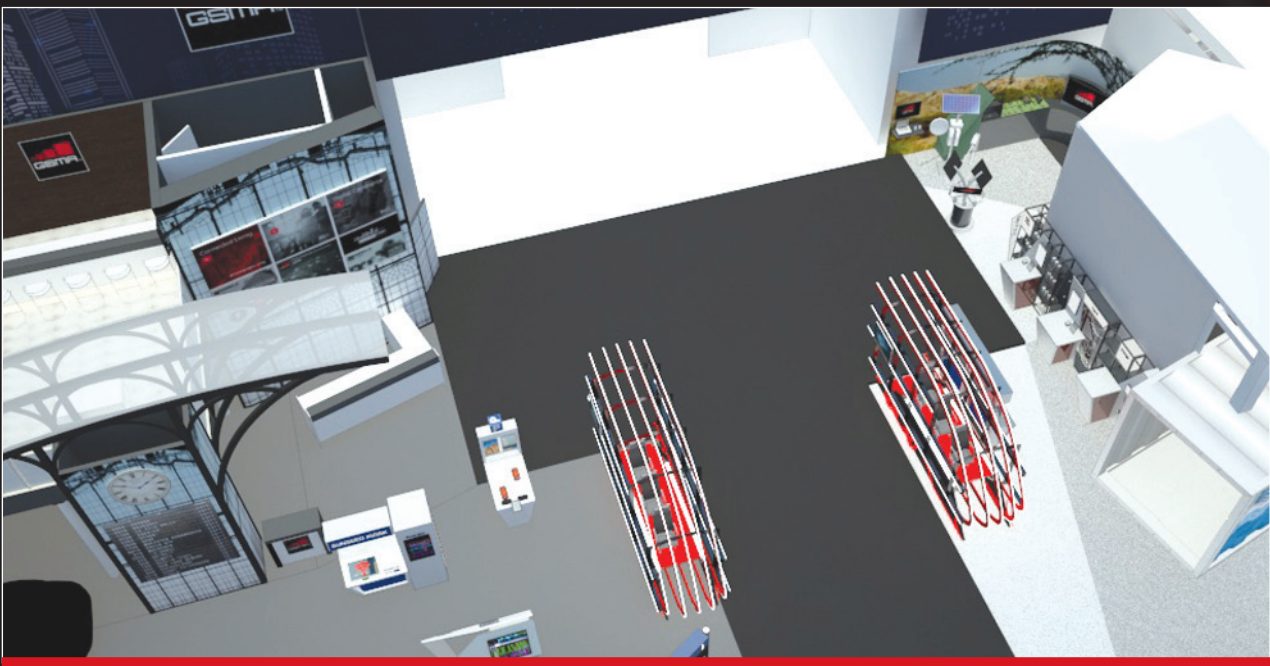
Experience an Internet of Things with seamless and pervasive connectivity between people and processes, enabling a wealth of valuable context-aware services delivered immediately and automatically.

→ **Inside the Network** – A first for Mobile World Congress, the GSMA Innovation City invites guests to enter a unique virtual reality world. Oculus Rift headsets will allow visitors to enter the mobile network, viewing it from the inside and taking in the expanding world of connected devices and services

→ **Connected Sports Display** – Babolat, Worldwide Tennis brand and commercial partner of Rafael Nadal, introduces Babolat Play, the world's first connected racquet. On court, you will be invited to hit balls and synchronize your data on a smartphone. Let's play connected!

→ **Connected BMX Display** – Xensr will showcase its XensrAIR realtime 3D sports technology with a BMX stunt display demonstrating how athletes can capture data via their smartphones such as biometrics, trick recognition and even POV camera action

→ **The M2M World Alliance** will be demonstrating a live operator profile swap in smart parking meters using a solution based on the GSMA Embedded SIM Specification



