



NFC Academy Conference & Exhibition
Milan, November 3-5, 2009
Conference Program

Discover the most promising, disruptive wireless technology

The NFC Academy is a high-end technology congress focusing on the topic of near field communication (NFC) and its applications. Its mission is to bring together area researchers, pioneer developers and advanced practitioners in the areas of mobile applications, short-range communication and contactless security to educate the market and foster the adoption of NFC technology.

The NFC Academy conferences aim is to provide an opportunity for high-caliber networking and sharing of top-level know-how on state-of-the-art NFC technology deployments in advanced contactless applications such as access control, ticketing and mobile payments both at a conference and with live demonstrations of the technology.

Who should attend

The NFC Academy addresses end users as a vendor neutral initiative. It is open to all industry players, big and small, offering visibility to the most interesting NFC technology solutions and successful applications. The initiative welcomes representatives of the Telecom, Banking, Hospitality and Transportation industries.

Our cardinal 2009 event

The NFC Academy is a global initiative organized by Wise Media offering networking and multi-channel communication opportunities to the NFC Revolution community. Following the inaugural NFC Academy Conference in **Abu Dhabi on February 16** and the vibrant second NFC Academy Conference in **Paris on May 28**, we now look forward to the cardinal NFC Academy event of the year.

The NFC Academy Conference & Exhibition will open its doors in Milan on November 3,4 and 5, 2009.

November 3 NFC Today	November 4 NFC Vision	November 5 NFC in the Real World
Warm-up Sessions In parallel: - Wireless Identification - Secure Identification	CEO Vision Panel Future of ID From ID to NFC	Warm-up Sessions In sequence: - Privacy - Ticketing
Opening	NFC Vision 2020	Technology Insights
Transactions <i>How NFC is transforming electronic money and enhancing the mobile purchasing experience</i>	NFC in real-life	Mobile Commerce
Transportation <i>How NFC is enabling electronic ticketing and improving the passenger experience</i>	NFC according to us Panel Discussion	NFC for Retail: the Consumer Revolution <i>Will NFC revamp retail and consumer brands?</i>
ID People Awards	Exhibition Cocktail	NFC for Social Networking <i>Will NFC change the habits of the youngest only?</i>
		Closing Notes

Attend our 3-day conference and 2-day exhibition!

NFC Academy Conference & Exhibition

November 3-5, 2009 – Milanofiori Congress Center, Milan

Agenda Day 1 – NFC Today

The NFC Academy Conference & Exhibition opens its doors during the eighth



Endorsed by



European Commission



Mary Carol Harris
Visa Europe



Paul Korczak
New York City Transit



Brian Dobson
Transport For London

- 9:00 Parallel Warmup Sessions:
“Wireless Identification” and “Secure Identification”
- 13:00 Lunch
- 14:00 **Opening**
Sophie B. de la Giroday - President, Wise Media
- 14:15 **Session 1 - Transactions**
How NFC is transforming electronic money and enhancing the mobile purchasing experience
Chair: Toni Merschen
- Liisa Kannianen - Executive Director, Mobey Forum
 - Mary Carol Harris - Head of Mobile, Visa Europe
 - Mette Grimm Munck - Business Innovation Manager, Emerging Payment Technologies, Danske Bank
 - Sertaç Özinal - CEO, BKM Interbank Card Center of Turkey
 - Malcolm Rosier - Senior Manager New Business Channels, Lloyds TSB
- 15:45 Coffee Break
- 16:00 **Session 2 - Transportation**
How NFC is enabling electronic ticketing and improving the passenger experience
Chair: Randy Vanderhoof - Executive Director, Smart Card Alliance
- Giampaolo Codeluppi - Director Planning of Enterprise, ATM Milano
 - Helmut Vsetecka - Passenger transportation, Systems & IT, Head of Telematics, ÖBB
 - Brian Dobson - Technology & Systems Manager, TfL Future Ticketing Project, Transport for London
 - Speaker TBA

