



Position Your Business

TELEMOBILITY  2006
Telematics and Infomobility Forum



23rd November 2006
Lingotto Congress Center —Turin
22nd November 2006
Pre Conference

**THE UNIQUE EUROPEAN EVENT DEDICATED TO
SATELLITE NAVIGATION AND INFOMOBILITY**

www.telemobilityforum.com

POSITION YOUR BUSINESS



The attention of the ICT-companies regarding the issue of Infomobility continues to grow, because it represents a key sector for acquiring market share: from Telco's to big players in this range, from companies specialized in Infomobility to digital mapping and from distributors to the world of machine-to-machine where machines talk to each other.

According to analyzer's statements, 50 per cent of all sold mobile equipment in 2005 was dedicated to navigation, signaling an extensive raise. Moreover, the importance of the convergence between Infomobility, Telematics and Navigation is going to be more and more emphasized.

All Telematics systems will be more compatible with operation centres, services or portals: the continuous dialogue between all parts is necessary for responding to the needs of the end-user.



The ability to "create a system" has enabled to set up this above mentioned convergence, involving all players acting an own part: system integrators, technology producers, carriers, distributors of digital mapping. At the same time, it is very important to set up stable and potent partnerships aimed to augment this range. In this way, team-work is vital now and in the future for supporting mobile equipment as a navigation system. To go it alone is not lucrative in this field.

The communication between machines becomes strategical thanks to the application of always more sophisticated and intelligent modules. The implementation of mobile equipment for achieving ITS –services represents the heart of each single business model in this range. Therefore, the communication must be efficient between PDAs, mobile and smart phones on one hand and between operation centres and Internet on the other hand.

As for every market breaking-up, also the field of Informatics and Telematics needs for its mobility a well-known meeting point for trading, business, information, training and networking meetings.

THE EVENT

Telemobility 2006 is the first Italian event that succeeded in becoming the centre of attraction for the world of telematics, representing an interesting market with dynamic mechanism.

Highly qualified conferences, topical workshops, business meetings combined with a suitable exhibition area constitute the hub of the event aimed to satisfy the needs of all operators in this field by enriching their knowledge of new products and technologies.



**A GLOBAL
MARKET
IN SPEEDY
GROWTH**

OUR EXPERIENCES

According to the need to create new, efficient and more concrete ways of communication inside the ICT market, Wireless has been dreaming up since 2002 two events focused on the world of M2M and Infomobility able to state new references and meeting points, intended to present and improve the companies' offers.



Since 2002 this event has been offering a wide overview of the machine-to-machine's world, according to know and evaluate the market. Moreover, it gives the opportunity to analyze changes induced by the development in the technology of business models.

M2M Forum is the unique referring point in Europe for the communication's world, that has been able to give visibility to an hidden considerable potential market, in some cases characterized by a lack of adequate knowledge of the main players and a conjoined view of this field of action.

The 5th edition of the event recorded over 650 visitors, 23 exhibitors, 32 speakers; more than 400 people who attended the three conference sessions, among them 20 journalists.

It has to be underlined the high presence of foreign companies and the stipulated partnership with M2M Zone Pavillion, American leader in the organization of the most important events dedicated to the world of machine-to-machine in the States.



Infomobility & Telematics Forum has proved to be the only Italian reference point for the world of telematics and infomobility, with a broad view on a market in constant change of scenarios and players.

Over the last three years the number of visitors, sponsors and exhibitors attending ITF has steadily grown. The number and the quality of the conventions and business contacts generated for companies have increased noticeably. The forums receive widespread media coverage. With its over 1400 visitors and 60 companies attending as sponsors and exhibitors, ITF is considered a highly professional targeted event where the rapport cost/contact is particularly interesting compared to general ICT exhibitions or vertical conventions.

