



#MWC19

IoT AT MWC **LOS ANGELES**

Oct 22-24 2019

Event Handbook



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Location & Opening Time

Date	Tuesday - Thursday, 22 - 24 October 2019
Time	09:00 – 17:00 [Day 1 & 2] 09:00 – 15:00 [Day 3]
Venue	Los Angeles Convention Center, 1201 South Figueroa St. Los Angeles, CA 90015 (Venue Map)
Details	https://www.gsma.com/iot/events/mwc19la/ https://www.mwclosangeles.com/

Badge Collection Opening Hours

For badge pickup, you must bring a printed copy or an electronic copy of the **Final Confirmation Email** along with a **Government-Issued Photo ID** (such as a driver's license or passport). [Picking up badges on behalf of a colleague is not permitted.](#) Please check [here](#) for details.

South Hall Lobby, LACC & West Hall Lobby, LACC	Sunday, 20 October: 12:00 – 18:00 Monday, 21 October: 08:00 – 19:00 Tuesday, 22 October: 07:00 – 17:00 Wednesday, 23 October: 07:00 – 17:00 Thursday, 24 October: 07:00 – 15:00
JW Marriott	Monday, 21 October: 08:00 – 17:00 Tuesday, 22 October: 08:00 – 17:00 Wednesday, 23 October: 08:00 – 17:00



GSMA IoT at MWC19 LA Overview

GSMA INTERNET OF THINGS PROGRAMME 4

IoT Conferences & Programmes: <https://www.gsma.com/iot/events/iot-conferences-mwc19la/>

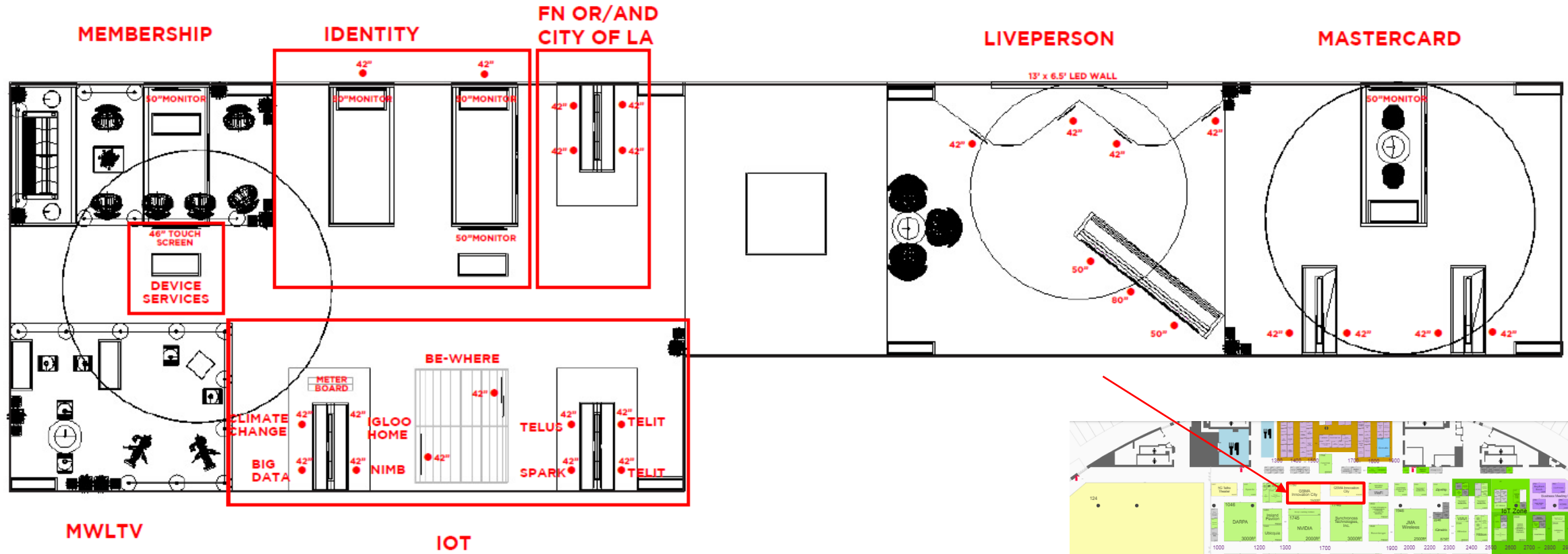
Mon, 21 Oct Day 0	Tue, 22 Oct Day 1	Wed, 23 Oct Day 2	Thu, 24 Oct Day 3
	GSMA Innovation City – IoT Demos 09:00 - 17:00 (Day 3 - 15:00) Stand 1750, South Hall, LACC https://www.gsma.com/iot/events/innovation-city-mwc19la/		
IoT PSG Meeting 12:00 – 14:30 Luxe City Center Hotel	IoT Tour 09:45 https://www.gsma.com/iot/events/iot-tours-mwc19la/	IoT Tour 09:45 IoT Security Lunch Meeting 12:00 – 14:00 Luxe City Center Hotel	IoT Tour 09:30
	Securing the Connected Vehicles and Connected Passengers [Ian Smith moderating] 15:00 – 15:45 NexTech Stage – West Hall	IoT Security [L-Spark & Telus presenting] 14:00 – 14:45 NexTech Stage – West Hall	
GSMA Members Reception – Exclusive for GSMA Members 18:00 – 20:00 Redbird, Cardinals Quarters (4th floor)	IoT Tour 13:45	IoT Tour 09:45 Mobile IoT Forum Meeting 15:00 – 17:30 Luxe City Center Hotel	The Internet of Safe Things [Ian Smith moderating] 14:00 – 15:00 151 (Concourse Level 1)
		Mobile IoT Leaders Networking Reception 17:30 – 19:00 Luxe City Center Hotel	

