



Connected
Living

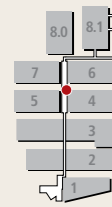
Accelerating the
delivery of new
connected devices
and services

**Connected Living at
Mobile World Congress**
25-28 February 2013



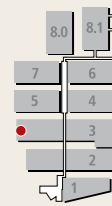
Experience a world where everything intelligently connects.

GSMA Pavilion: Congress Square



The GSMA Pavilion in the heart of Congress Square is showcasing the GSMA's many programmes and initiatives. You can demo the Connected Living Tracker – a customised tool that collates connected products and services around the globe – and meet our mEducation Robot!

Connected City: Hall 3, Stands 3B2 and 3C2



A real city street

Visit the GSMA Connected City to find out how homes become smart, city and transport networks are optimised, healthcare reach extended and the needs of consumers and businesses are met by mobile solutions. Experience first-hand cutting-edge connected solutions brought to life by AT&T, Deutsche Telekom, KT, Telenor and Vodafone.

Witness Connected Living in action through engaging demonstrations, from mAutomotive in the back of a London cab; interactive learning through mEducation augmented reality; the mHealth connected fitness demonstration in aid of the mHealth Grand Tour plus interoperable mHealth solutions; to Cooltra and the latest in smart city transportation.

Our Connected Living industry experts will be on hand to guide you through the demonstrations and answer all your questions.

Connected Living Seminar Series



Gain insights into the Connected Living programme and hear from industry experts. GSMA Seminars are free to all delegates.

Hall 1, Level 1, Room C1.1

Tuesday 26 February

08:30 - 10:45

mAutomotive: Navigating the changing landscape of connected cars – what does the final destination look like?

This seminar focuses on the challenges and opportunities of connected cars, with leading experts from both the automotive and mobile industries sharing their requirements and vision for scaling the connected car market. A fully interactive roundtable will enable the speakers and audience to raise pertinent questions and debate important issues around the changing mAutomotive market landscape.

Moderator: David McClure, **SBD**.

Speakers: Derek Kuhn, VP Sales & Marketing, **QNX**. Enrique Herrera, Enterprise Strategy and Architecture Services Senior Business Architect, **Microsoft Corporation**. Marcus Keith, GM Project Management Electronics Development, Head of Project **Audi Connect**. Corinne Lauer, Team Leader - Advanced Engineering - Multimedia & Telematics, **Renault**. Pierre Masai, VP of Information Systems & Telematics Programme, **Toyota**. John Ellis, Global Technologist and Head of the Ford Developer Program, **Ford**. Dr. Markus Kaindl, BMW Connected Drive Project Manager Telematic Control Units, **BMW**. Robert Jagler, Director MSS Connectivity, Commercial Product Management, **Volvo**.

Panelists: Pierpaolo Marchese, Head of Service Platforms & Technology Evolution, Telecom Italia Mobile. Per Simonsen, CEO, **Telenor Connexion AB**. Nathalie Leboucher, Senior VP Orange Business Services, Head of Smart Cities program, **Orange**. Jari Salminen, Business Development, **M2M Vodafone**.

11:00 - 12:00

New Business Models in Action

New connected wireless devices are set to surpass the number of mobile handsets over the coming decade, creating significant new business opportunities for mobile operators, vendors and industry partners. Senior leading experts from AT&T, Vodafone and Everything Everywhere will focus on current examples of successful new business models in action today, and demonstrate how operators and their partners are making the most of this exciting new connected devices market.

Moderator: Ana Tavares Lattibeaudiere, Head of Connected Living, **GSMA**.

Speakers: Chris Penrose, Senior VP, Emerging Devices, **AT&T**. Jari Salminen, Business Development, **M2M Vodafone**. Marc Overton, VP of Wholesale and M2M, **Everything Everywhere**.

12:15 - 13:30

mEducation: the future of learning

mEducation connectivity opens up new ways of teaching and learning that can improve the effectiveness and efficiency of education and training delivery, whilst opening up new markets for mobile operators. This interactive seminar will present a vision of the potential of mobile to transform education and draw on experience of the opportunity and value of mEducation indicated by current trials and services. A senior panel of speakers made up of leading industry experts will present a broad range of live case studies and examples of the mEducation market in action.

Speakers: Graham Brown-Martin, Founder, **Learning Without Frontiers**. Peggy Johnson, EVP & President Global Market Development, **Qualcomm**. George Held, Vice President/Commerce, **Etisalat**.

Panelists: Florence Gaudry-Perkins, International Director-Global Government & Public Affairs, **Alcatel-Lucent**. Carolina Jeux, CEO, **Telefonica Learning Services**. Leo Burd, Research Scientist, **MIT Center for Mobile Learning**. Daniel Torres Mancera, CEO, **CSEV**. Kaushik Pillalamarri, Senior Vice President and Head of Mobile Education and Machine-2-Machine Businesses, **Reliance Communications**.

Thursday 28 February

11:00 - 12:15

Solving a global problem: mHealth for chronic diseases

There is growing recognition that non-communicable diseases (NCDs) dominate health care needs and expenditure in all developed and most low and middle-income countries. NCDs (heart diseases, strokes, cancers, diabetes, and chronic lung disease) cause an estimated 36 million deaths every year, including 9 million people dying prematurely before the age of 60. This seminar will be led by a panel which will include expert representatives from government, international organizations, and the public and private sectors. Discussions will focus on: How mobile solutions can be used for NCD prevention, treatment and enforcement of policies, with case studies; how mHealth for NCDs can harness the best technology and expertise available in the world and make it available to all countries to fight NCDs; how successful pilots can be taken to the world stage through a global UN, private sector and government partnership.