**SINCE 2002
WE HAVE BEEN
REALIZING
SUCCESSFUL
M2M,
INFOMOBILITY
AND TELEMATIC
EVENTS**



INTERESTING AREAS

WIRELESS MODULES, TERMINALS AND SOFTWARE

- M2M GSM/GPRS/EDGE modules for automotive applications
- Antennas and accessories
- On-board terminals and navigation systems
- Embedded operating systems for automotive use
- Middleware, developing environments and test software
- Embedded PCs, interface, sensors

POSITIONING AND INFOMOBILITY SERVICES

- Fleet positioning and route optimization solutions
- Positioning services in ASP
- Route management services for public transportation
- Localization services in tourist field
- Provision services for traffic conditions and viability

TELEMATIC SYSTEMS FOR PUBLIC SAFETY AND EMERGENCY OPERATIONS

- On-board systems for public safety and police
- Systems for civil protection, VVFF and ambulance services (118)
- NUE Project – Unique number of emergency
- Systems of mobile video-surveillance of the environment
- Personal emergency and safety systems
- Solutions for operation headquarters integrated with management and cartographic systems
- Voice/data cryptography solutions for mobile terminals
- Antennas and special accessories on-board terminals and specialized display
- TETRA and multi-hop ad hoc systems for radio networks
- PMR products: cellular transmitter-receivers, radio links and fixed/cellular base and accessories related to.
- Elaboration and personalization of vehicle to be used as telematic mobile office and addressed to the police, the public safety and the civil protection

GPS/NAVIGATION PRODUCTS AND SOLUTIONS

- Digital cartography products and solutions, both on CD-ROM and in AS mode
- Embedded and dashboard-mounted GPS receivers, for automotive applications
- Personal navigation: GPS/PDA receivers for outdoor, sport, personal safety, assistance emergencies
- Location based systems for smartphone and PDA
- Indoor navigation: positioning of precision inside the buildings or delimited area
- Software GPS
- Digital thematic cartography (points of artistic, tourist or natural interest, ...) for cultural cities, parks, bicycle paths
- Innovative accessories for travelling

GALILEO PROJECT

- Terminals and apparatus
- Roadmap/ general activity of the project
- Opportunities for SME and systems integrators
- Call for bids

RF-ID AND SAMRT TAG FOR THE LOGISTIC ASPECTS

- Vendors and distributors of terminals
- Hardware and software builders
- Installation and maintenance companies
- System integrators and solution providers
- Analysis and consultancy companies

SMART TICKETING AND PARKING

- Parking payment systems
- Road toll payment systems
- Systems of wireless ticketing for public transport

RACE, TIMING & TELEMETRY

- Sport timing sets
- On board data acquisition
- Telemetry equipment
- Timing devices (track, handheld, parts and accessories, timing system)
- Timing service providers

ALL THE EMERGING AREA ARE PRESENT AT TELEMOBILITY FORUM



TELEMOBILITY AWARDS

Thanks to this edition the first Telemobility Awards will be launched, dedicated to all the designers who submit new business ideas or present new products to be realized in the world of the satellite-localization and infomobility.

PROMOTION FOREIGN MARKET

Telemobility will have an important promotion towards the potential foreign attendants. This kind of promotion will emphasize the event and its website, focusing on all main search engines and media partnerships with vertical Portals. In order to facilitate the attendance of foreign operators, a conference session in English language with international auditors will be held.

TELEMOBILITY DIRECTORY

From November 2006 the first directory of the Italian and foreign operators will be realized. The catalogue, in English language, aims at becoming the international promotion tool for the companies operating in this field emphasizing their services and solutions.

**AN
OPPORTUNITY
TO BE AMONG
THE LEADERS
OF
THE
INFOMOBILITY
WORLD**

The Telemobility market is going to overpass the Early Adopter Phase: the biggest Italian players have the opportunity to present themselves globally as the renowned leaders in this field.

CO-LOCATION CON

**3S smart sensor
summit**

S3 – Smart Sensor Summit is the first Italian event completely dedicated to the intelligent sensors, their technologies and applications.

After the successful first Summit held in Milan with more than 250 registered operators and realized in collaboration with the scientific contribution of the “Superior Institute Boella” of Turin, a new edition will be organized in co-location with the Telemobility Forum 2006.

This combination will allow lots of visitors to get knowledge, in one visit only, of the latest news of the Telemobility and Smart Sensors world. The event will be composed of various conferences specialized on both the themes overmentioned giving the opportunity to meet the leaders in this field in the exhibition area.



FORMULA OF THE EVENT



Unlike all emerging markets, the Telemobility world needs a dedicated meeting place where cultural aspects, networking and commercial actions come together.



