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| MINUTES | |
| Meeting: | MARCOM 73 |
| Chair: | Patrick Van de Wille, InterDigital, [Patrick.VandeWille@InterDigital.com](mailto:Patrick.VandeWille@InterDigital.com) |
| Regional Vice Chair for EMEA | Chris Meering, HPE, [chris.meering@hpe.com](mailto:chris.meering@hpe.com) |
| Secretary: | Bindoo Srivastava, TSDSI bindoo@tsdsi.org  Estelle Mancini, ETSI Estelle.mancini@etsi.org |
| Meeting Date: | Thursday, May 17, 2018 12:30 to 13:28 UTC |
| Meeting Details: | Gotomeeting: <https://global.gotomeeting.com/join/451631061> |
| Intended purpose of  document: | Decision  Discussion  Information  Other <specify> |
| Template Version:23 February 2015 (Do not modify) | |

oneM2M Notice

The document to which this cover statement is attached is submitted to oneM2M. Participation in, or attendance at, any activity of oneM2M, constitutes acceptance of and agreement to be bound by terms of the Working Procedures and the Partnership Agreement, including the Intellectual Property Rights (IPR) Principles Governing oneM2M Work found in Annex 1 of the Partnership Agreement.

Opening of the meeting

* 1. Welcome

Chris Meering, MARCOM Vice Chair and Acting Chair for the meeting, opened the meeting and welcomed the participants.

1. Review and Agree Agenda

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| [MARCOM-2018-0016](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=26724&fromList=Y) | [Agenda for MARCOM73](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=26724&fromList=Y) | Chris Meering |

[MARCOM-2018-0016](http://member.onem2m.org/Application/documentApp/documentinfo/?documentId=26724&fromList=Y) **was AGREED**.

1. Committee Officers
2. New Marcom Chair has been put in place:
3. Patrick Van de Wille, Chief Communications Officer at InterDigital
4. Chris Meering, of HPE, will continue as Regional Vice-chair for Europe
5. Regional Vice Chair for APAC is still being sought.
6. Core Materials Update
7. Ongoing PR Activities
   1. Industry Days
   2. The next Industry Day will be held on September 14 to coincide with IoT Week in Korea.   
      **ACTION: A-MARCOM#73-0001: Next Industry Day is on September 14 in Korea. The Press Pack for the event is in the making. This is immediately after the KETI organised OCEAN summit meeting.**
   3. White Papers
   4. A suggestion for an updated version of the Smart Cities white paper was put forward by Omar, including the recent deployments of oneM2M’s specification in Smart Cities across India. This is connected to work with CEN CENELEC.
   5. Following the joint workshop held with IIC, it was suggested that the two organisations will draft a joint white paper addressing the security architecture of Industrial IoT.
   6. Ideas for next whitepapers? Could a MARCOM/TP survey be useful as a way of pinpointing possible content?

**ACTION: A-MARCOM#73-0002: In response to a query from Bindoo, Fran stated that contributions to white papers from a non-member should be do-able, but we should take an opinion from Jim (Legal SC) on how to handle the issues of copyright and referencing their work.**

* 1. Webinars
  2. The Deutsche Telekom and Orange webinar on the Smart Device Template is still in the pipeline, with liaison for a date ongoing.
  3. Two further webinars have been suggested for 2018 – a oneM2M update and a discussion on Industry 4.0.
  4. A webinar on Release 3 to include a general update on oneM2M will take place after Release 3 is published (likely to be end of July).
  5. A webinar on IIC security architecture has been proposed following the joint IIC/oneM2M workshop.
  6. A webinar on the oneM2M / ITU collaboration was proposed on the last Marcom call.

**ACTION: A-MARCOM#73-0003: Karen will send a few photos from the TP meeting to Ken, for the twitter feed.**

* 1. Press Releases
  2. A news release on the Interop 6 event is current being drafted.
  3. A news release to promote the Industry Day in September will be drafted when more information becomes available.
  4. A news release on Release 3 will be drafted following a briefing with the Technical Plenary.
  5. A query regarding new members to oneM2M has been submitted to see if this could make an interesting update for a press release.
  6. A report on the joint IIC/oneM2M workshop was drafted, uploaded to the website and circulated to the oneM2M membership.

**ACTION: A-MARCOM#73-0004: There is a proposal to creating a PR around new members. On PR for Rel3 viz Rel 2, Karen will pull out matter from the new WI on difference between Rel 2 and 3 as base content.**

* 1. Media and Analyst Outreach
  2. An article on Industry 4.0 has been drafted based on the Deutsche Telekom presentation. This is currently with Hans Werner, of Deutsche Telekom, for review.
  3. A Q&A on Smart Cities has been drafted and sent to a freelance journalist at Crain Communications. Awaiting coverage.
  4. Two columns are due to appear in the African Wireless Communications Yearbook 2018.
  5. Smart Cities Q&A article submitted to Crain Communications – awaiting coverage.
  6. The regular blogging opportunity with IoT Agenda is ongoing, if anyone has any topics they would like to see featured, please let us know.
  7. Recent Media Coverage