Moderator: Sameer Pujari - mHealth Technical Officer, **WHO**.

Speakers: Hani Eskandar, Leader of ITC Applications, **ITU**. Michael Curran, Diabetes Director, **GSMA**. Dr Oliver Harrison, Head of Strategy, **Health Authority Abu Dhabi**. Dr Caroline Free, Senior Lecturer, **London School of Hygiene**. H.E. Miss Sylvia Poll, Ambassador, **Deputy Permanent Representative of Costa Rica to the UN**

12:30 - 13:30

End user needs for successful mHealth solutions

According to recent GSMA global research, 89% of healthcare practitioners and 75% of patients with chronic conditions see a benefit to mHealth solutions. This panel will consist of patients, physicians, industry analysts and mobile network operators, and will discuss the following questions from the perspective of what patients want and need: What are patients' greatest challenges overall? What would motivate patients to stay engaged with their healthcare? What would make patients' lives easier? What would be the key success factors for mHealth solutions? What characteristics would the solutions have to have?

Moderator: Ralph Fernando, Assistant Director Strategy Consulting, **PwC**.

Speakers: Bastian Hauck, Founder, **Adventure Diabetes**. Liuska Sanna, Programme Manager, **European Patient Forum**. Dr Stuart Bootle MB ChB, **Healthcare Business Consultant**. Dr Josep Comin Colet MD, Cardiology Consultant, Head of Heart Failure Programme, **Hospital Del Mar Barcelona, Spain**.

13:45 - 14:45

Introducing the Mobile World Capital mHealth Competence Center

The Mobile World Capital Barcelona presents the mHealth Competence Center. This Center belongs to the Hub, the industrial project where mobile solutions will be designed and created to transform the current health model in order to increase treatment efficiency, improve patient quality of life and reduce costs. This session introduces the Center's strategic intent and current initiatives, and illustrates the health and business potential of mHealth from the perspective of emerging economies, the pharmaceutical industry and mobile operators.

Moderator: Ginés Alarcón, Managing Director, **Mobile World Capital Barcelona**.

15:00-16:00

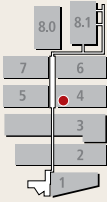
Government Activity in mHealth and Opportunities for Mobile

As the not-for-profit industry organization promoting global standards for plug-and-play in mHealth, Continua has a unique perspective on global market activity. In this session, leaders from Continua will provide a state-of-the-market address on government adoption, including the acceleration in government interest in implementing interoperability standards in mHealth, ongoing projects and international coordination efforts. Following this overview, Continua will moderate a discussion with representatives of national health IT initiatives, global standardisation projects, and the mHealth industry about their projects, approaches and long-term plans for mHealth.

Moderator: Chuck Parker, Executive Director, **Continua Health Alliance**.

Speakers: Clint McClellan, President and Chairman, **Continua Health Alliance** and Senior Director of Strategic Marketing, **Qualcomm Life**. Dr. Oliver Harrison, **Health Authority of Abu Dhabi**.

Connected Living in the Main Conference Agenda



Hall 4 - Conference Village - Auditorium 4

Tuesday 26 February

14:00 - 15:30

Future of the City: Smarter Cities, Smarter Living

Making a city smart, efficient and sustainable is a formidable task, but one that many public- and private-sector bodies the world over agree will be a crucial evolution in the way we live. Mobile networks will be key to delivering some of the digital services that will help citizens live healthier, safer and more sustainable lives in these future cities. In this session, hear from the experts at the forefront of this transformation about mobile's contribution to the future of the city.

Wednesday 27 February

14:00 - 15:30

Health: Achieving Scale through Partnerships

How can mobile reach its potential to improve both the outcomes and the economics of global health? One way is through cross-industry partnerships that will allow mHealth solutions a scale that would be out of reach to the mobile and health industries in isolation. Speakers in this session will showcase examples of mHealth projects that have gone beyond the small scale and pilot stages. They will seek to identify best practice in making mHealth sustainable, and will discuss the progress and challenges in partnering for mHealth.

16:00 - 17:30

Health: Innovating for Global Health

Bringing together the traditionally fast-moving mobile industry and the traditionally slow-moving health field was always going to provide a fertile ground for innovation. The frontier between mobile and health is peppered with opportunities to make a massive difference to the lives of many people very quickly. Speakers in this session will take a look at what's new and what's coming through in mobile health. Innovators will showcase the future of health, from new uses for standard mobile tech to new devices with the potential to revolutionise the field, and will ask what makes an enabling environment for mobile health innovation.

Thursday 28 February

11:30 - 13:00

Connected Living: Business Models in Service Delivery

The market opportunities for M2M services are well established but their market potential has yet to be realised. Service delivery faces numerous challenges, including a fragmented ecosystem and deriving profits from services, particularly considering the falling cost of mobile modules. This session intends to explore different business models in delivering connected living services to market.

14:30 - 16:00

Connected Living: The Automotive Sector Moves Up a Gear

The automotive sector has emerged as one of the biggest market opportunities for connected living services. Mobile connectivity is opening up opportunities for a range of in-car services. This session will discuss the most effective strategies for delivering connected automotive services to market.



For further information please contact:
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www.gsma.com
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