

PROGRAMME

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- 1.15pm **Registration**
- 2.00pm **Opening Address by**
RADM(NS) Ronnie Tay, Chief Executive Officer Infocomm Development Authority of Singapore
- 2.15pm **Address by Chairman Singapore Infocomm Technology Federation (SITF)**
- 2.30pm **Keynote Address: The Converged World in 2020**
Technology markets are shaped by dynamic processes of convergence and fragmentation driven by the accelerating diffusion of advanced technologies in the hands of the "power consumer". The keynote address examines the consumer technology mega-trends that are shaping the converging world looking out to 2020. It examines the implications of the convergence in media, information and communications technologies and the evolution of consumer behavior and business models in an increasingly globalized market environment. The keynote flags the opportunities and pitfalls that convergence is creating and how city states like Singapore can position themselves to prosper in this new environment.

Mr Nick Ingelbrecht, Research Director, Gartner
- 2.50pm **The 'Internet of Things' Driving the Connected World**
Dropping hardware and network costs, combined with simplified operational models, have opened up a new world of connected devices, gaining the ability to communicate. The resulting 'Internet of Things' will have a profound effect on information networks, promising to create new business models, improve business processes, and reduce costs and risks. This presentation will share examples of how Global 5000 companies are embracing this new smarter, connected world and show what it takes to capitalise on this opportunity.

Mr Mark Toner, Director, Solution Engineering (Europe/Asia), Jasper Wireless
- 3.10pm **The Future of Mobile Analytics**
The convergence of social media, location-based services and mobile technologies will provide businesses with new opportunities to engage and enhance the overall customers' experience. Businesses need to leverage the always-on social network connections on mobile devices and deliver real-time location-based personalised services to meet the changing expectations of next generation mobile consumers. This presentation will feature case studies of successful implementations and show how businesses can ride on the exponential growth of mobile and social media.

Dr. Hannu Verkasalo, Senior Vice President, Arbitron Inc.
- 3.30pm **Tea Break**
- 4.15pm **Start-ups serving the World Market via the Internet**
The convergence of technologies has resulted in a shift in the way services are delivered and consumed across all sectors. End-users have also become increasingly demanding, expecting immediate, convenient, relevant and real-time services, anytime, anywhere. With the Internet as a level playing field, this opens up new spaces for infocomm start-ups to exploit and develop products and services, and to reach customers across international borders. Find out how start-ups can leverage these new opportunities and navigate effectively through the new borderless world.

Mr Drew Thomson, Chief Executive Officer, All The Worlds Entertainment
- 4.35pm **Going MAD: Unleashing the potential of big data**
Big data refers to datasets in the order of terabytes, exabytes and even zettabytes – datasets that are too huge to work with using conventional database management and business analytics tools, yet too important to ignore for the valuable insights they hold in areas ranging from genomics and meteorology to Internet search, finance and business informatics. Unlocking the potential of big data calls for the convergence of two key trends that are re-shaping the IT world today – business analytics and cloud computing – and the application of MAD (magnetic, agile and deep) principles that could really change the way people analyse data.



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4.55pm

Innovating and Enterprising in a Smart City

The smart city of the future is all about connectedness and collaboration. Information must flow smoothly across unhindered by incompatibilities as industries work together. As cities undergo transformation, opportunities lie in the convergence of disparate data as this enables information consumption and innovation. To achieve this, governments must embrace and set standards for businesses to innovate and integrate across platforms, as well as to intelligently leverage information bases and flows. Find out how to leverage these possibilities as a city transforms itself for the future.

Dr Guruduth Banavar, Vice President and Chief Technology Officer, Global Public Sector, IBM

5.15pm

Panel Discussion

Moderator: Mr. KC Neoh, Managing Partner, IndaChin

6.00pm

Networking Dinner

7.30pm

End of Programme