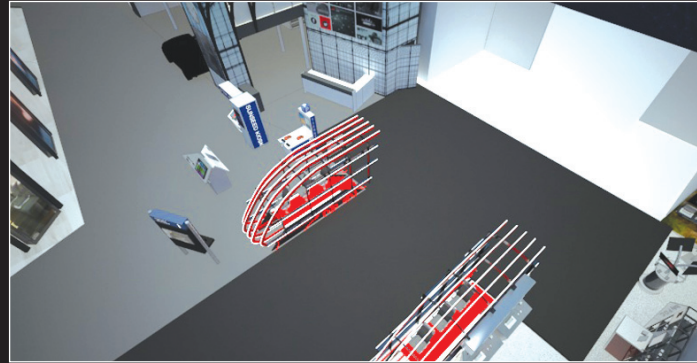
CONNECTED LIVING AT THE GSMA INNOVATION CITY

→ **SUNSEED** will be showcasing secure authentication for smart grids on mobile networks and how to energy and mobile network operators can work together to offer future smart energy grids

→ **The Global M2M Association** will be demonstrating a live operator profile swap based on the GSMA Embedded SIM Specification from the perspective of both the end consumer and the backend provider in an automotive setting

→ Come try your skill and steady hand on the **Connection Efficiency - What's the Buzz? challenge**, where we'll be putting your knowledge of IoT and M2M to the test for the chance to win a pair of wireless Bose speakers

→ See what the future network looks like with the **IoT Future Networks Roadmap**. This roadmap provides a glimpse of the future by describing a range of new operator capabilities and technologies that will further develop and scale the Internet of Things. The roadmap examines the impact and opportunity for operators, M2M vendors, automotive, utility and health vertical markets



The Connected Living Programme Team will be available in the GSMA Innovation City throughout the event to answer your questions and meet face to face.



CONNECTED LIVING

AT THE MINISTERIAL PROGRAMME

Thematic Workshop: Machine-to-Machine (M2M)

Monday, 2 March 09:30-11:00

Auditorium B, Ministerial Programme, Hall 4, Fira Gran Via

The Ministerial Programme is the cornerstone of the GSMA's government programme and focuses on debate and knowledge-sharing of the revolutionary power of mobile. In 2014, the Programme again saw record attendance with the participation of 139 government delegations and 22 international institutions.

The Programme is targeted at senior government and industry representatives and focuses on current and future high-impact issues for the mobile sector.

Attendance is open to:

- National telecommunications ministries and regulatory authorities
- Senior representatives from selected international organisations and intergovernmental bodies
- C-level and senior regulatory representatives from the mobile industry, including network operators and vendors

Mobilising the Internet of Things

The Internet of Things (IoT) holds tremendous promise for citizens, consumers, businesses and governments. Referring to machines, devices and appliances of all kinds that are connected to the internet through multiple networks, the IoT has the means to shrink health-care costs, reduce carbon emissions, increase access to education, improve transportation safety and much more.

09:30-9:35 Introduction

Jeanine Vos, Executive Director, Connected Living Programme, GSMA

09:35-9:50 Keynote: Government's role in encouraging M2M growth and innovation

Yasuo Sakamoto, Vice Minister for Policy Coordination, Ministry of Internal Affairs and Communications, Japan

09:50-10:05 Keynote: For operators, M2M is not just one thing

Glenn Lurie, President and CEO, AT&T Mobility

10:05-10:20 The changing shape of education

Jim Knight, Managing Director for Online Learning, Times Educational Supplement (TES) Global

10:20-10:35 New insights into the M2M market

Mohammad Chowdhury, Partner, PriceWaterhouseCoopers

10:35-11:00 Open Q&A with the presenters

Moderated by Jeanine Vos

To register your interest in attending this Ministerial Programme workshop visit:
<http://www.ministerialprogramme.com/about/>

CONNECTED LIVING IN THE MAIN CONFERENCE AGENDA

The Business of IoT

Thursday, 5 March

14:30 - 16:00

Conference Hall 4, Auditorium 2

Simply connecting 'things' is not enough to capture the explosive potential of the Internet of Things. In order to succeed, organisations must strive to realise the full business value of IoT.