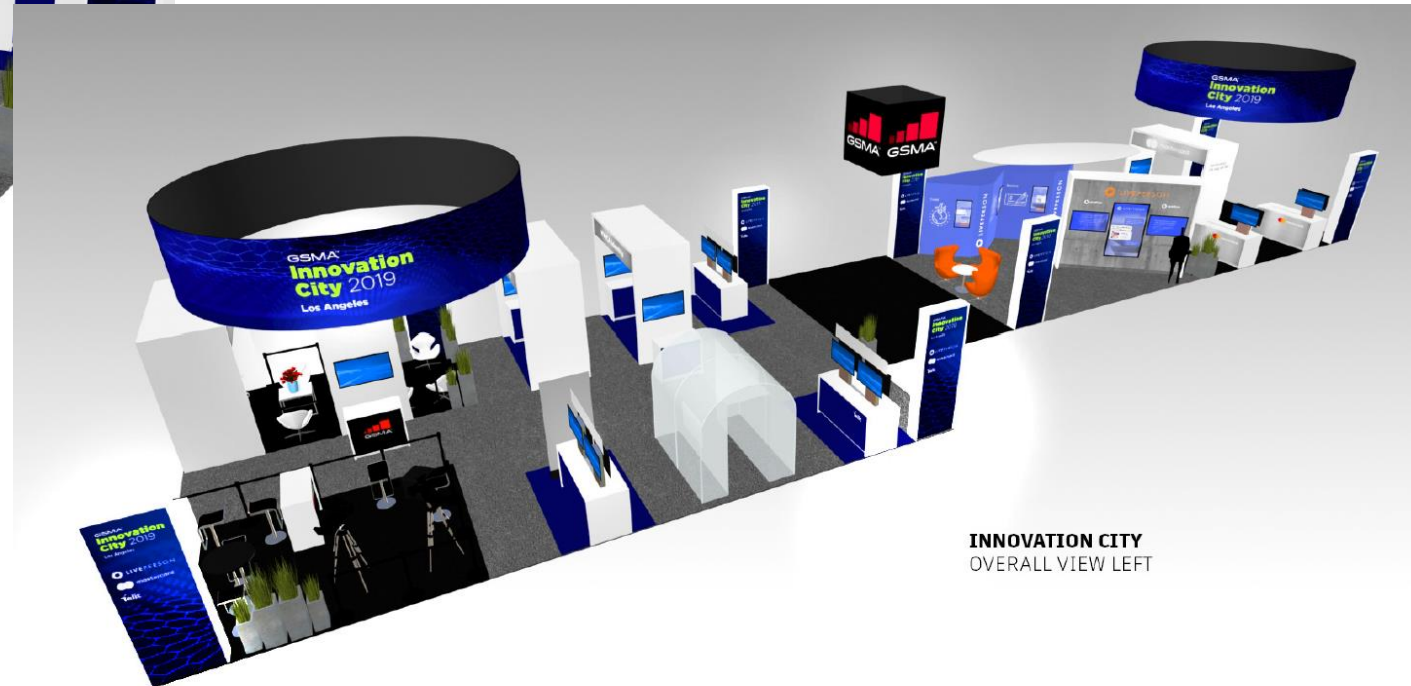
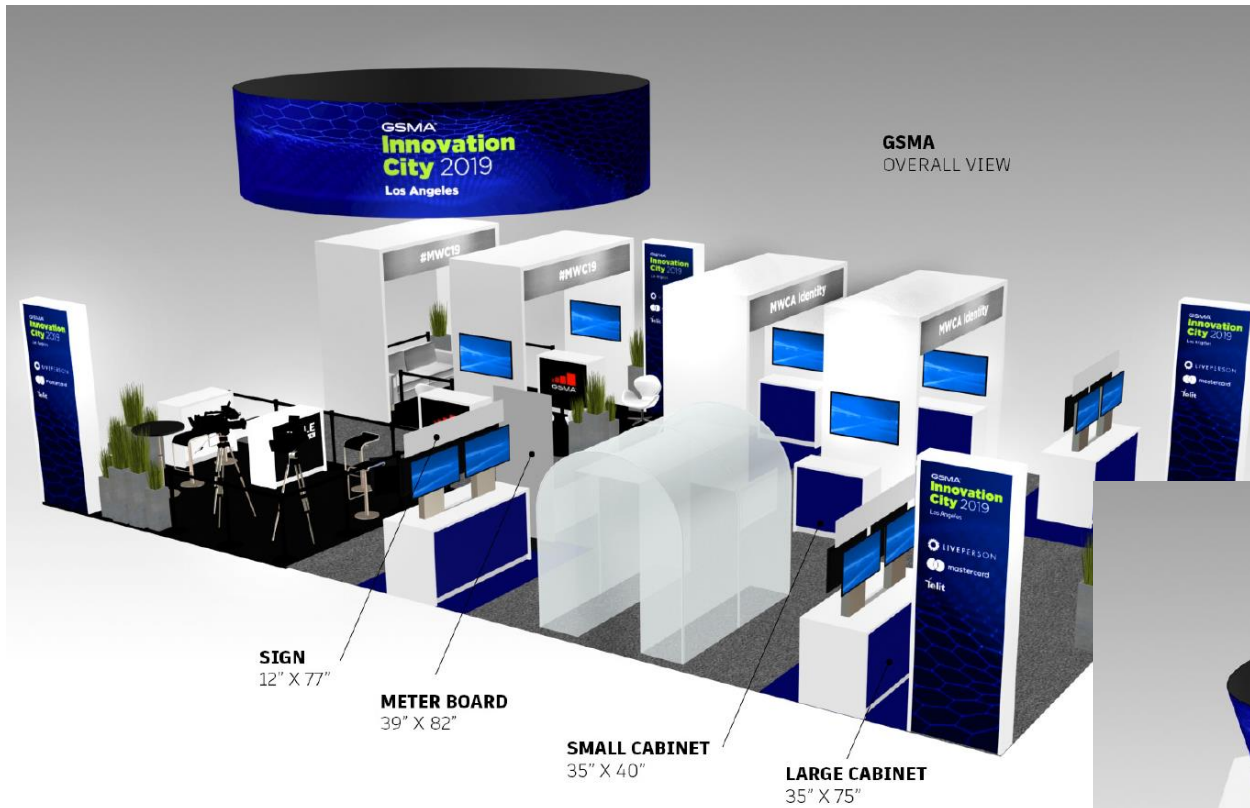
The times of the IoT Tours is to be finalised: <https://www.gsma.com/iot/events/iot-tours-mwc19la/>

