

25-28 February 2019

GSMA IoT & Intelligent Connectivity at **Mobile World Congress 19**



	Sun, 24 Feb	Mon, 25 Feb	Tue, 26 Feb	Wed, 27 Feb	Thu, 28 Feb
		Intelligent Connectivity GSMA Innovation City - Hall 4, Fira Gran Via Mobile IoT Innovators Showcase at 4YFN – Fira de Barcelona Montjuic Venue			
AM			GSMA IoT Seminars (scheduling tbc)		
PM	8th Mobile IoT Summit – Hotel NH Collection Barcelona Tower [formerly known as Hesperia Tower Hotel]		GSMA IoT Seminars (scheduling tbc)	Joint Mobile IoT Meeting	



8th Mobile IoT Summit **GOING GLOBAL**

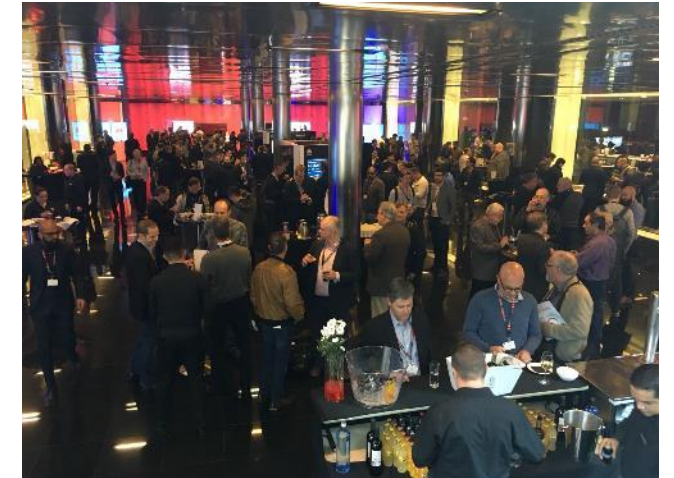
Hotel NH Collection Barcelona Tower | Sunday, 24 February 2019

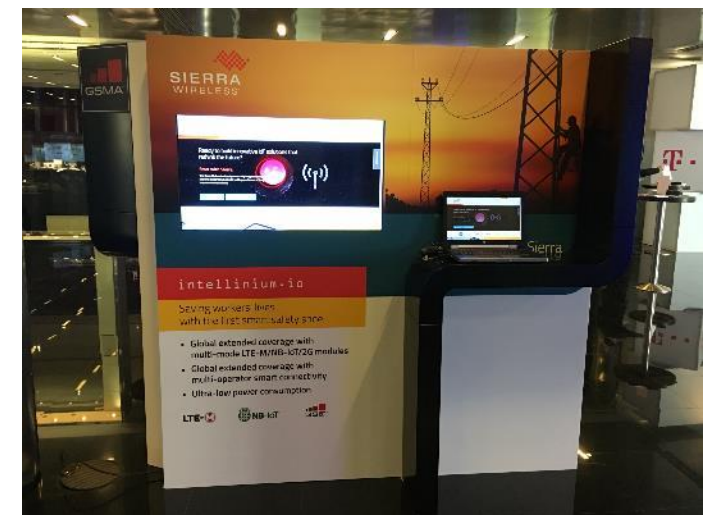
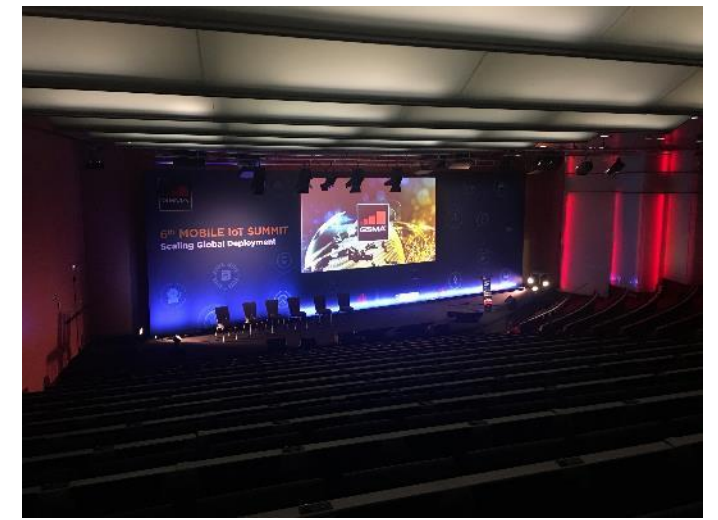
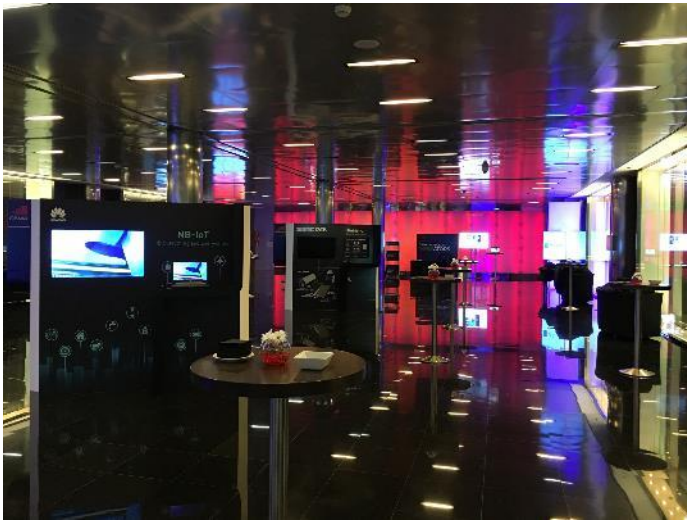


