



The Innovation Forum for Mobility and Trusted Technologies & Services

September 16-19, 2008 - Sophia-Antipolis, French Riviera

www.smart-event.eu

Smart Event gathers researchers, experts and decision-makers of the Digital Security, e-ID and Trusted Mobile Technologies around 3 co-located international conferences, an advanced educational program and 3 parallel meetings and workshops.

After a 22 % growth for the 2007 edition, Smart Event 2008 is set to welcome 750 innovation decision-makers. Its program has been deeply enriched and features more than 180 individual presentations, including 20 world class keynotes. This year's edition will highlight the trust issues in the emerging mobile applications through a new conference, Smart Mobility, and the leading names invited to the plenary session and a panel debate. More than ever, Smart Event sets the agenda for the Innovators supporting the growth of Mobility and Digital Security.

Paris, June 23rd, 2008 - Smart Event 2008 will come at the right time as the Digital Security, e-ID and Trusted Mobile Technologies are entering a turning point.

Thanks to the Internet and the mobile digital devices, the Total Access motto "anytime, anything, anywhere" is at our fingertips. Most of the key technological building blocks and standards emerge as mature enough to achieve this vision. For the first time, players from Information Technology, (Mobile) Telecoms and Smart Security sectors meet to deliver convergent services such as mobile Internet, contactless payment, mobile TV, e-ticketing, USB tokens, etc. Electronic ID has made major progress thanks to biometric technologies.

The stakes: end-to-end security and industry coordination

However, information storage, online/on the air transactions & services, and digital identity management has to be proven secure and dependable to live up to the customers' and citizens' expectations. Facing these challenges, players from digital security, telecoms, content providers/enablers, finance, entertainment, health, transport services as well as government bodies need to harmonize their R&D, marketing and policy efforts to bring trust in every part of the puzzle: from hardware to software, from authentication/e-ID to transactions, from standardisation to market acceptance standpoints.

The answer: Smart Event, the Innovation Forum

Gathering more than 180 security and mobility experts from the industry, standardization organizations and governmental bodies, Smart Event aims to give a thorough answer to these issues, in terms of knowledge, experience, vision as well as networking. About 750 delegates are expected. Renowned keynote speakers will address their vision and perspectives on innovative strategies, technologies and standards leading to a secure digital and mobile world, including:

- Ram Banerjee, Head Java Card Group, **Sun Microsystems**
- Sverre Bauck, **Norwegian Agency for Public Management eGovernment**
- Michael Brown, Director, Global Security Group, **Research in Motion**
- Mark Crosbie, Senior Security Technologist, **HP Security Office**
- Karel de Vriendt, IDABC Head of Unit, **European Commission**
- Christophe Duverne, Chairman, **NFC Forum**
- Dr Christoph Goetz, **Federal Ministry of Health Germany**
- Patrick Grother, Director of Biometrics Standards, NIST **US Gov Department of Commerce**
- Thomas E. Hissam, Partner Associate, mPayment/mCommerce, **IBM**
- Thomas Kraft, **Eurosmart**
- Dr Gisela Meister, Head of Security Evaluation, **Giesecke Devrient**

- Marc Rennard, Executive Director AMEA, **Orange FT Group**
- Jacques Seneca, Chairman, **Eurosmart**
- Thomas Skordas, DG INFSO/MEDIA, **European Commission**
- Jacques Stern, Chairman, **French National Agency for Research**
- Janne Uusilehto, Head of Nokia Product Security, **Nokia**
- Dr Walter Weigel, Director General, **ETSI**
- Mung Ki Woo, Vice-President Payment Contactless, **Orange**

Smart Event 2008 features 4 technological and strategic events:

- **"e-Smart"**, *"Designing the future of digital security technologies"* (9th edition)

e-Smart 2008 will reflect the enlarging scope of the Smart Security Industry and will cover all the innovation in **mass storage memories, multi-applications SIM, NFC, Java Card 3.0, RFID & contactless technologies, TCP/IP based communication protocols, trusted computing, cryptography, certification & testing**, etc.

Program and useful information: www.e-smart.eu

- **New: "Smart Mobility"**, *"Building Trusted Mobile Applications"* (1st edition)

At the cross road of Mobility and Security, Smart Mobility tackles with hottest mobile issues such as **NFC devices and their applications, smart security devices, open mobile platform and devices** as well as with major **mobile applications including media & content services, transportation and m-payment**.

Program and useful information: www.smart-mobility.eu

- **"World e-ID"**, *"The next e-ID management technologies & services"* (5th edition)

A prestigious **panel of 15 (e-)government representatives** will share the lessons from their e-ID initiatives. The e-ID experts from the **industry leaders and main associations, consultancy and standardisation bodies** will expose the latest advances in e-ID technologies, their strategies and insights. They will debate the requirements, strategies and architectures for the future e-ID deployments under the theme "European e-ID: from Common Criteria to Full Interoperability?"

Program and useful information: www.worlde-id.eu

- **"Smart University"**, *"Sharpening skills in Smart Card, e-ID, and Mobile Telecoms technologies"* (4th edition)

Smart University features an advanced **educational program on smart card, e-ID, and mobile telecoms** designed and provided by high profile academics from 20 European Universities.

Program and useful information: www.smart-university.eu

Other highlights of Smart Event:

- The **plenary opening session** (sept. 17) will gather leading names from the security and mobility industries, standardization organizations and governmental bodies. They will address their vision and perspectives on innovative strategies, disruptive technologies and standards **supporting the growth of a digital security and mobility**.

- The common **panel debate** between Smart Mobility and e-Smart (sept. 18) **"Toward trusted convergence?"** will tackle a key issues in 2008: the convergence of the mobile and security ecosystems.

For more information and regular updates about the Smart Event: www.smart-event.eu

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Strategic partners: Gemalto, Microsoft

Insitutional Partner: ETSI

Co-Organizers: Eurosmart, JCF, GlobalPlatform, eForum, Strategies Telecoms & Multimedia

Press partners & medias : Financial Times - Connect-World - Biometrie Online - SecurityStockWatch - Sécurité Informatique - Cards Tech & Security - Cartes Mag - CardWorld - Fraud Watch - Juniper Research - Goingtomeet.com - Smart card & Identity news - Smart CardsTrends - Smart Insights - Ubifrance - Arcsis - Carte Blanche Magazine - European Webzine for IT mobility & security - The Nilson Report - Courier de la

