

# Internet of Things Event



HIGH TECH CAMPUS  
EINDHOVEN

June 3th 2014  
High Tech Campus Eindhoven  
The Netherlands



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**Next event**

June 2, 2015 Internet of Things event  
<http://iotevent.eu> Twitter: [#iot15](https://twitter.com/hashtag/iot15)

# Internet of Things Event Partners



## Aeternus

Aeternus is a leading independent corporate finance firm in the Dutch Mid Market with offices in Eindhoven, Venlo and Breda. Aeternus has considerable experience with the supervision of mergers and acquisitions, investment decisions, complex financing arrangements and we are experts in the field of business valuation.

[www.aeternuscompany.nl](http://www.aeternuscompany.nl)



## Ericsson

Global leading provider of telecommunications equipment and services to network operators and enterprises. It is one of the few companies worldwide that can offer end-to-end solutions for all major mobile communication standards. Ericsson works towards the Networked Society, in which everything that can benefit from a connection will have one.

[www.ericsson.com](http://www.ericsson.com)



## Aspider

ASPIDER M2M ( a Wyless company ) is supplier of M2M/IOT solutions for Mobile Operators, MVNOs, Resellers and End-customers. Running its own core network, ASPIDER M2M delivers a worldwide operator agnostic managed connectivity solution. SecureM2M, prepaid M2M propositions and IoT outsourced billing solutions complement the M2M/IOT product offering.

[www.aspider.com](http://www.aspider.com)



## TASS

TASS is a leader in the Benelux region for embedded software in the Semiconductors, Consumer Electronics and Healthcare sector. TASS works in sectors where technical and embedded software plays an important role and makes an essential contribution to the development of intelligent and innovative products with a strong focus on connected devices. TASS sees a world in which intelligent products improve the quality of life and is the reference in co-creating smart products with customers in a shorter time-to-market offering a wide range of services: Consultancy, Training, Outsourced Services and Projects. TASS is part of the Altran Group.

[www.tass.nl](http://www.tass.nl)



## Neotechnology

The Internet of Things is all about complex, dynamic and connected systems. As graph databases look at connections and relationships between people, objects and things and deliver new insights in real-time, they are well placed to help businesses extract meaning from the Internet of Things and really drive its development. Neo4j from Neo Technology is the world's leading graph database with the largest ecosystem of partners and tens of thousands of successful deployments, including 30 Global 2000 customers such as Cisco, Accenture, Telenor, eBay and Walmart.

[www.neotechnology.nl](http://www.neotechnology.nl)



## ICT Automatisering

ICT Automatisering's goal is to simplify and improve our clients' business, production and communication processes and to make them more flexible. We do this by using our high-grade technological expertise. We deploy this expertise in the form of inventive and effective product and market combinations. ICT is organized in line with the markets we serve. Our verticals: Automotive, Industrial Automation, Logistics, Machine & Systems, Healthcare and Energy, offers professionals with specific know-how and expertise of a market's products and processes.

[www.ict.nl](http://www.ict.nl)



## NineSigma

Since 2000, NineSigma continues to be at the forefront of Open Innovation responsible for a large part of how open innovation is practiced today and continues to evolve its offerings and organization to ensure that your organization will be prepared to move to the next level of open innovation capability, regardless of where you are today.

[www.ninesigma.com](http://www.ninesigma.com)



## Konings & Kappelhoff

Konings & Kappelhoff design and engineer smart devices / consumer products for clients like Philips, Panasonic, MSI, Nike, Angelcare and several startups. A lot of the products they develop are connected and often they are asked to help manage the other disciplines involved (electronics, software, app, production etc.).

[www.koningskappelhoff.com](http://www.koningskappelhoff.com)



## Wibu Systems

Solutions for software licensing and the protection of software or systems against sabotage, manipulation, hacks, counterfeiting, piracy and reverse engineering. With integrity protection of data & code by secure boot, encryption and secure storage of hash codes. With tools to manage the licenses and security-policies directly linked to back-office systems.

[www.wibu-systems.nl](http://www.wibu-systems.nl)



## Philips

Royal Philips of the Netherlands is a diversified technology company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. The Connected Products Platform is a high-available and secure platform that provides global connectivity services to devices and mobile apps, enabling them to access online services. For more than 10 years offering connectivity services to consumer devices like Blu-ray players, Wireless Audio devices, Connected TVs, Connected Lighting and professional solutions like Intelligent Street lighting and propositions in the Healthcare domain.

[www.philips.com](http://www.philips.com)



## We Are Perspective

We help companies translate IoT opportunities into real product services that matter! We successfully create connected products by bridging the physical and digital product development worlds. We Are Perspective, part of Pezy Group, offers you both the experience and competences required to determine what you need to develop validated ideas into successful connected products.

[www.weareperspective.com/page/connected-product-development](http://www.weareperspective.com/page/connected-product-development)



## NXP

The electronics industry is being driven by four mega trends that are helping shape our society: Energy Efficiency, Connected Devices, Security and Health. Connecting to these trends and enabling Secure Connections for a Smarter World, NXP Semiconductors N.V. (NASDAQ: NXP) creates solutions for the Connected Car, Cyber Security, Portable & Wearable and the Internet of Things.

[www.nxp.com](http://www.nxp.com)

# Internet of Things Event

**08:30** 09:20 **Registration** (and coffee)

**09:20** 09:30 **Welcome and introduction** (Auditorium Einstein)  
Moderator: Pieter Hermans, Matchmaker for Innovators, Jakajima

**09:30** 11:00

**Keynote Elaine Cook,**  
**EMEA Strategic Marketing Director for IoT, Intel**  
"If Big Data is the answer, what is the question?"

