

24 to 26 April 2012, Messe Berlin

euroID 2012 

EURO ID 2012

8th International Trade Fair
for Automatic Identification



Plan your trade fair visit!

THE meeting place for manufacturers, solution providers, systems integrators, consultants and end-users of automatic identification!



www.euro-id-tradefair.com



EURO ID 2012 – a unique European platform for AutoID technologies

From 24 to 26 April 2012, the International Trade Fair and Science Forum for Automatic Identification EURO ID will once again open its doors to the public. Come to Berlin to experience concentrated expertise meeting exhibitors, trade and business professionals as well as guest speakers. We guarantee you a comprehensive overview of AutoID technologies regarding identification, data collection and acquisition as well as data transfer.

Given the challenges of the years to come, every com-

pany is facing the task of streamlining their processes whilst significantly increasing efficiency in order to ensure viability. Innovative technologies and their targeted use are key in this process. The AutoID sector offers numerous approaches: Triggered by the development of the internet, countless new fields of use have been established for mobile data communications in all industrial sectors. EURO ID 2012 will take into account all relevant developments in this field both by means of specialist exhibitors and within the scope of the individual forums.



Your visitor advantages!

International AutoID expert panel

EURO ID 2012 is THE meeting place for AutoID experts from all over Europe. You will receive a comprehensive and cross-industry overview of the latest AutoID technologies!

More than 450 exhibitors due to the trade fair triple

EURO ID 2012, conhIT (a specialist trade fair for IT in healthcare) and Hospital Build Europe (specialist trade fair for hospital construction, operation and equipment) all take place at the same time. Your ticket for EURO ID 2012 is also valid for these trade fairs.

Exklusive Study Tours

In cooperation with Berlin Partner GmbH, we offer insider excursions to exciting AutoID projects in the Berlin region, e.g. the Berlin-Brandenburg Airport (BER), which is currently under construction.

Top-notch framework program

The User Forum and the Expert Forums provide an ideal setting for experts presenting real-life and meaningful case studies and future scenarios for the following topics:

- Secure Identity
- Data protection
- M2M Communication
- Smart grids
- Logistic

Tracking & Tracing Theatre

Experience live application of AutoID technologies.

Best Practice Specialist Presentations

Innovative case studies and pilots using AutoID technologies will be presented at EURO ID 2012.



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The exhibition: A diverse range of solutions for you

The exhibitors at EURO ID 2012 will offer you a holistic overview of the whole range of activities in the automatic identification business. Irrespective of your business background, our exhibitors will offer advice and devise specific solutions for applications and system integration with you to help you implement your AutoID challenge in a cost-efficient and innovative manner.

Cross-industry solutions

Throughout the past years, representatives of various different industries were able to find their bespoke solution at EURO ID. These industries include: Aeronautical industry, automation industry, automotive industry, banks and insurance companies, chemical industry, commercial industry, construction industry, electronics, electrical engineering, engineering and technical engineering departments, facility management, healthcare sector, IT, logistics, manufacturing trade, mechanical engineering, medical engineering, mechanics, pharmaceutical industry, printing industry, public sector, rail, raw material processing, real estate industry, telecommunications, textile industry...

Appointments in advance via Business Matching

In cooperation with the Enterprise Europe Network, there will be an international cooperation platform within the scope of EURO ID 2012. Seek out potential business partners directly even before the trade fair and make specific appointments! More information available from February 2012:

www.euro-id-messe.de/businessmatching



Would you like to join us as an exhibitor or as a sponsor? Get in touch with **Vera Nysetvold** to learn more about presentation options:
vera.nysetvold@informa.com



Scope of the exhibition

Find a bespoke solution for your challenges in the respective exhibition sectors:



2D-Code



Bar Code



Biometrics



Card technology



EAS Systems



Mobile data entry



RF Communication



RFID



Sensor technology



Systems integration

Find a bespoke solution for your challenges in the respective exhibition sectors:

www.euro-id-tradefair.com/exhibitors

Info telephone:

+49 (0)2 11/96 86 – 36 22

The framework program: Exciting presentations of cutting-edge topics

24 April 2012

Forum 1

12 noon–1.30 pm

M2M applications in practice – technologies and new ideas

Machine-to-machine communications harbours enormous potential as such technologies help companies cut expenses while boosting efficiency, saving time and sharpening their competitive edge. Learn about the latest developments in M2M communications.

