oneM2M TP#5 Satellite Event in Seoul

Group Name: MARCOM
Source: Peter J. Kim, TTA, pjk@tta.or.kr
Meeting Date: 2013-04-25
Agenda Item: 4. Cooperation/Endorsements – TTA Event

oneM2M 5th Technical Plenary Satellite Event information

Time / Location

- **June 21st (Fri), Ritz-Carlton Hotel, Seoul**

Satellite event programs and request lists to oneM2M

- **The detailed program needed to be conformed by oneM2M**

Event	Details	Time/Location
Conference	International conference jointly held with oneM2M -Includes Tutorials, Keynote speeches - Open to public audience	10:30~17:30 Ritz-Carlton Hotel
Symposium (TBD)	Symposium on the business solutions for oneM2M solution - Presentations by 8 domestic and overseas businesses in the presence of invitees from the industry and media - 15 min. session will be provided in the symposium and one booth for each company during event (at the lobby of Conference room) - Open to oneM2M Member Company (press is possible)	15:00~17:05 / Ritz-Carlton Hotel
Executive Luncheon	Lunch discussions between the oneM2M leadership members, Korean government officials and leaders of the mobile industry.	12:00~13:30 / Ritz-Carlton Hotel

Event1. Conference

Time / Location	▪ June 21(Fri.) 10:30~17:30 Ritz-Carlton Hotel, Seoul
Format	▪ International Conference jointly held with oneM2M ▪ Includes Tutorials, Keynote speeches
Theme	▪ Prospects on the Smart Big-Bang and the Development of M2M Technology and Standardization *(TBD)* (Subtitle: Quo vadis M2M Industry in the era of Smart Big-Bang)
Participants Breakdown	▪ Expecting 400

Event1. Draft Conference program

Session	Time	Title	Speaker
Registration	09:30~10:00		
Tutorial	10:30~10:50(20")	M2M Technology and Its Standardization Trends	TBA / Operator
	10:50~11:10(20")	M2M Killer App 'U-health Care' Market & Tech trends	TBA / Vendor
Welcome Remarks	11:10~11:15(5")	Opening / Welcome	President of TTA
	11:15~11:20(5")	Speech of Encouragement	TBA / High official, Ministry of Science, ICT and Future Planning
	11:20~11:25(5")	Congratulatory speech	President of KCA
Key Note	11:25~12:00(45")	Smart M2M Everywhere: From Smart Cars to Smart Home -Best Use Cases of M2M from the perspective of oneM2M (TBD)	TBA
	12:00~13:00(20")	Lunch	
oneM2M session	13:00~13:40(40")	oneM2M IOP Programme and Industry Cooperation (TBD)	TBA
	13:40~14:20(40")	oneM2M System architecture and hot technical issues - Introduction to oneM2M & Work Program Highlights (TBD)	TBA
Domestic session	14:20~15:00(40")	M2M Security in M2M Business (TBD)	TBA
	15:00~15:20(20")	Coffee Break	
	15:20~16:00(40")	Telco's M2M Business Strategy (TBD)	TBA
	16:00~16:40(40")	M2M Device platform (TBD)	TBA
	16:40`~17:20(40"	Smart Car: From Telematics to infotainment(TBD)	TBA

Speaker Profile Sample

- **Speaker Profile (Time to submit : May. 27)**

	Session Title	Introduction to .....
	Speaker	John Smith
	Profile	President of ...

sample

- **PT Material (Time to submit : Jun. 10, File format : PPT)**

Event2. Executive Luncheon

Time / Location	▪ June. 21(Fri.) 12:00~13:30, Ritz-Carlton Hotel, Seoul
Format	▪ Lunch discussions between the oneM2M Leadership team, Korean government officials and leaders of the mobile industry
Participants Breakdown	▪ Around 5 oneM2M participants(TBA) and Korean participants

Event3 Symposium on the M2M Business Solutions (TBD)

Time / Location

- June. 21(Wed.) 15:00~17:05, Ritz-Carlton Hotel, Seoul

Format

- Provide a platform to the invited domestic and overseas businesses to announce and advertise their oneM2M commercial solutions.
- 4 Domestic businesses and 4 interested overseas oneM2M member businesses
- 15 minutes presentation and Demo booth during the conference.

Participants Breakdown

- 50~100 Invitees from device manufacturers, mobile communication companies, businesses and media

Time	Item	Speaker
14:30~15:00	Registration	
15:00~15:05	Opening / Welcome	
15:05~15:20	To be announced (TBA)	TBA / Domestic
15:20~15:35	TBA	TBA / oneM2M
15:35~15:50	TBA	TBA / Domestic
15:50~16:05	TBA	TBA / oneM2M
16:05~16:20	TBA	TBA / Domestic
16:20~16:35	TBA	TBA / oneM2M
16:35~16:50	TBA	TBA / Domestic
16:50~17:05	TBA	TBA / oneM2M
17:05	Closing	

Symposium Booth Guide

- **TTA will provide free booth including desk(3m), internet access and electricity.**
- **Booth Desk printing service(5 each) will be provided for free.**
- **Soft copies for booth desk printing to be submitted to TTA by 10th of June.**
- **Soft copy format :AI file, size : see the picture bellow**

Logo print :
width
1,170mm
height 570mm

Main poster printing : width
1,170m height 1,970mm

Side poster printing(2
each) : width 600mm
height 1,970mm

Desk front printing :
width 1,170mm
height 800mm

Symposium Leaflet Guide

- **TTA will make the symposium booklet to introduce attending solutions and company.**
- **The contents of leaflet should be submitted to TTA by June 10.**
- **Format : Use the attached document template.**

Symposium on the Business Solutions

INNOACE Co., Ltd.

