



SMART EVENT'10 REPORT

Tech conferences: *e-Smart, Smart Mobility and World e-ID*

Advanced training program: *Smart University*

Parallel workshops and SIG meetings

1. Audience: facts and figures
2. Contents overview: not only conferences
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4. New this year

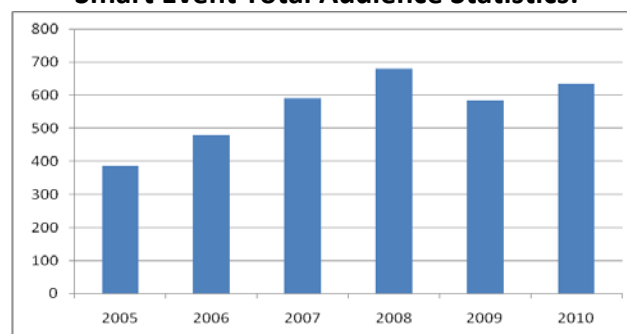
The 11th edition of Smart Event has kept its promises in highlighting new technologies, latest R&D advance and emerging challenges for digital security, mobile computing and e-ID management industries. From social networks to future global e-ID, from smart grids issues to m-payment challenges, the topics addressed have been very rich thanks to nearly 150 speakers' insights.

The total audience reached 635 participants: world-class researchers, innovators, developers, business decision-makers spoke, exchanged and networked at the 3 parallel conferences, trainings, demos and side events.

1. Audience: facts and figures

All the statistics are on the rise compared to last year. The audience rose by 8.72% this year, reaching 635 participants. Moreover, the attendance figures show that this 2010 edition took up the growth seen over the past few years. After a 2009 edition hit by economic downturn, the average audience growth rate year-on-year is established at +11.52% over the 6 past editions.

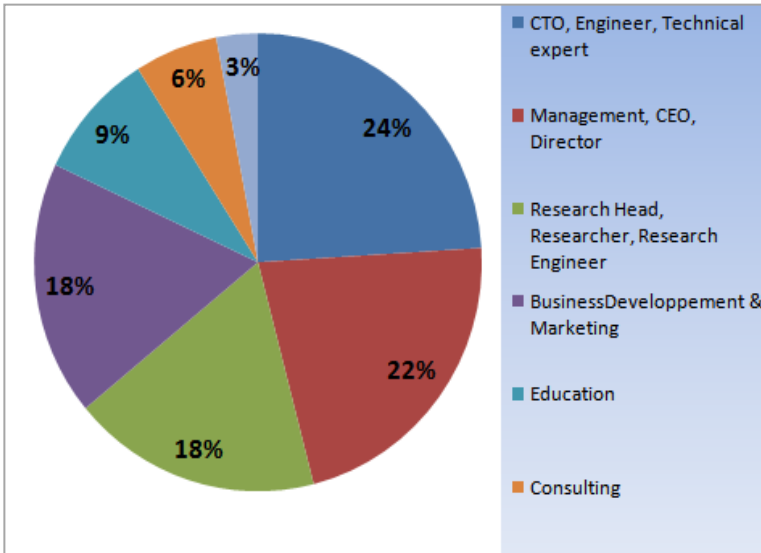
Smart Event Total Audience Statistics:



► More organizations attending

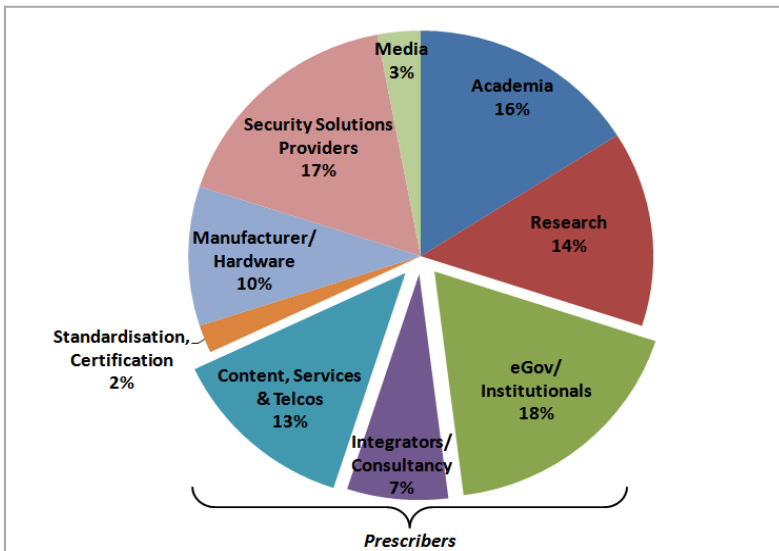
In the same way, the number of organizations attending the event increased from 376 last year to 411 in 2010.