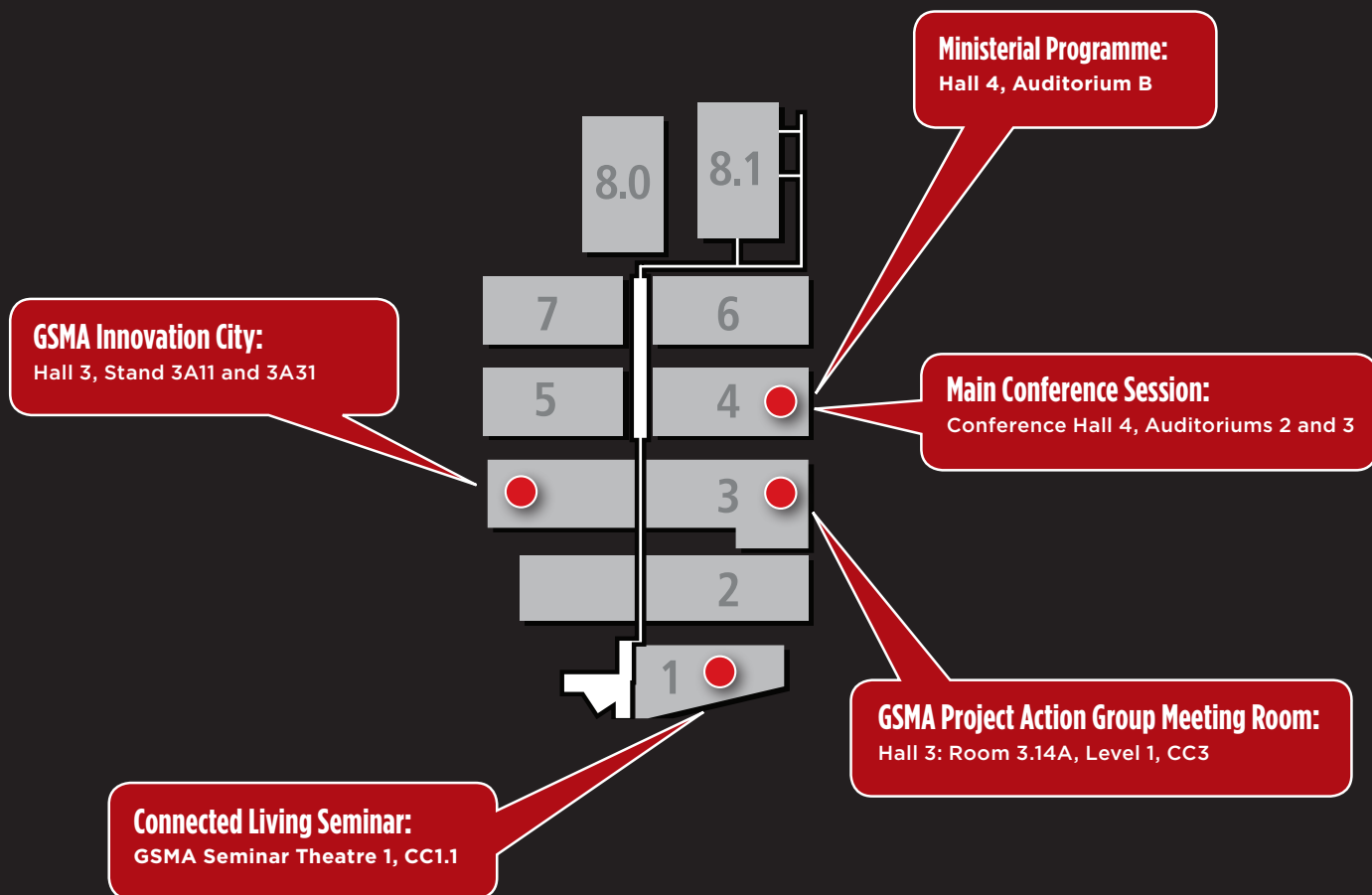
Big data and analytics presents huge opportunities to develop & improve services and experiences by capturing, processing, and analysing data from an increasing range of sources.

Discussion will explore the need for a re-examination of business models to profitably play in this new world.

What does it take to build successful applications for the IoT? How must platforms evolve to enable new approaches to application development which will capture new users?



GSMA CONNECTED LIVING AT MOBILE WORLD CONGRESS 2015



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