Looking Back: 6th Mobile IoT Summit at MWC18 4

Theme: Scaling Global Deployment

- Date: Sunday, 25 February 2018 (MWC18 Day 0)
- Venue: [Hotel NH Collection Barcelona Tower](#)
- Proudly sponsored by Huawei, Sequans, Deutsche Telekom & Nokia
- Record high registration (**650**) and attendance (**467**)
- 7 demo partners ([details](#)): Arm & Vodafone, Deutsche Telekom, Huawei, Sequans, Sercomm, Sierra Wireless & u-blox
- On-demand video presentation: <https://www.gsma.com/iot/event/6th-gsma-global-mobile-iot-summit/>





- Date: Sunday, 24 February 2019 (MWC19 Day 0)
- Venue: [Hotel NH Collection Barcelona Tower](#)
- Similar format as last year: half-day conference in the 500-seat auditorium with 8 to 10 Mobile IoT demonstrations
- Sponsorship opportunities:
 - Silver Sponsors
 - Networking Sponsors
 - Please contact Eric Yu (eyu@gsma.com) or Fay Jenkins (fjenkins@gsma.com) for sponsorship details





MWC19™
Barcelona

**INTELLIGENT
CONNECTIVITY**

GSMA Innovation City

25-28 FEB | Hall 4 | Fira Gran Via



INTELLIGENT CONNECTIVITY

The Fusion of 5G, AI and IoT

INTELLIGENTLY CONNECTING EVERYONE AND EVERYTHING TO A BETTER FUTURE

T O M O R R O W

5G ERA: INTEROPERABLE NETWORKS

5G / 4G / 3G / MOBILE IoT / WIFI / FIXED BROADBAND / SATELLITE

Flexible, reliable, high-speed, low latency, high capacity networks



ARTIFICIAL INTELLIGENCE

COMPUTER IQ: 10,000+



Smarter platforms for enhanced decision making & automation

INTERNET OF THINGS

25 BILLION CONNECTED DEVICES



Everything will be securely connected enabling rich new products & services

T O D A Y

4G / 3G / MOBILE IoT



HUMAN GENIUS IQ: 140+



9 BILLION CONNECTED DEVICES



GSMA Innovation City

The GSMA Innovation City is a themed experience hosted by the GSMA that showcases the latest industry trends and is set right at the heart of MWC. Having established itself as a focal point for press and media as well as a highlight for many delegates and VIP tours the City demonstrates how mobile is transforming businesses and enhancing the lives of consumers globally. The City is promoted as a “must see” exhibit at all 3 Mobile World Congress events.



“The GSMA’s Innovation City is where they showcase some of the more progressed and realistic futuristic ideas.”

A nighttime photograph of Barcelona, Spain, featuring the illuminated Sagrada Família in the center. The city's dense urban landscape is visible, with lights from buildings and streets reflecting on the dark sky. The mountains in the background are silhouetted against the twilight.