► **Function representation: a good balance**



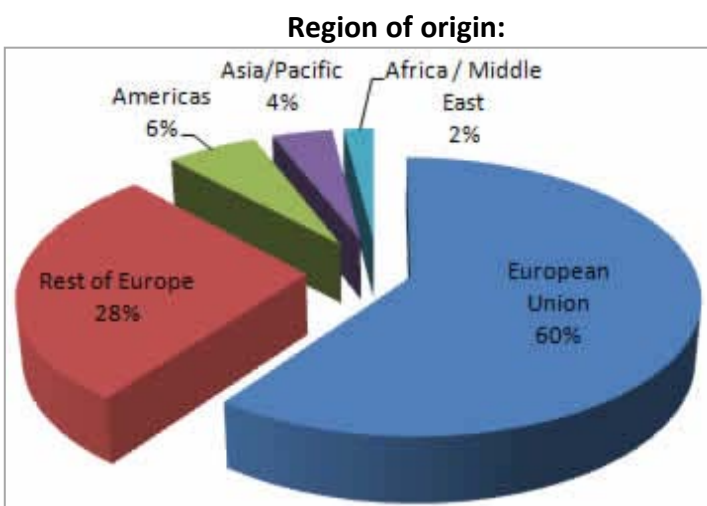
Inside those 411 participating organizations, the delegates' profile reflects a balance between the share of Research and Technical functions (respectively 18% and 24%) and Marketing/Business development and Management functions (respectively 18% and 22%):

► **A strong networking community across the Digital Security & Mobility Ecosystems**



Full value chain of research and industry attended the event, ranging from academics and research centres to key end users, and including digital security industry and service providers.

► **International scope strengthened**



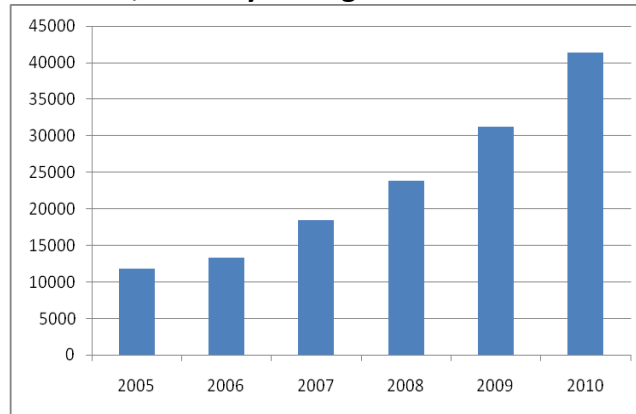
The origin of the participants shows a wider international presence. Statistics confirm a status of an international event with 46 countries represented, of which 88% are European ones. The remaining share of Americas/EMEA/Asia has not been significantly marked by the economic situation. It is to be noted the stronger presence of Middle-East and Africa regions in the participants, sign of

the rise of trust and security challenges in these marketplaces as well.

► Online audience: steady high levels

Online statistics confirms Smart Event's popularity year after year: the website www.smart-vent.eu receives on the average 41,000 unique visitors each month compared to 31,000 in 2009.

Smart Event Website unique visitors, monthly average over June-October 2010:



► Participants stay longer

Significant figure this year, the length of stay has increased by 20% compared to 2009, from 1.9 day to 2.4 days. This tends to be a sign of a stronger involvement of the delegates.

2. Contents overview: Innovation ahead

Smart Event has shown a successful positioning in terms of contents, keeping its balance between R&D, technology and strategy. Thus the conferences program addressed fundamental topics through latest research results (new threats, cryptography, contactless security, social networks...), emerging technologies (m-payment, new USIM apps, M to M, NFC...) and latest advances of industry (smart grids, Java Card 3.0, m-health, border control...).

