The European Alliance for Innovation Launches First Technology Summit: 'IoT360: The Gateway to Innovation'

The conference , taking place on 28th and 29th October in Rome, will enable visitors to experience two days devoted entirely to the Internet of Things (IoT). Attendee will be able to get a 360-degree view of industry issues such as: understanding the IoT phenomenon, meeting leading European experts and innovators as well as opportunities to see demos of the latest technologies available and to understand how to develop and bring new solutions to market.

Rome, 18 September 2014 - The European Alliance for Innovation, under the patronage of the Italian delegation of the European Commission and in collaboration with Fraunhofer Fokus Institute, University La Sapienza, IBM, INSME and Create-Net Institute, is announcing the upcoming summit on *"IoT360: The Gateway to Innovation"* which will take place on 28th and 29th October (http://iot-360.eu/ and on Twitter #IOT360).

The event will be held at the Congress Centre in Rome Frentani and is already open for registration.

IoT360 is the first of a series of events and is part of an initiative dedicated to exploring the phenomenon of the Internet of Things (IoT) in all its forms. The conference will cover all areas of the supply chain aimed at a European audience: from research to innovation, to marketing ideas, to projects and technologies.

"IoT360 aims to be a powerful source of inspiration for participants. Led by the most influential innovators, technology leaders, researchers, entrepreneurs, companies, designers, experts and developers, the event will be a great opportunity to discover the immense potential of the Internet of Things and to build a network of contacts and ideas," said Prof. Imrich Chlamtac, President of the European Alliance for Innovation.

The summit will take place over two days with a programme organised in three different tracks:

• **Innovation Track:** The purpose of this track is to help attendees find new ways of bringing an idea to market and monetising it by seeking funding and further development. The track will explore how to evaluate an idea, how to handle issues related to intellectual property protection, how best to attract funds and more.

• **Technology Track:** In this track we will bring forward people and organisations that have been able to capitalise on the opportunities of the Internet of Things. Representatives from various sectors of the industry and the economy, including large, small and medium-sized organisations will share their vision of IoT innovation. The speakers will also share their experience in offering new solutions to vertical and horizontal markets and address the "hottest" themes for the community of vendors such as the path to standardisation, the social implications of IoT and the privacy issues arising from this phenomenon.

• **Community track:** The track is intended to encourage the creation of a community of people that together can "build" the Internet of Things. It is a way to meet individuals and organisations, to share research projects, initiatives, develop new ideas and do business via a series of face-to-face meetings. The goal is to drive the growth of the European Alliance for Innovation Community which is dedicated to the Internet of Things.

The three tracks will see the participation of speakers and experts of highest international standard such as Usman Haque, Alexandra Deschamps-Sonsino, Rafi Haladjian, Roberto Minerva, Michela Magas, Fabio Bellifemine, Mischa Dohler, Maurizio Decina.

A rich program of events and training initiatives

IoT360 also offers an extensive program of events and initiatives related to education and digital culture.

• The summit houses eight technical and scientific events devoted to technology issues and key areas of the Internet of Things: smart cities, mobility, physical and information security, health, urban spaces, cognitive science, gaming and the cloud. The technical and scientific program of events begins on 27th October. All events will be held at Hotel NH Leonardo da Vinci in Rome.

•The IoT360 Hackathon will be held on 1st November. Registration is not yet open but you can already express your interest in participating. The hackathon is open to anyone who wishes to experience the state of art IoT technologies made available by both the IoT companies and the research team working on the European Community projects dedicated to the Internet of Things. The goal is to create prototypes and solutions as well as to participate in hands-on workshops. The winning team will have the chance to present and pitch their projects at a dedicated session at the event.

• The IoT360 Summer School will take place between 29th October and 1st November and attendees will be able to register by 1st October. Participants will be able to submit a project idea in an area of IoT. The best ideas will be selected by members of the Community of the European Alliance for Innovation and will be used as part of the training of the participants, which includes lectures, tutorials and hands-on sessions.

An exhibition area for high visibility

Companies, research teams and start-ups will have the opportunity to present their products and solutions at an exhibition that will be held at the venue of the summit. Attendees will be able to take advantage of an event package that also includes two free admissions to the summit and a 15-minute pitch presentation on their project. The audience at the event will then vote to choose the best exhibitor. Places can be reserved until 25th October.

The European Alliance for Innovation (EAI) also provides a free digital showcase service to help attendees share innovative projects, technology prototypes or business ideas, allowing them to get valuable feedback from the community and to win free entry to EAI Acceleration or Idea Incubation Programmmes.

Blog Contest IoT360

Last but not least there is a [Blog Contest IoT360](#) initiative as part of IoT360 event. The blog competition is held in the context of the summit theme: T*he Internet of Things at 360° as the New Industrial Revolution.* It explores the various opportunities of the IoT and how it fosters changes in the futures of people, organisations and businesses and the research based on that. The competition is designed to encourage a broader understanding of the IoT and the impact it will have on people's lives in the coming years.

Bloggers from around the world are invited to participate with blogs and dedicated articles - if you want to, you can supplement your entry with multimedia content. Participants will be invited to share as much as possible their content on the web, on social media, and in any other way. Of course, they will also be encouraged to report on the Facebook page of the European Alliance for Innovation and on Twitter (hashtag # IOT360). You can submit your articles by 30 September.

A jury of experts will choose the best article which will win an iPad with Retina display and five free tickets for the IoT360 event. The second and third place will receive three free tickets. Winners are required to attend the event where the award ceremony will be hosted.

How to participate in IoT30: The Gateway to Innovation

To attend the event, you need to register and there is a fee for participation with several options to choose from. Registration is now open on the event website: www.iot-360.eu

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- For updates and further the information: www.iot-360.eu
- On twitter: follow the hashtag # IOT360
- Facebook Page - European Alliance for Innovation: https://www.facebook.com/eai.eu

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