**Richard Stamvik,**  
**Segment manager, Operator relations, ARM**  
"The stuff that enables devices, connectivity and security across all IoT verticals"

**Jurgen Heijmans,**  
**Product Manager, Philips Connected Products Platform**  
"Platforms to enable Philips' digital strategy"

**11:00** 11:30 **Coffee Break**

**11:30** 12:30

**John Koot,**  
**Business Development Manager, ICT Automatisering**  
"New business opportunities by proven technology"

**Leon Klinkers,**  
**Director EMEA, Roxen**  
Implementing an energy management platform in the age of IoT: a case study

**Workshop by Ericsson:**  
**Creating successful IoT Partnerships**  
(Room Curie)

Workshop leader:  
Tim Wouda, Business Development Manager

**12:30** 13:30 **Lunch Break**

**13:30** 15:00

**Session:**  
**Internet of Things in Perspective**  
(Room Zeeman)  
Moderator  
Bert-Jan Woertman,  
High Tech Campus

**A strategy and toolkit for Internet of Things innovation and business development**  
Lorna Goulden,  
Creative Innovation Works

**How IoT will revolutionize marketing**  
Tjibbe Renkema, Head of Strategy Consulting, Carat

**Session: Design for the internet of Things, organised by Designlink**  
(Room Lorenz)  
Moderator  
Joris Castermans,  
Kamer van Koophandel

**Connectivity is not a feature**  
Derk Schneemann,  
Verhaert Connect

**Industrial design of smart devices**  
Wouter Konings,  
Design Engineer, Konings & Kappelhoff design agency

**Session:**  
**Technology for Internet of Things**  
(Room Ernst)

**Python Whelp**  
Daniele Lacamera, Software Architect and Maxime Vincent, Software Designer, TASS Belgium

Willem van Hage, Chief Data Scientist, Synerscope

**Workshop by Wibu-Systems: SoT, Security of Things**  
(Room Curie)

Wibu-Systems  
Workshop leader:  
Marcel Hartgerink

**Using a Graph Database to Power the Internet Of Things**

Rik van Bruggen, Region Director, Neo Technology

**Envisioning future interactions**

Marco Rozendaal, assistant professor in Interaction Design at Human Information and Communication Design, Delft University of Technology

**Topsector Creative Industry: opportunities for design research & innovation**

Bart Ahsmann, CLICKNLDESIGN

**Developing/delivering embedded apps to take control of your real world**

James Caska, Founder, Waveraster

**15:00** 15:30 **Coffee Break**

**15:30** 17:00

**Session: Service Platforms (Room Zeeman)**

Moderator  
Magnus Melander, Wbird

**Why partnerships are key to the success of an MNO in M2M/IoT**

Rami Avidan, Head, Tele2 M2M Global Solutions

**Hybrid apps for rapid mobile development**

Alex Jonsson, Founder, CTO, Evthings AB

**Session: Standards and beyond (Room Lorenz)**

Moderator  
Bert-Jan Woertman, High Tech Campus

**Wireless' best kept secret... for now**

Gilles Thonet, Director of the European region, ZigBee Alliance

**Design for the Internet of Things**

Andrew Hartman, Director, Business Development, Design Partners

**Reliable IP for wireless sensor and actuator networks**

Hugh Maaskant, Senior Principal, NXP Semiconductors' Advanced Applications Lab

**Session: New horizons beyond Internet of Things (Room Ernst)**

**The Paddle**  
Raf Ramakers, PhD, Hasselt University

**Smart textile services for wellbeing"**  
Martijn ten Bhömer, Eindhoven University of Technology

**BB Suit: 3D knitted wearable technology**  
Borre Akkersdijk, fashion designer and innovator, ByBorre

**Person-centric wireless sensor networks in IoT applications**  
Guido Dolmans, Senior Principal Scientist / R&D Manager, Holst

**Workshop by Aeternus: Valuing and financing internet related companies (Room Curie)**

Aeternus  
Workshop leader:  
Koen Haenen, Consultant Corporate Finance,

**17:00** 18:30 **Networking with drinks and snacks**

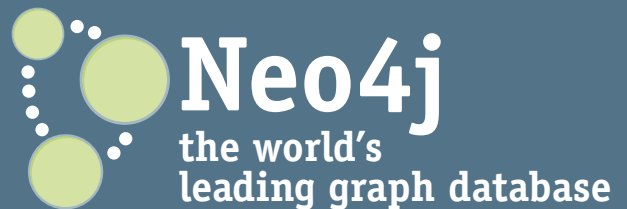
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The Internet of Things is all about complex, dynamic and connected systems. As graph databases look at connections and relationships between people, objects and things and deliver new insights in real-time, they are well placed to help businesses extract meaning from the Internet of Things and really drive its development.

Neo4j from Neo Technology is the world's leading graph database with the largest ecosystem of partners and tens of thousands of successful deployments, including 30 Global 2000 customers such as Cisco, Accenture, Telenor, eBay and Walmart.

Don't miss our Neo4j session here in Eindhoven at 14:30-15:00 by Rik Van Bruggen: Using a Graph Database to Power the Internet of Things!

Download Neo4j: [neo4j.com/download](http://neo4j.com/download)  
Download the book: [graphdatabases.com](http://graphdatabases.com)  
Attend further events: [neo4j.com/events](http://neo4j.com/events)



**tass**

TECHNOLOGY SOLUTIONS

**Connected Devices improve the quality of our lives in an innovative way.**

We help our clients to realise their ambitions by responding to the wishes and needs of their clients. We work for clients who want to stay one step ahead of the future with their innovative products and services, by making clever use of technology. TASS ensures a feasible and affordable software solution, because contributing to innovation is in our company's DNA. We have over 35 years of experience in the implementation of innovative technical software.

[www.tass.nl](http://www.tass.nl)

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