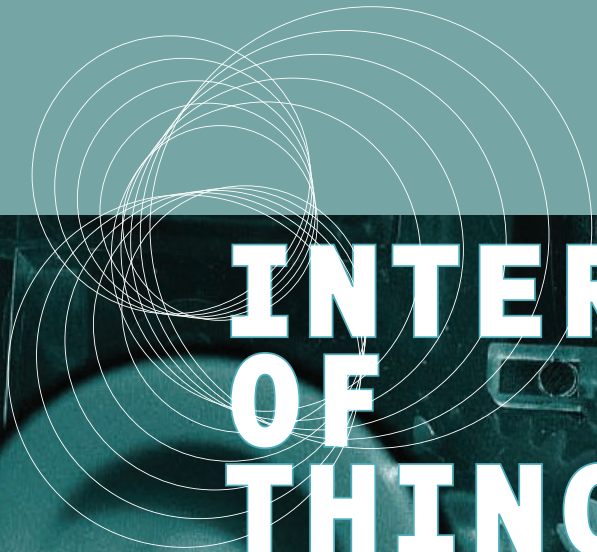


[www.internet-of-things-2008.org](http://www.internet-of-things-2008.org)

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INTERNATIONAL CONFERENCE  
FOR INDUSTRY AND ACADEMIA  
MARCH 26-28, 2008 / ZURICH

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# INTERNET OF THINGS 08

ORGANIZED BY >



Eidgenössische Technische Hochschule Zürich  
Swiss Federal Institute of Technology Zurich



University of St. Gallen



Massachusetts Institute of Technology

# The Internet of Things

The ETH Zurich, the Auto-ID Labs at the University of St. Gallen and the MIT in Boston are organizing the first international conference on the "Internet of Things" (IOT 2008) in Zurich, from March 26-28, 2008.



The three-day program features

- Invited talks by industrial and academic visionaries
- Technical presentations of cutting-edge research
- Experience reports from seasoned industry practitioners

Prior to the main track of the conference (March 27-28), a pre-conference program on March 26 offers four scientific workshops, two cutting-edge technology tutorials and a start-up event for young entrepreneurs. Throughout the conference, a dedicated exhibition area also features hands-on demos of current technology.

The event takes place at the Swissotel in Zurich, Switzerland.

Registration under [www.internet-of-things-2008.org](http://www.internet-of-things-2008.org)

## Keynote Speakers



Dr. Peter Zencke  
Executive Board  
Member SAP AG



Dr. Gerd Wolfram  
Managing Director  
MGI Metro Group



Dr. Hannu Kauppinen  
Chief Research Strategist  
Nokia Research



Prof. Haruhisa Ichikawa  
University of Electro-  
Communications Tokyo

## Industrial Program and Invited Talks

Karl Aberer (EPFL, Director NCCR-MICS)  
**Swiss Experiment: From Wireless Sensing to E-Science**

Chris Adcock (EPC Global, CEO)  
**EPCglobal - Developing the Global Standards Infrastructure**

Michael Berger (Siemens AG, Intelligent Autonomous Systems, Competence Field Leader "Agent Technologies")  
**Intelligent Agents for Smart Environments – From Consumer to Industrial Applications**

Ken Douglas (BP, Technology Director)  
**An Industrial View of the Challenges and Opportunities**

Heikki Huomo (Innovision, CTO and Technical Director of Innovision Research and Technology PLC)  
**Next Step for Smart Objects, Communicate with Them**

Tom Oelsner (Heidelberger Druckmaschinen AG, Director Remote Services)  
**Business-Integrated Intelligent Device Management**

Marc Oertle (Spital STS AG, Spital Thun)  
**RFID-based Identification System in a Swiss Acute Care Hospital: Is it the End of Errors?**

Dave Raggett (W3C Fellow / Justsystems)  
**Towards the Web of Things**

Mike Roth (Amazon, Director EU Supply Chain)  
**A Brief History of Time the Amazon Way**

Gerald Santucci (Head of Unit for RFID, European Commission, Directorate General for Information Society and Media)  
**Policy and Technological Drivers in the Internet of Things**

Peter Schaar (German Federal Commissioner for Data Protection and Freedom of Information)  
**Developments of the Privacy Debate in the Internet of Things-Status, Issues and Outlook, Europe-Worldwide**

Hans-Jörg Vögel (BMW AG)  
**Car2X-Challenges and Tasks**

John Stevens (Visible Assets)  
**High Security Government and Healthcare Applications: The Elimination of Eavesdropping, Tempest and Target Risk in Wireless Networks**

Dirk Trossen (BT Group Chief Technology Office)  
**Information-centric Networking: A Large-scale Challenge for Today's Internet**

Remo Frei (SFS unimarket AG)  
**TurnLog - Innovate C-part Logistics Using RFID**

Christof Weinhardt (Universität Karlsruhe)  
**Enabling Business Services in the Internet of Things**