GSMA Innovation City Barcelona

25 – 28 February 2019

Looking back at Innovation Cities:

GSMA Innovation City Los Angeles

12 September 2018

Exhibitors: BMW, Google, KT, Intel, IMR, Nokia, Unmanned Life, SenSat, Sierra Wireless...

GSMA Innovation City Barcelona

26 February 2018

Exhibitors: AT&T, Google, Huawei, KT, Cisco, IBM, Qualcomm, Turkcell, Ericsson, Vodafone...

GSMA Innovation City Shanghai

27 June 2018

Exhibitors: Huawei, KT, Cisco, Ford, China Mobile, MyFC, Thinfilm, Akyumen, IBM, Accenture, Qualcomm, McLaren, Peugeot...



A Snapshot of MWC18

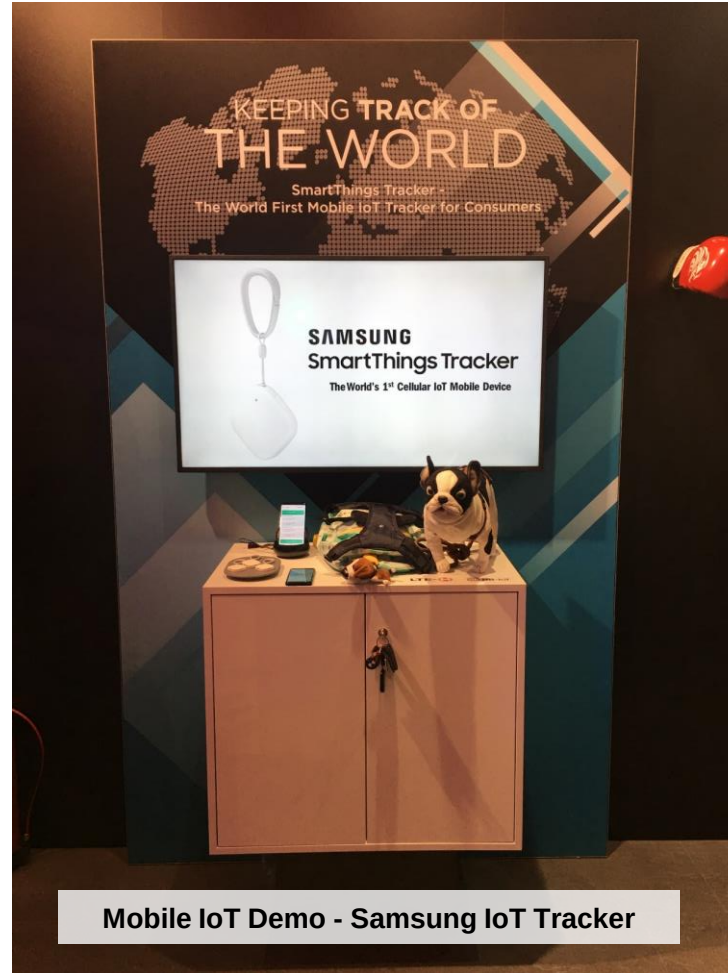
Promoted as the “must see” exhibit space at MWC, the GSMA Innovation City frequently steals the show at the event:

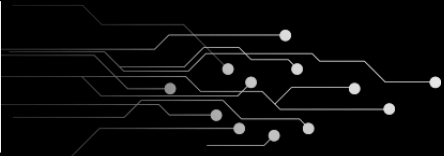
- Prestigious location and pathway to keynote halls and conferences with over 40,000 unique visitors and 100+ media interviews conducted on GSMA Innovation City in 2018
- A key highlight of VIP tours, Industry, Press & Analysts as well as Royal visits. In MWC18, Innovation City had 101 press engagements, 77 original pieces of broadcast, print and online coverage, 16 broadcast features including BBC, CNN, Telecom TV, Reuters, Sky, Al Jazeera
- Dedicated press release and omni-channel promotions to 50,000 delegates and 28,000+ GSMA Membership contacts



HIGHLIGHT OF MWC18





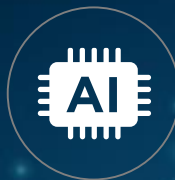


Your proposals to demonstrate in the GSMA Innovation City

- Themed around **Intelligent Connectivity** and categorised into, but not limited to, Artificial Intelligence, Digital Trust, Digital Wellness/Healthcare, Smart Platform, Industry 4.0, Connectivity, etc.
- Immersive, innovative, highly visible and photogenic demonstration with great media values
- Preferably on live network including, but not limited to, 5G connectivity and Mobile IoT (LTE-M & NB-IoT) connectivity
- Full support with on-site experts from your organisation

This is an excellent co-marketing opportunity which brings visitors from Innovation City to partners' stands.