The new born Forum with the spirit and the aim to answer corporate's needs arised from the steady technology's changes in order to create efficient strategies, to improve compact infomobility projects and to face of the Telemobility application with professionalism and competence.



Focused on quality and results, the Forums have been set up to respond to concrete needs using five main characteristics:

1. A **selected audience**, consisting entirely of operators in this industry and companies interested in this range as users;
2. A global approach ranging from cultural **conferences** in the morning to related **technical/sales workshops** in the afternoon;
3. **Training seminars** especially designed to offer industry-related know-how combined with business opportunities for companies and participants.
4. An **unique exhibition area** dedicated to the latest products and services presented by sponsors and exhibitors, a real hub for meeting and exchange for the business community;
5. **Interviews** to the market leaders that will be broadcasted by thematic and local tv channels



The exhibition area offers numerous ways of visibility to satisfy every exhibitor's need. Each sponsor does acquire the entitlement to attend with a meeting desk in the exposition area: a functional and efficient solution that allows to have a strategic visibility with a few economic and organisational efforts.

The sponsors will be able to take advantage themselves of the event for improving their image, for arranging a display window with all the foreseeings and presenting products and companies' news also through press releases on the event's website.

Moreover, the **newsletter** will preserve some space in the number foregoing the event. This newsletter will be give out to all the registered people of the M2M and Infomobility's previous edition.

CONFERENCES
WORKSHOPS
EXPO AREA
NEWSLETTER

INSTRUMENTS
TO DEVELOP
YOUR BUSINESS

BUSINESS MEETING AND TRAINING

BUSINESS MEETINGS

The event would like to present a concrete and efficient way of communication and exchange inside the market; an opportunity to encourage the meeting between suppliers and potential clients.

In order to make easier the meetings, WIRELESS will give a selection of participants – managers of medium and big size companies who are interested in going into more depth in some specific trade's themes - the chance to contact the sponsors. These managers will forward their issues to the sponsors with whom they would like to establish a contact. In that way the sponsors will define an order of priority and plan an agenda of meetings with the interlocutors of their interest.

TELEMOBILITY OUTLOOK PRE-CONFERENCE INTERNATIONAL SEMINARY

An initiative to argue on future and to get to know the Italian market: in the afternoon before the event a Managerial seminar will be organized. Managers and companies executives will be hosted at this special educational course that constitute an ideal circumstance to satisfy the need to go into depth about the scenery of the brief and long period's development.

Oriented to the comparison and the exchange of Know-how, Telemobility Outlook will welcome important international speakers offering the sponsoring companies the possibility to be present the day before the event with an exhibition corner close to the conference rooms.

ACADEMY

In consideration of its high specialisation, the Telemobility world at all times registers a lack of training courses both of technological type and applicative/marketing one.

This edition will offer the participants some training moments realized in collaboration with consultants operating in this sector since a long time, in contact with the best companies and the most important projects.

To take part of a similar training moment linked to the Forum is the best way to optimize the results of the participation to the event, in particular for who is approaching to this world for the first time.

Some training course will have a strategic and informative cut, suitable to the management, while some others will be more operative and they will be realized as workshops with practise approach.

Finally, regarding the main vendors, it is planned the possibility to sponsor exclusive the Academy. The vendors who are interested in it will give the willingness to provide their material and apparatus to all the people that will take part to the training courses, eventually introducing training moments over technologies and their own solutions.



ONE-TO-ONE
MEETING
AND
TRAINING

INSTRUMENTS
AT YOUR
SERVICE

THE PARTICIPANTS



**SINCE 2002
YOUR TARGET
HAVE BEEN
WAITING FOR
YOU AT THIS
EVENT**

Since the first editions, the M2M Forum and Infomobility Telematics Forum have been obtaining an high interest among the professionals both of the industrial/automotive world and the IT range. In fact the participants had the opportunity to attend the conferences and the training seminars focused on the most innovative themes of the market and, at the same time, they had the chance to develop their business and networking .

