

Press Release



www.smart-event.eu

In its 10th edition, Smart Event is set to mobilize Research and Industry on Digital Security, Trusted Mobile Applications and e-ID. During 4 days, over 150 influential speakers are scheduled in its 3 international conferences: e-Smart, Smart Mobility and World e-ID. Smart University's training modules complete the agenda.

The plenary Grand Opening main theme, "Trust in digital life", will give the tone of this year's programme: many highly expected technologies discussed at the event such as NFC, m-payment or e-ID will change our everyday life!

Paris, June 24th, 2009 - Amid economic turbulence, Innovation, Security and Trust remain three key drivers of a durable growth of digital services. Industry and research players are well aware of this challenging equation: their innovative and attractive digital offers, from mobile App Stores to e-ID cards to mention just a couple, must also address raising concerns about cybercrime, identity theft, bank cards frauds and other data breaches.

The "How to gain trust from digital technologies Users?" challenge involves not only the Smart Security stakeholders but all the other digital industries - device manufacturers, application and service providers, operators, etc. - and governments. A large part of them will attend or present at the yearly Smart Event tech conferences and education program. Last year edition broke a record audience of over 680 registered participants from 44 countries. In its 10th edition, Smart Event 2009, *The Innovation Forum for Mobility and Trusted Technologies & Services*, will display an impressive line-up of over 180 speakers. These experts in Smart Cards & Digital Security, Trusted Mobile Platforms & Applications, e-ID Management & e-Government Applications will include:

- Marc Bertin, Chairman, **Eurosmart**
- Jacques Bus, Head of Unit Trust & Security in ICT Research, **European Commission**
- Kim Cameron, Chief Architect of Identity and Access, **Microsoft**
- Ben Chelf, CTO, **Coverity**
- Sergio Cozzolino, Vice President. Innovative Service Development, **Telecom Italia**
- Phil d'Angio, Business development EMEA, **Verisign**
- Dr Gisela Meister, Head of Security Evaluation, **Giesecke Devrient**
- Reinhard Posch, Chief Information Officer for the **Federal Republic of Austria**
- Jacques Seneca, Executive Vice President Security Business Unit, **Gemalto**
- Dr Walter Weigel, Director General, **ETSI**

Smart Event 2009 features 3 technological and strategic conferences, each of them being divided in 2 parallel thematic streams:

► **e-Smart: "Designing the future of digital security technologies"**

e-Smart 2009 will reflect the enlarged scope of the Smart Card Industry to the Digital Security Industry. It will cover main technology trends, key innovations and state-of-the art approach of security in 90nm NVM, mass storage memories, multi-chip SIM, NFC & RFID, Java Card 3.0, Smart Card Web Server, M to M, etc.

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

► **Smart Mobility:** *"Building Trusted Mobile Applications"*

At the crossroad of Mobility and Security, Smart Mobility tackles with hottest issues of trusted mobiles application and platforms: NFC applications and ecosystem, open mobile platforms, m-payment applications, security implementation on mobile devices, emerging mobile applications, etc.

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

► **World e-ID:** *"The next e-ID management technologies & services"*

World e-ID will review e-ID, biometrics and digital data management innovations in the public and enterprise sectors. 12 countries plus Europe will discuss more than 20 e-ID projects along with national and international organizations. Applications, standards, interoperability issues will also be covered by the industry leaders.

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

Smart Event also host **Smart University**, *"State-of-the-Art ICT knowledge and training courses"*. This advanced educational programme will offer 9 training modules during Smart Event, covering smart devices, contactless and wireless technologies (NFC, RFID, MtoM, LTE...).

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

Some high points of Smart Event:

Opening Session on Sept. 23 morning: A prestigious line-up of industry and institutional keynote speakers (European Commission, ENISA, Eurosmart, Gemalto, ETSI, Microsoft...) will give and share their views on

"**Trust in digital life**": A panel discussion on the "**Challenges and opportunities in NFC and Mobile Payment**" is also on the agenda.

Closing discussions: Each conference will propose dedicated panel discussions addressing the hottest issues and major trends in the e-ID, e-mobility, and smart security domains.

For more information and regular updates about the Smart Event:

www.smart-event.eu

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Institutional Founding Partner: Eurosmart

Strategic Partner: Gemalto

Institutional Partners: ETSI, W3C - World Wide Web Consortium, e-Forum, Global Platform, Java Card Forum, NFC Forum, European Biometrics Forum, Smart Card Forum of China, etc...

Other Partners: Renesas Technology Corp., Compron, Invest Northern Ireland...

Media Partners: Arcsis - Carte Blanche Journal - Card Tech & Security - CardWorld - Cartes Mag - Courrier de la Monétique - epractice.eu - Fight Fraud Keesing - Fraud Watch - Global Security Mag - Plus Journal - Sécurité Informatique - Smart card & Identity news - Smart CardsTrends -Smart Insights - Ubifrance -Telecom India Daily - Webzine des Telecoms & du Net