*For full coverage report, please see accompanying attachment.*

* Product Design and Development *– Time to Think Horizontally if the Industry Wants to Boost Confidence in IoT:* <https://www.pddnet.com/article/2018/04/time-think-horizontally-if-industry-wants-boost-confidence-iot>
* Thinking Cities *– Thinking Horizontally:* <http://thinkingcities.com/thinking-horizontally/>
* IoT Institute *– Smart to Future Cities: Defining the Perfect Solution -* <http://www.ioti.com/smart-cities/smart-future-cities-defining-perfect-solution>
* Inter Comms – *How a standards-based approach can boost LPWA Revenue –* <http://www.intercomms.net/issue-30/sc-3.html>
* Connect World *- Combining the strengths of oneM2M and GlobalPlatform to tackle IoT security –* <https://connect-world.com/2018/03/29/asia-pacific-i-2018/>

**ACTION: A-MARCOM#73-0005: PR Proactive gives a weekly report on media mentions. Papers attract the max. media coverage.**

* 1. Social Media
* Proactive PR is continuing to draft weekly Twitter schedules to increase content on the oneM2M Twitter page.

1. Speaking
   1. Recent
   2. Andreas Neubacher (Deutsche Telekom) spoke at the Internet of Things Applications in Berlin on April 11-12.
   3. Ken Figueredo (InterDigital) spoke at Smart to Future Cities, in London, on April 25-26.

**ACTION: A-MARCOM#73-0006: Karen will try to get Andreas' presentation made at the IoT event in Berlin and pass it on to Ken for promoting. Chris has been collecting speaker decks. These can be placed in a common reference repository on the portal.  
Presentations that are required to be hosted on the website, should be emailed to Estelle. Chris, Patrick, Karen and Estelle will review the decks required to be put on website, including the Brighttalk channel decks. This includes the Bordeaux Pilot Things.**

* 1. Upcoming
  2. Rouzbeh Farhoumand (Huawei) will speak at Internet of Things North America in the IoT Standards Track on May 31-June 1.
  3. Zhang Fenger (Huawei) will be speaking at the Industrial Internet of Things (IIoT) Innovation Convention 2018 in Beijing on May 24-25.
  4. Alan Carlton (InterDigital) has volunteered to speak at IoT World Europe on a panel titled *Co-Innovating, Co-Developing and Collaborating to Deliver the IoT Ecosystem*, in London, on June 12. This is currently being confirmed with the event.

**ACTION: A-MARCOM#73-0007: There is likely to be better response to calls for speaker invites being sent to the TP list, apart from to the MARCOM list.**

* 1. Slots available
  2. A slot on a [‘Nanotech and Dust IoT’](https://sites.grenadine.co/sites/iot/en/iot-week-2018/schedule/2147/Nanotech+_+Dust+IoT) panel is available in the Emerging IoT Research and Development Track at IoT Week 2018 in Bilbao, Spain, on June 4-5.

**Finding the Right IoT Security Strategy and Methodology to Secure the IoT Network Infrastructure**

Taking a proactive vs reactive approach towards IoT security, lacking local legal frameworks and regulation, an overview of potential risks in vertical markets in both consumer and enterprise, using Blockchain for privacy, safety and security across IoT ecosystems

**Real World LPWAN Developments to Boost Mass IoT Deployment**

Connectivity requirements for different verticals, commercialising a new era of IoT with low power networks, key elements for success in Massive IoT

Marie Hogan, Head of Broadband and IoT, Product Area Network Systems, Ericsson

**Why is Choosing the Right IoT Network Architecture More Important Than Ever?**

Overview of the current platform landscape and how can the right platform boost IoT success, analytics, device management, enterprise integration, ensuring interoperability across the entire stack, provisioning/onboarding/device management

* 1. OneM2M has the choice of a slot on a number of panels at IoT Tech Expo, in Amsterdam, on June 27:

**Panel: Predictive Maintenance – How to unlock true ‘actionable insight’**

* Exploring the technology available for condition monitoring and predictive maintenance across industry, from maintaining wind turbines to services elevators.
* Are we moving from reactive to predictive maintenance, and what role can ML play here? What about fixing problems remotely?
* The potential benefits for business innovation and strategy of implementing IoT for maintenance, and what is holding industries back here?
* Discussing the impact that data models used for predictive maintenance have on field services, and the need for feedback loops to continually refine them.

**Panel: Smart manufacturing for connected products**

* Looking at the way in which IoT-enabled smart manufacturing can provide visibility of resources, assets, processes, for enhanced productivity and better ROI
* Process Automation – moving beyond IoT to intelligent objects.
* In addition to the IoT, this discussion will look at the impact of Artificial Intelligence (AI), machine learning, and Virtual Reality (VR) on manufacturing.

**If you are interested in any of these opportunities, please let us know – the deadline is this week.**

**Other Points**

All MARCOM calls to be recorded as agreed on April MARCOM call.

**ACTION: A-MARCOM#73-0008: MARCOM Call recording will be made available for the ref. of folks who missed attending it.**

1. Next Meeting
2. Next Marcom teleconference: DATE TBA
3. Any other business

**ACTION: A-MARCOM#73-0009: oneM2M for Newbies is a good deck, needs slight updating. Website refresh work is being restarted soon.**

1. Closure of meeting  
     
   Chris thanked the participants and closed the meeting.
2. Annex I Participants’ List

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| --- | --- | --- |
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