Host:

Eric Schneider, Senior Consultant, Mediaan ABS Deutschland GmbH

12 noon–12.20 pm

Crucial success factors in implementing M2M-business models

Georg Steimel, 1st Chairman of M2M Alliance e. V. and Head of M2M Solutions, HUAWEI TECHNOLOGIES Düsseldorf GmbH

12.20 pm–12.40 pm

M2M Projects in practice:

Business models, applications, risks

Dr Martin Birkner, Head of M2M Business, Telefónica Germany GmbH & Co. OHG

12.40 pm–1.00 pm

Mobile money and M-Commerce

Gerhard Romen, Director Mobile Financial Services, Nokia

1.00 pm–1.30 pm

How do network operators respond to a now project-controlled business model?

Discussion panel:

Dr Martin Birkner

Gerhard Romen

Jürgen Hase, VP of M2MCC M2M Competence Center, Deutsche Telekom AG

Georg Steimel

Forum 2

2.00 pm–3.30 pm

The future of medicine – mobile health and ambient assisted living

Devices continue to shrink in size, mobile implementations are on the rise, patients, doctors and hospitals are more and more tightly interconnected – that is what the health sector of the future will look like.

Host:

Dipl.-Ing. Johannes Dehm, VDE Verband der Elektrotechnik Elektronik Informationstechnik e. V., Initiative MikroMedizin

2.00 pm–2.20 pm

More mobility through telemedicine – new care concepts

Dr Martin Schultz, Head of Telemedizinzentrum, Charité – Universitätsmedizin Berlin

2.20 pm–2.40 pm

Mobile health – conflict between human care and technology

Prof. Dr med. Dietrich Baumgart, Fellow of the European Society of Cardiology and Managing Director, Preventicum GmbH

2.40 pm–3.00 pm

Wireless health and the use of innovative mobile radio technologies in practice

Sandra Hoyer, Senior Manager Group Strategy and Policy, Deutsche Telekom AG

3.00 pm–3.30 pm

New technology options for overcoming current challenges in the healthcare sector

Panel discussion:

Prof. Dr med. Dietrich Baumgart

Hamid-Reza Nazemann, Country Manager Germany,

Qualcomm CEMA Technologies GmbH

Sandra Hoyer

Dr Martin Schultz

25 April 2012

Forum 3

11.30 am–1.00 pm

Privacy impact assessments (PIA) –

a new way to strengthen data protection in Europe?

“PIAs” serve to implement data protection according to the EU charter and the German Federal Data Protection Act. In this context, the goal of “privacy by design” in technical systems is of particular importance. This forum is aimed to provide a platform for debating implementation strategies and efficacy of PIAs in enforcing data protection. The first PIA framework developed by the industry and co-regulated by the EU Commission will be presented, here. This PIA framework is already being commended as a milestone for “privacy by design.”

Host:

Wolf-Rüdiger Hansen, Managing Director, AIM-Deutschland e. V.

11.30 am–11.55 am

Technical guidelines in compliance with data protection requirements to ensure secure RFID use

Dipl.-Ing. Harald Kelter, German Federal Office for Information Security, Department S 11 – Security in eID-applications

11.55 am–12.15 pm

Overview of the PIA process and its requirements as well as first results of PIA implementation in the AutoID industry

Wolf-Rüdiger Hansen

12.15 pm–12.40 pm

First experience with practical application of the BSI PIA guideline in the textile industry

Christian von Grone, CIO, Gerry Weber International AG

12.40 pm–1.00 pm

- PIAs – prospects and opportunities for the industry

- Are risk assessment methods the right tools to face the challenges of data protection and data security in virtual spaces?

Discussion panel:

Harald Kelter und Christian von Grone

Free of charge access for all visitors –
get your ticket now at:
www.euro-id-tradefair.com/tickets

Forum 4

1.30 pm–4.30 pm

Secure Identity

The Fraunhofer "Secure Identity" innovation cluster will present the results of its work until now at EURO ID 2012. The issue of "next generation ID" will be the focus of the presentation. On the one hand, the cluster sees this as the next generation of technology for collecting, processing, transmitting and reproduction of identities. On the other hand, it refers to the different user generations, following their specific approach to dealing with identity and privacy, therefore asking for different technology requirements.