GSMA™

Innovation City 2019

Los Angeles





<https://www.gsma.com/iot/events/innovation-city-mwc19la/>

Lead Partner	Operator/Ecosystem Partner	Demonstration	Technology
	  	<u>BeWhere's Sensor-as-a-Service platform easily adapts to the array of rapidly emerging use cases</u> The introduction of Mobile IoT, LTE-M and NB-IoT with their low-cost advantages opens up a disruptive opportunity to deploy significant quantities of sensors widespread across cities and rural environments. Supported by all major North American mobile operators and in partnership with the City of Los Angeles, a variety of IoT sensors for monitoring soil moisture, leaf wetness, air quality (PM2.5), water quality and water pressure are installed and display real-time data that empowers the City of Los Angeles to deliver a more efficient and environmentally sustainable city for its citizens.	 
 BY IGLOOHOMES	 	<u>Smart Access Management of Facilities, Infrastructure and Assets</u> iglooworks smart access solutions provide access management of facilities, infrastructure sites and assets without the need to manage any physical keys. iglooworks solutions enable real-time visibility of access activity and alert notifications while significantly improving efficiencies in managing large number of distributed sites. These smart access solutions are helping businesses to more securely and efficiently manage a wide range of sites from warehouses to mobile base stations to shared building facilities.	 
		<u>First-of-its-Kind Secure IoT Solution that Meets GSMA's IoT Security Guidelines</u> Telus, Blackberry, and Solace have developed a "first of its kind" secure by design IoT Root of Trust for LTE-M IoT Devices with embedded GSMA compliant eSIMs. The solution provides a highly secure hardware-based IoT root of trust which secures the embedded software stack of the device and its applications while also establishing mutual trust between the device and its application service platform – all out of the box using secure "over-the-air" provisioning. L-SPARK, a leading Canadian Tech Accelerator, worked with four Canadian startups in creating real life services that leverage the eSIM IoT Root of Trust to enhance the security features of their products in their respective vertical markets, including Smart City applications. These applications are showcased at the L-SPARK booth: • Flosionics (Healthcare) • Canscan (Transportation) • CIRA (Device lifecycle management) • Platoi (Infrastructure monitoring)	
		<u>Peace of Mind at Your Fingertips</u> Nimb Ring comes with a panic button that sends an emergency alert to first responders and your emergency contacts. It enables you to call for help with one click without drawing unwanted attention. Its battery can last up to two weeks.	 
		<u>Transforming Public-space trash collection operations</u> The BigBelly Solar intelligent waste & recycling collection system, Powered by Telit LE910C1 module (LTE Cat 1), enables municipalities, colleges & universities, government facilities, and other institutional customers to reduce the operating costs associated with waste collection by 80 percent	



Setup, Dismantling & Staff Rota

- **Setup**: GSMA Innovation City will be opened for setup from 10:00 on Monday, 21 October.

Date	Official Opening Hours	Exhibitor Access
21 October (Day 0)	N/A	07:00 – 18:00
22 October (Day 1)	09:00 – 17:00	07:00 – 18:00
23 October (Day 2)	09:00 – 17:00	07:00 – 18:00
24 October (Day 3)	09:00 – 15:00	07:00 – 16:00

Extended hour access is noted on the badge by a white star icon, similar to this 

- **Delivery and Collection Details:**

- Please complete the [delivery form](#), email to Joseph O'Halloran (Joseph.OHalloran@freeman.com) and send your deliveries to:

GSMA Innovation City - IoT

C/O: Joseph O'Halloran, Senior Client Solutions Manager, Freeman

Stand 1750, South Hall, Los Angeles Convention Center, 1201 South Figueroa St. Los Angeles, CA 90015

- **Dismantling**: the team will start dismantling after 15:00 on Thursday, 24 October.
- **Staff Rota**: Suggest to have at least 2 to 3 staff taking turns for duty. Bigger demos or demos with large amount of devices should have extra 2 staff taking turns for duty. Eric will be around most times to support any requests.



Exhibitor Pass Registration

Please share the contact details with Eric Yu (eyu@gsma.com). Eric will extend the invitations with unique registration codes.

First Name	Last Name	Company	Email

Suggest to have at least 2 to 3 staff on-duty in turns. Bigger demos or demos with large amount of devices should have extra 2 staff taking turns for duty. Eric will be around most times to support any requests.



GSMA IoT Programme Rota – Innovation City

	08:30-11:00	11:00-13:00	13:00-15:00	15:00-17:00
Mon 21 Oct	Andrew Eric 10:00-18:00			
Tue 22 Oct	Andrew Eric	Amaia Ian	Andrew Eric	Andrew Eric
Wed 23 Oct	Eric Ian	Andrew Eric	Eric	Eric
Thu 24 Oct	Eric Svetlana	Andrew Eric	Andrew Eric	

Name

Amaia White
Andrew Parker
Eric Yu
Ian Smith
Svetlana Grant

Job Title

Programme Manager, IoT
Programme Marketing Director, IoT
Marketing Manager, IoT
IoT Security Lead
IoT Programme Director