To the Forums are invited managers and project-responsibles belonging to the following sectors:

COMPANY POSITION

- System Designers
- System Architects
- Facilities Managers
- Logistics Managers
- Project Managers
- Team Leaders
- Business Development Managers
- Research and Development
- Strategic Corporate and Marketing Executives
- Engineering Managers
- Engineering Directors
- Technical Directors
- CTO's
- Consultants

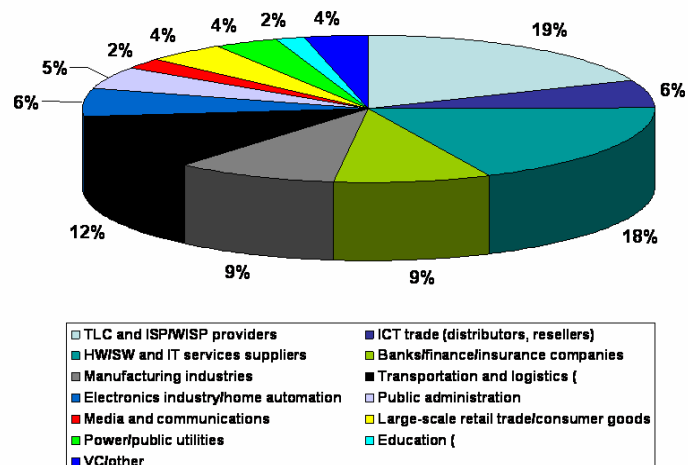
SECTOR

- Security & Surveillance
- Vending machines
- Elevators and escalators
- Industrial automation and SCADA
- Home Entertainment
- AVL/AVM
- Road traffic information
- Building automation
- Traffic control systems
- E-Health
- Retail
- Transportation systems & Logistics
- Carriers
- Public Administration
- Trade & GDO

INTERESTING AREA

- Wireless Modules
- RF-ID and Smartag
- Standard and Specialized Terminals
- Telecontrol and telemetry
- Safety and Home Automation
- Basic Software
- Instrumentation for Test and Measurement
- Antennas and accessories

PARTICIPANTS ACCORDING TO THE BELONGING SECTOR



PAST EDITIONS

MAIN ATTENDING COMPANIES

- ACCENTURE
- BRITISH TELECOM
- BENETTON GROUP
- BTICINO
- ENEL
- ENI
- FIAT AUTO
- FRACARRO RADIOINDUSTRIE
- H3G
- HEWLETT PACKARD
- LIEBERT HIROSS
- MICROSOFT
- MINISTERO DELLE COMUNICAZIONI
- ORANGE FRANCE
- PIRELLI ENERGY
- ROCKWELL AUTOMATION
- SAMEDEUTZ-FAHR
- SNAM GAS
- TELEGYR SYSTEMS
- T-SYSTEMS
- WIND TELECOMUNICAZIONI
- ZANUSSI VENDING
- ABB ENERGY AUTOMATION
- AGILENT TECHNOLOGIES
- ATOS ORIGIN
- AUTOSTRADE
- BAYERISCHE HYPOVEREINSBANK
- CSC
- EDS
- MAGNETI MARELLI
- MINISTERO DEGLI INTERNI
- SANPELLEGRINO WATER
- TRAFFIC MASTER
- TELECOM ITALIA
- TRELLEBORG WHEEL SYSTEMS
- URMET DOMUS
- VIASAT
- AIR LIQUIDE
- FRANCE TELECOM
- ENTERPRISE DA