► The future of social networking: a timely theme

Like each year, the Grand Opening plenary session draw the attention to a central security issue for high-tech industry. This year's theme was very timely: the privacy and trust in social networks. As Hal Warren, OpenID Society President, one of the invited panellists, put it, "It is a fragile time for online identity". This high level panel on Social Networks featured Udo Helmbrecht, Executive Director of ENISA, Pr Ronald Leenes, Professor in Regulation by Technology at the Tilburg University, Gustav Kalbe, Deputy Head of Unit, "Trust & Security" at the EU and Dr Stefan Weiss, Advisory, Risk & Compliance, KPMG.

These inspiring perspectives were enriched by an animated debate on the key security challenges to ensure "trusted mobility". Research heads from the academic and business community shared their views: Waterford Institute, Fraunhofer SIT, Nokia, University of Luxembourg along with ETSI.

In the afternoon, and for the two days after, the program offered six parallels sessions with also eminent speakers, for example Karsten Nohl, Chief Scientist of Security Research Labs on Smart Grids Security or Liisa Kannianen, Executive Director of Mobey Forum on mobile payments.

► A new plenary for World e-ID conference

On the second day, another focus point was the World e-ID plenary session dedicated to future global e-ID. This session featuring prestigious speakers have been very successful and will be renewed next year. Kim Cameron, Chief Architect of Identity & Access, Microsoft, portrayed the Identity Architecture best model, while Amardeo Sarma, Senior Manager, NEC Laboratories Europe defined a Cross-Layer Identity Framework for the Future Internet and standardisation issues clarified by Walter Weigel, Director General of ETSI.

Overall, the Smart Event conferences featured nearly 150 speakers over 3.5 days. At the forefront of e-Smart sessions: smart grids, the "cloud", contactless issues, Java Card, new USIM apps... ; at Smart Mobility: m-payment, TSM role, corporate mobility, cloud computing, M to M, NFC... ; at World e-ID: latest ID metasystems, access control systems, long lasting biometrics solutions, m-health... For all these emerging technologies, the need for trust and security has never been so high, backing up Smart Event contents positioning.

► **Trainings, Workshops and more**

In addition to the tech conferences, many participants attended the advanced training modules dedicated to challenging issues such as applied cryptology, M to M ecosystem, cryptographic engineering for embedded devices, Java Card 3.0, mobile technologies and applications. Innovations were also presented in the exhibition area by Elyctis, Eurosmart, Thales Itself, Turbine Project... Finally, among other side events, the FASTeTEN workshop (Fully Automated Secured Transactions services) and the Accenture Labs live demos are worth to be noted. The latter took place in the nearby Accenture Technology labs Europe and presented the most promising emerging technologies and trends: NFC/mobile payments, biometrics & digital identity and social media.

3. Smart Event: a Must in the smart security, e-mobility and e-ID market places

► With **23 sponsors, institutional partners and exhibitors** Smart Event'10 has strengthened its place as a must in the smart security and e-mobility marketplace.

Institutional Founding Partner: Eurosmart

Strategic Partner: Gemalto **Silver Sponsors:** Adobe, Microsoft **Conference Sponsors:** Accenture Technology Labs, Atmel

Institutional Partners: eForum, eris@, ETSI, European Payments Council, GlobalPlatform, Java Card Forum, NFC Forum, Oasis, Skema, Smart Card Forum of China, Telecom Valley, W3C World Wide Web Consortium,

Other Partners: Creative HR Solutions, Renesas Electronics Europe, Thales Itself, Elyctis, Turbine Project

► **A first-hand information source for 22 media & press partners**

Globalsmart.com, Arcsis, Smartphone.biz-news.com, Card Systems & Technologies, Card World, Cards Tech & Security, Cartes Mag, ePractice.eu, Fraud Watch, Global Security Mag, Keesing Journal of Documents & Identity, Le Courrier de la Monétique, Le Webzine des Telecoms & du Net, Near Field Communications World, NFC Times, Sécurité Informatique, Smart Card & Identity News, Smart Insights, SmartCards Trends & SmartCards e-News, Telecom India Daily, Ubifrance, Wireless Watch Japan

4. New opportunities this year

► **Tailor made side-event opportunities:** STM arranged business meetings for an official delegation of Nigeria during Smart Event. This tailor made services are set to be strengthened in the future editions.

► New this year also, a special session on Smart Grids sponsored by Atmel....

► **Virtual Smart Event:** A post-viewing of the Smart Event will be available on its website through streaming of videos and slides.

Dates of Smart Event 2011: September 20 – 23
Call for Papers to be issued & released by mid-November, 2010