A series of internal discussions will be conducted by the Innovation City committee for assessing and qualifying the demonstration based on the theme of the GSMA Innovation City



Smart Platforms
With AI

Intelligent Connectivity – the next step
‘The confluence of high internet speeds, big data, the Internet of Things, analytics and artificial intelligence will fundamentally alter the way we live and work, intelligently connecting virtually every device, making our cities smarter and our lives easier and more productive.’
Mats Granryd, GSMA 2018



5G era
Mobile
Networks

Intelligent Connectivity



Everything connected



People



Houses



Infrastructure



Vehicles



Factories



Cities

the value created by
the fusion of 5G, AI and IoT

Intelligent Connectivity





Intelligent Connectivity will transform and enhance many different aspects of people's lives



INTELLIGENT CONNECTIVITY USE CASE EXAMPLE

Entertainment Everywhere

Cloud Based Mobile Gaming - Immersive gaming anywhere, without hardware costs
Dynamic Advertising - Personalised, interactive high definition video advertising

Connected Transportation

Autonomous Transportation - Convenient, safe, independent travel
Drone Delivery - Fast, secure unmanned delivery

Enhanced Public Services

Connected Care - Real time healthcare & homecare monitoring
Connected Crime Prevention - Video enabled detection and deterrence

Industrial Productivity

Real Time Robotics - Tactile Internet for automation
Remote training and education - Telepresence and learning

Sustainability

Proactive Environment Management - Reducing pollution in smart cities
Smart Agriculture - Enhanced food production & efficient distribution

Connectivity

Enhanced Mobile Broadband - Reliable, low latency, up to 1 Gigabit speed mobile broadband
Hyper connectivity – People & things will be seamlessly connected to any available networks



Mobile IoT Innovators Showcase

4YFN @ Fira de Barcelona | Montjuic

Looking Back: Connected China @ MWC Shanghai 2018

- Mobile IoT showcase by some of the most innovative companies in China
- 12 demos in 6 key industry verticals:

- Fire Safety   
- Industrial IoT   
- Logistics   
- Smart Agriculture   
- Smart City    
- Smart Home   



CONNECTED CHINA Leading the World in Mobile IoT 连接中国 移动物联网引领世界

Mobile World Congress Shanghai, 27 - 29 June | 世界移动大会-上海, 2018年6月27-29日

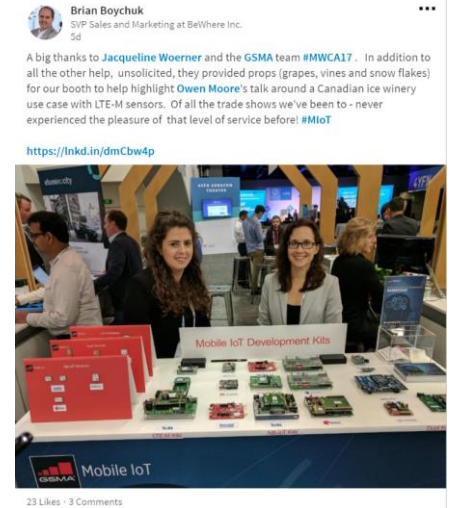


SingTel interviewed by GSMA about IoT & 5G

Momo the Connected Yak

Smart Street Light

- We are keen to work with innovative Mobile IoT developers and start-ups
- Proposals can be any demonstrations on LIVE Mobile IoT networks (LTE-M or NB-IoT) including but not limited to asset tracking, industrial sensor, smart factory/construction, smart city, smart agriculture, wearables, etc.



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GSMA IoT

<https://www.gsma.com/iot/>

GSMA IoT Newsletter

<https://www.gsma.com/iot/sign-up-for-newsletter/>