Contact Number

+44 7825 312843
+44 7720 948778
+44 7850 517659
+44 7966 130827
+44 7545 941952

#MWC19

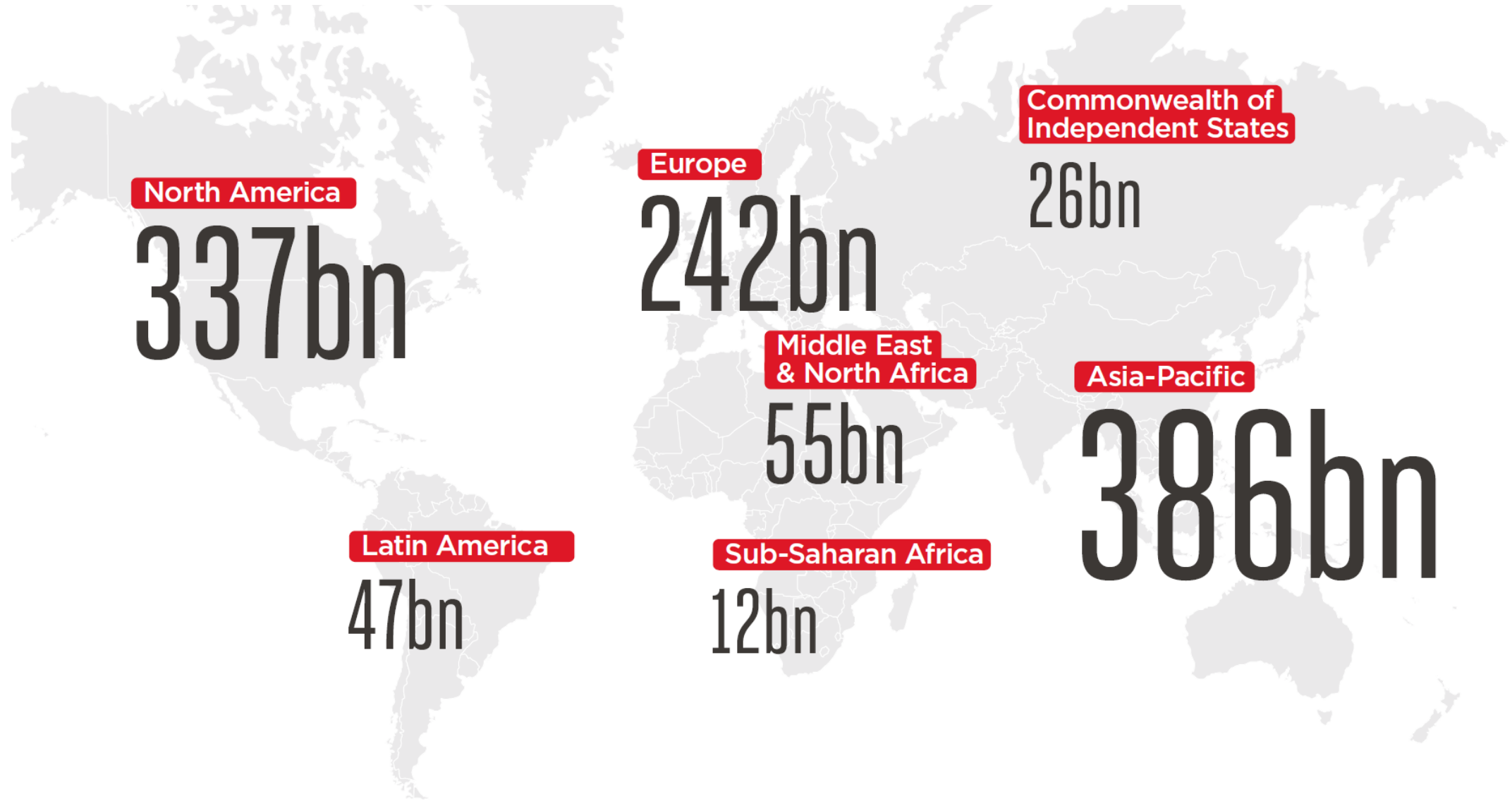


Contact Person

Eric Yu, Marketing Manager, IoT, GSMA

Email: eyu@gsma.com

Mobile: +44 7850 517659 (👍Whatsapp)



THANK YOU!

GSMA IoT

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

GSMA Twitter

<https://twitter.com/GSMA>

GSMA IoT on LinkedIn

<http://gsma.at/iot>

GSMA IoT YouTube Playlist

<https://www.youtube.com/playlist?list=PLj1MyDu3jckroOrl5RAW8gAH5Tg0zYjpC>

GSMA IoT Newsletter

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