SPONSORS AND EXHIBITORS

- 4P
- ABACUS ECC
- AKELIAN
- AKS
- ALA MOBILITY
- AMPLIÀ
- ANYWARE
- ATOP
- AUDIOTEL
- BPS
- CALEARO TLC
- CASPER TECH
- CEFRA
- CHORUS
- CLICK & FIND
- CODER
- COMPREL
- CONTRADATA
- CONVERGERE
- CSP
- DATAC
- DESTINATOR
- DIGICOM
- DIGITAX
- DIGITEK
- DISTAR
- DISTREL
- DIVITECH
- D-LINK
- DYNAFLEX
- ELASIS
- ELECTREX
- ELEM GROUP
- ELESYSTEMS
- EMOTION
- ENEA
- EPSILON
- ESCO
- ETNOTEAM
- EUROTECH
- EZURIO
- FINMATICA
- FUNAMBOL
- FUTURA ELETTRONICA
- FUTURANET
- GARMIN
- GE.COM
- GEALAB
- GEG TELECOMUNIC.
- GEMPLUS
- GIAKOVA
- GOWARE
- GR.METASYSTEMS
- GSA
- H3G
- HANTAREX
- HIGH-WAY
- HI-PRO
- HP
- I.S.E.
- IBM
- INCAS GROUP
- INFOMOBILITY.IT
- INFORMATICA DELTA
- INTERMEC
- IPM-NET
- ITALTAX
- JAGUAR
- KABERLAB
- KEKO
- LABID
- LCT INFOTELEMATICS
- LOGOSYSTEM
- LOQUENDO
- LXE ITALIA
- MAGELLAN
- MAJESTIC
- MAP&GUIDE
- MCOMM
- MEDION
- MICROCHIP
- MICROLAB SISTEMI
- MICROSOFT
- MIZAR
- MONDIALCOM
- MOVACTIVE
- MOVITRACK
- MYNAV
- NASAR
- NAVTEQ
- NEC
- NEMSYS
- NETHIX
- NEURICAM
- NEXT
- OCTOTELEMATICS
- OWASYS
- PALM
- POWERSOFT
- PROSIS
- PROTOTIPO
- PSION TEKLOGIX
- PTV
- RADIONAV
- RAYTALK
- RGZ-MAGNETI MARELLI
- RIBES TECNOLOGIE
- ROUTE66
- SAGEM
- SCHLUMBERGER
- SIEMENS VDO
- SIEMENS WM
- SIKURA
- SIMET
- SKYWAY
- SOFT-IN
- SONY ERICSSON
- STEP
- SUN MICROSYSTEMS
- SYMBOL
- TARGA INFOMOBILITY
- TELE ATLAS
- TELECA
- TELECOM DESIGN
- TELECOM ITALIA
- TELEMATIC SOLUTIONS
- TELESERVIZI
- TELESPAZIO
- TELIT
- TEORESII
- TEXA
- TIM BUSINESS
- TPS
- TRIMBLE
- TTS ITALIA
- UBIEST
- VEMER SIBER
- VIASAT
- VISIBLE
- VITAL DATANET
- VODAFONE
- WAVECOM
- WEBRASKA
- WELL ENGINEERING
- WIND RIVER



PROMOTION

The success of these events is also the result of high-level promotional activities, organized and managed directly by WIRELESS. Through these activities, we are able to develop actions through various channels in order to reach a vast and targeted business audience.

This is precisely the reason why companies consider ITF as a useful communication tool for presenting important company news or introducing products.

Promotion mainly takes place through specialized media, online and offline, with high general media coverage.

Promotional activities include:

- Advertising campaigns in selected magazines and specialized media
- Direct marketing (mail, fax)
- Newsletters and e-mail marketing
- Media partnership with dozens of editors online and offline web marketing on portals and search engines
- Invitations on paper and in pdf format
- Online catalogue on our web-sites
- Press releases sent to over 900 journalists and agencies
- Partnership with professional associations in the same field

The important promotional campaign also allows the sponsoring companies to benefit at best the opportunities offered by the organisation in order to increase the final public, the companies and the media's knowledge of its own products and solutions, in a synergic way with its own communication plan.



**DISCOVER THE
UNIQUE PORTAL
DEDICATED TO
THE M2M AND
INFOMOBILITY
COMMUNITY**

M2M FORUM.COM

Since 2002, M2M FORUM.COM has been the unique Italian portal entirely dedicated to the M2M solutions and services. Since 2006, the portal has been setting up bilingual and will launch a newsletter that will weekly reach over 4.000 registered people who have attended to the previous Forum's editions.



Being part of M2M FORUM.COM is an unique opportunity to steadily establish an efficient contact with the Italian and international community. Discover right now all the opportunities and the synergies that come from the participation to the Forum!

CONDITIONS OF PARTICIPATION

In succession you can find the list of the benefits included in the different sponsorship packages. For any further additional sponsorship opportunities please contact the organization. The prices listed below are IVA excluded.