Organized by:

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Agenda Day 2 – NFC Vision

- 9:00 **Warmup Sessions: CEO Vision Panel - Smart Technologies for a Secure World**
Chair: Tom Miller - Partner, The Sage Group
- 11:00 **Future ID: From ID to NFC**
Bodo Ischebeck - CEO, Arygon Technologies
Rémy de Tonnac - CEO, Inside Contactless
Christer Härkönen - Senior Vice President, RFID, UPM Raflatac
- 13:00 Lunch
- 14:00 **Session 1 - NFC Vision 2020**
Opening: Suvi Lindén - Minister of Communications, Finland
Chair: Michael Hegenbarth - Sr. Dir. Standardisation & Consulting, Bundesdruckerei
- Naohisa Ichihara - Manager for the Development Center of System Architecture Technology in R&D Labs, NTT Data Corporation
 - Chua Thian Yee - CEO, Cassis
 - Rémy de Fouchier - SVP, Gemalto
 - Janne Mustonen - Project Director ICT-Clusters, Oulu Innovation
 - Tinboat Arslanouk - Director of Business Development, du - Emirates Integrated Telecommunications Company
- 15:45 Coffee Break
- 16:00 **Session 2 - NFC in Real Life**
Chair: Kurt Schmid - CEO, Nexperis
- Klaus Klosa - CEO, Legic
 - Jürgen Müller - CEO, Multicard
 - Jan Hendrik Croockewit - Manager R&D, NEDAP
- 17:00 **Panel Discussion - NFC according to us**
- Michel Barjansky - IT Business Development, RATP
 - Prof. Carlo Maria Medaglia - Coordinator of the RFID Lab "Sapienza", University of Rome
- 18:00 **Exhibition Cocktail**



Suvi Lindén
Minister of Communications, Finland



Naohisa Ichihara
NTT Data Corporation



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Remy de Tonnac
Inside Contactless



Klaus Klosa
Legic



Chua Thian Yee
Cassis International

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Christoph Kössler
Mobilkom Austria



Sergio Cozzolino
Telecom Italia



Tuomo Tuikka
VTT



Jonas Andersson
Precise Biometric



Vincent Berge
Mobile Distillery

Agenda Day 3 - NFC in the Real World

- 9:00 Warmup Session: "Privacy & Data Protection"
11:00 Warmup Session: "Ticketing"
13:00 Lunch
14:00 **Session 1 - Technology Insights**
Chair: Christian Lührs - Managing Director, Stollmann
- Ming Yin - Senior Expert, Deutsche Telecom Laboratories
 - Vincent Berge - CEO, Mobile Distillery
 - Jonas Andersson - VP Business Development, Precise Biometrics
- 14:45 **Session 2 - Mobile Commerce**
Chair: Pascal Metivier - President, PGM Consulting
- Dr. Christoph Kössler - Marketing / m-Commerce, Mobilkom Austria
 - Sergio Cozzolino - VP Innovative Service Development, Telecom Italia
 - Lauri Pesonen - CEO, Venyon
- 15:45 Coffee Break
16:00 **Session 3 - NFC for Retail: the Consumer Revolution**
Will NFC revamp retail and consumer brands?
Chair: François Lecomte - Délégué Gén., Forum des Serv. Mobiles Sans Contact
- Tim Jefferson - Managing Director, The Human Chain
 - Rodolfo Gomez - Customer Support Engineer, NXP Semiconductors
- 17:00 **Session 4 - NFC for Social Networking**
Will NFC revolutionize networking only for younger generations?
- Florian Resatsch - Managing Partner, Servtag
 - Tuomo Tuikka - Senior Research Scientist, VTT
 - Antoine Fressancourt - R&D Engineer Offerings & Dev., Atos Worldwide
- 18:00 **Closing Notes**

For further information on the agenda and the latest updates on our speaker line-up, please visit our web site: www.nfcacademy.com

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