Profile of Company

Brief Overview

INNOACE has been established by the best engineers and mobile experts from SK Telecom, We provides industry-proven mobile solutions and consulting services to mobile operators.

Business Scope

Company's business area covers terminal solutions & platforms, server systems and value added mobile services. INNOACE also operates mobile education centers and open market place (SK Telecom's T store).

Service Solution

DM (Device Management), Enterprise Mobility, T Bag, Mobile Web Platform (WAC), QR Code and more

Vision

INNOACE is working toward the world where "Dreams", "Imaginations" and "Freedom" are realized through mobile services.

Overview of Technology & Solution

A) DM (Device Management)

Feature & Function

Device Management provides full device management services with OMA-DM standard functions, such as "Device Configuration", "Software Upgrade(SCOMO)", "Firmware Upgrade (FUMO)", "Diagnostics and Monitoring", and "Lock & Wipe", in order to guarantee continuous service.

Advantage

DM allows users to enjoy faster handset device upgrading services remotely so that users do not need to visit "Customer Service Center". At the same time carriers can reduces the operating costs of "Customer Service Center".

B) Enterprise Mobility

Feature & Function

Enterprise Mobility Solution (Mobile Office Solution) enables the corporate's employees to perform their vital tasks by providing them with the same working environment, such as document approval, e-mail, scheduling, and bulletin boards, etc.

- Company Name
  INNOACE Co., Ltd.
- President & CEO
  Kim, Chong Sik
- Establishment Date
  Nov, 2000
- Address
  SK Telecom SNU R&D Center, Nakseongdae-dong, Gwanak-gu, Seoul 151-050 Korea
- Overseas Dept.
  R&D Center
- Telephone
  82 2 2101-2449
- E-mail
  flyingdraw@innoace.com
- Overseas Staff
  Changwon Lee
- Capital / Sales
  [illegible]9 Billion (Korean Won) / [illegible]8Billion (Korean Won)
- No. of Employees
  200 employees (including [illegible] R&D)

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INNOACE Co., Ltd.

Advantage

"Enterprise Mobility" provides the great productivity improvements to enterprises by providing seamless working environment, fast & secure communication and others.

C) T Bag

Feature and Function

T Bag enables users to upload contents from their handsets to a server using several uploading methods such as auto[illegible] manual uploads. Managing the uploaded contents is simple and intuitive. The contents can be downloaded to both PC and handsets.

[illegible]ge

[illegible]s up and manages use[illegible]d data such as "Phonebo[illegible]tos", and "SMS[illegible]ter and efficient ubiquitous access by users.

D[illegible]ile Web Platfor[illegible]AC)

Fea[illegible]nd Function

Web P[illegible]enables web developers [illegible] create mobile web applications. These mobile w[illegible]ications can access device resources (PIMS, C[illegible]S, Camera, GPS, Sensor, a[illegible]mplying with the global standards such as W3C W[illegible]R/NDI and JIL.

Advantag[illegible]

Mobile Web P[illegible]hould be the fast becoming an official authoring tool for open markets. INNOACE's Mobile Web Platform is the official mobile web platform for KWAC (Korea Wholesale Application Community). INNOACE actively participates in establishing global standards for [illegible]AC (Wholesale Application Community) as well.

E) QR Code based Language Education

Feature and Function

QR Code based Language Education Solution enables publishers to generate the QR Code (Two-dimensional barcode) for their educational contents and store the contents using the server solution. It also offers a handset application for recognizing the QR Code and playing the language education contents.

Advantage

QR Code is capable of containing a large amount of information such as multimedia data. Hence it is ideal for educational contents or marketing purposes. QR Code also supports fast recognition of data and instant playback.

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Symposium on the Business Solutions

Overseas / Domestic Business Performance

Business Performance

1) Domestic Market

- Mobile Platform and Solutions of SK Telecom

Since the company's establishment, Innoace has developed various applications and data platforms of SK Telecom with our highly educated and skilled engineers.

- Mobile Open Market Place and Education Center

INNOACE is the premier management company for Korean Mobile Open Markets. We are also the clear leader in the mobile education in Korea catering to all sectors from global to small businesses and from students to general public.

[illegible]) Global Market

- Wireless Internet Platform and Terminal Solution for Overseas

INNOACE has been developing major wireless internet application platforms and terminal solutions for international operators.

Clients

Mobile Operators and MVNO

SKT (Korea), SKT China (China) and more

Handset Manufacturer

Samsung Electronics, LG Electronics, Motorola and SK Telesis and Pantech

Symposium Contact point

Symposium Contact Point

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- Mobile phone: +82-10-6689-5753
- e-mail: flyingdraw@innoace.com

The booklet of the business solutions for OMA standard implementation

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sample