		PLATINUM 12.000€	GOLD 7.000€	SILVER 5.000€	MEETING DESK 3.000€
PRE EVENT	1 press release inside the "Press Area" of the event 's official website	x	x	x	x
	Logo on the event's website with a cross link back to the website of the sponsor	main position	x	x	x
	Presence on the on line catalogue on the website of the event and on the business directory of the portal www.bbcentral.it	with logo	with logo	x	x
	Rotation Banner on the website	x	x	x	x
	Personalized Invitation in pdf	x			
	Logo on invitation via fax	x	x	name only	name only
	Highlight into press kit	x	x		
DURING THE EVENT	Logo on folders and panels	main position	x	x	x
	Logo on block notes	x			
	Placement of own panels c/ o the location (max 3)	x			
	Speaking opportunities	plenary session + workshop	plenary session	workshop	
	Depliant and brochures	tote bag	tote bag	in press area	in press area
	Exhibition area	desk plus	desk	desk	desk
	"one2one" meeting	x	x	x	x
POST EVENT	Report in pdf published on the website of the event and on the WIRELESS portal	Interview + 3000 chars + logo + image	Interview or 3000 chars + logo + image	3000 chars + logo or image	1500 chars + logo or image
	Participant list	x	x	x	x

LOCATION AND CONTACTS

LOCATION

Lingotto Congress Center
Via Nizza, 280 – 10126 Torino

The building, once the most famous automobile factory in Europe, with the Renzo Piano's project has become a modern multifunctional center. The Congress Center, the Hotel, the Business Center, the Expo Center, the different Offices, the Commercial Gallery and the 3000 parking lots, make of Lingotto a business meeting and exchange point .

The old track on the Lingotto's roof, employed by Fiat to test its new vehicles, can also be used by the sponsors for the practical demonstration of their products and services.

Moreover the location is in a very favourable situation: connections to the most important Italian and European cities are guaranteed daily from the Caselle Airport, which is just 30 minutes far from the Lingotto Building, rail and highway connections can also be easily reached from the Congress Center.

WHERE
EVENTS
BECOME
BUSINESS



WHO WE ARE

Since 2000 WIRELESS is the Italian reference point of the linkage of operators in the field of ICT technologies, in particular wireless – mobile and multimedia. WIRELESS anticipate scenarios and solutions, describes experiences and concrete products, offers occasions of debate, comparison, commercial exchange and networking between companies, institutions and markets, creating events, conferences, conventions and training seminars of own's property or public.

The uniqueness of the overview of the Italian companies, with the specific focus on the "event", places WIRELESS as the ideal partner to draw, organize and realize successful B2B and B2C events in the multimedia and ICT technologies sector. Some number on confirmation of our leadership: 10000 visitors in 2005, over 200 sponsor and exhibitor companies, over 1 million of pages seen, 250000 unique visitors on our websites and 7000 new nominative introduced in the database.

CONTACTS

For any further information on the event and on the conditions of participation as sponsor, please contact:

Event Manager:

Cristina Varone
cvarone@gowireless.it
Phone: 02 48100306

Sales :

Silvia Machmer
smachmer@gowireless.it
Phone: 02 48517925

Event Organization:

WIRELESS Srl
Via Monte Rosa, 11
20149 Milano

Phone: 02 48100306
02 48517925
Fax 02 460015

CALENDAR OF THE EVENT

II SEMESTER 2006

VIDEOGOV SUMMIT
19th October

NOVITA'

Palazzo Reale
Milan

VON ITALY 2006
25th-26th October

*The largest international event on technology Voice Over Ip
Realized in collaboration with Pulvermedia*

NOVITA'

Ergife Hotel
Rome

BROADBAND FORUM II Edition
Wlan Business Forum
Provider 2.0 Forum
26th October

NOVITA'

Ergife Hotel
Rome

TELEMOBILITY FORUM
23rd November

Centro Congressi Lingotto
Turin

E-MAIL POWER II Edition
30th November

Palazzo Turati
Milan

ARTEQ FORUM
13th December

NOVITA'

Spazio Oberdan
Milan

I SEMESTER 2007

WIRELESS FORUM SPRING
Wlan Business Forum
Mobile Force & Office Forum
4th April

Crowne Plaza Hotel
Milan

TELCO TV SUMMIT II Edition
10th May

Palazzo Turati
Milan

TOURISTECH SUMMIT II Edition
15th May

Villa Erba
Cernobbio

M2M FORUM V Edition
SMART SENSOR SUMMIT III Edition
23rd May

Crowne Plaza Hotel
Milan

EVERYTHING-BUT-ADV FORUM II Edition
7th June

Palazzo Affari ai Giureconsulti
Milan