Host:

Prof. Dr-Ing. Jörg Krüger, Department Head, Automation Technology, Fraunhofer-Institut for Production Systems and Design Technology (IPK)

1.30 pm–1.45 pm

Introduction

Prof. Dr-Ing. Jörg Krüger

1.45 pm–1.15 pm

Implementation of security features using new functional materials

Dr Armin Wedel, Department Head Fraunhofer IAP

2.15 pm–2.45 pm

3D face recognition for secure personal identity checks

Prof. Dr Peter Eisert, Group Leader Fraunhofer HHI

2.45 pm–3.15 pm

Mobile nPA-based identities

Jens Fromm, Group Leader Fraunhofer FOKUS

3.15 pm–3.45 pm

New substrate and integration technologies for security documents of the future

Christine Kallmayer, Group Leader Fraunhofer IZM

3.45 pm–4.15 pm

Inherent ID – reliable recognition of counterfeit products

Christian Horn, Technische Universität Berlin

4.15 pm–4.45 pm

"Electronic health card and secure identity"

Dr Hansmartin Zeuner, Head of software development, PAV CARD GmbH

4.45 pm

Final remarks by Prof. Dr-Ing. Jörg Krüger

26 April 2012

Forum 5

11.30 am–1.00 pm

Smart grids

The Internet has penetrated the personal sector, the internet of things will follow. Consequently, security and data protection issues have reached a new dimension. Also topics such as smart grids and smart metering are highly topical, which, especially in view of the imminent energy revolution, are turning into critical decentralised infrastructures.

Host:

Prof. Dr Frank Gillert, Technische Hochschule (FH) Wildau

11.30 am–11.50 am

Vision and challenges for realising the Internet of things

Dr Florent Frederix, Head of Sector Information Society and Media, European Commission

11.50 am–12.10 pm

One big picture – flows of goods and virtual data fuse together

Jens Dolenek, Business Development for Industrial Identification Systems SIMATIC Ident, Siemens AG

12.10 pm–12.30 pm

Smart Home Services

Carsten Welge, Referent Smart Home, RWE Effizienz GmbH

12.30 pm–1.00 pm

A Trojan horse in your fridge –

critical infrastructures conquer the home

Discussion panel:

Jens Dolenek

Dr Florent Frederix

Carsten Welge



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Side Events



European AutoID-Award 2012

Already for the 7th time, the European AutoID Award organised by AIM and EUROFORUM Deutschland SE and co-hosted by the trade magazine "RFID im Blick" will be awarded at EURO ID 2012. Please visit **www.euro-id-tradefair.com/award** to submit your application or your nomination and learn more about the requirements and the assessment criteria. The closing date is **10 February 2012**. We are looking forward to your applications!

The User Forum

Which solutions are already being successfully applied in companies? How can users link their own systems with suppliers and customers? Experts will deliver practical and concise answers. The agenda will be available from March 2012 at: **www.euro-id-tradefair.com/user-forum**



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The Tracking & Tracing Theatre – T&TT

The Tracking & Tracing Theatre is a live scenario relating to the cross-industrial use of AutoID technologies for internal and cross-company processes: Barcode, 2D-code, RFID and sensor technology. Trade visitors will be given direct and practical insight into the transparency-inducing effects of AutoID technologies. In cooperation with the RAN research project (RFID-based Automotive Network) funded by the Federal Ministry for Research and Technology, one T&TT module will be directed at the automotive industry. Tracking the laundry cycle by means of RFID tags on clothes items of residents of nursing homes will be yet another topic.



Study Tour

Visit the new Berlin-Brandenburg Airport (BER) and learn more about the latest AutoID technologies applied, there. Limited participation capacities – reserve your ticket at:

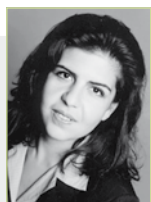
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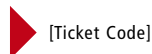


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Find us at:



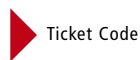
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Book your ticket here: www.euro-id-tradefair.de/tickets with your personalized ticket code and save the entrance fee worth 25 € (offer available until 31 January 2012!) (P9200010MPF)



Yes, I would like to present my company at the EURO ID 2012.

Please send me detailed information on:

(P9200010)

- | | |
|---|---|
| <input type="checkbox"/> Exhibition | <input type="checkbox"/> Sponsoring, advertising & communication |
| <input type="checkbox"/> Best practice AutoID | <input type="checkbox"/> Candidature for the European Auto ID award |

Company:

Contact person, department:

Industry sector:

Address:

Country:

Telephone:

Fax:

E-mail:

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Via e-mail: ☐ Yes ☐ No

Via fax: ☐ Yes ☐ No

Date, signature

euroID 2012

8th International Trade Fair
for Automatic Identification



24 to 26 April 2012,
MESSE BERLIN, GERMANY

Facts & Figures

DATE

24 to 26 April 2012

OPENING HOURS

Daily from 10.00–17.00 h

VENUE

Messe Berlin, Eingang Süd (South Entrance)
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www.messe-berlin.de

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Organiser of the EURO ID 2012

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