

NFC Academy Conference - Paris

May 29, 2009 - Hyatt Regency Paris-Charles de Gaulle

Following the outstanding success of the inaugural NFC Academy Conference in Abu Dhabi on February 16, the second NFC Academy Conference opens its doors in Paris during the Transportation Security Forum and will focus on what is hype, what is reality and what are the real opportunities for NFC in the transportation sector.

The second NFC Academy Conference opens its doors during the

TRANSPORTATION SECURITY FORUM



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Agenda

- 11:00 Welcome Coffee
- 11:30 **Opening**
Sophie B. de la Giroday - President, Wise Media
- 11:45 **Session 1 - NFC in the world of transportation**
Chairman: Bodo Ischebeck - CEO, Arygon Technologies
- Project 1: NFC - an opportunity to add value to electronic ticketing syst.
Massimo Bellossi - Head of SBME, ATM Milano
 - Project 2: NFC in Public Transport, Ticketing and Beyond
Michel Barjansky - IT Head Business and Business Dev., RATP
- 12:15 **Panel discussion - NFC Applications: hype and reality**
Chairman: Pascal Metivier - President, PGM Consulting
- Participants: Etienne Graindor (Délégué Général à la Mission Billetique - STIB Société des Transports intercommunaux de Bruxelles), Prof. Carlo Maria Medaglia (Professor - University of Rome "Sapienza"), Frederic Levy-Letellier (Managing Director - Spirtech)
- 13:00 Lunch
- 14:00 **Session 2 - NFC Technology: more than just a standard**
- The NFC opportunity in combination with contactless ID cards
Dr. Joachim Küter - VP Portfolio Manag. & Appl., Bundesdruckerei
 - NFC Chipcard Ticketing for Public Transport in Austria
Dr. Christoph Koessler - Marketing/m-Commerce, Mobilkom Austria
 - Supporting the next generation of NFC
Gil Bernabeu - Technical Director, GlobalPlatform
 - Bridging RFID to NFC
Jacek Kowalski - CEO, Twinlinx
 - NFC - Data Collection and Event Management
Michael Welzel - VP, Multicard
 - Security Architecture for NFC enabled devices
Ramona Mache - Business Development Manager, Infineon

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