



**MARC LANGHEINRICH – Swiss Federal Institute of Technology,
Zurich, ETHZ**

Marc Langheinrich is a senior researcher and lecturer in the Institute for Pervasive Computing at the ETH Zurich (Switzerland). He received a Master's degree in computer science from the University of Bielefeld (Germany) in 1997, and a PhD in the field of ubiquitous computing and privacy from the ETH Zurich in 2005. Prior to joining the ETH Zurich in 1999, he spent a year as a Fulbright scholar at the University of Washington in Seattle (USA) and two years as a researcher for NEC Research in Japan.



**KARL ABERER - Swiss Federal Institute of Technology, Lausanne,
EPFL**

Karl Aberer received his Ph.D. in mathematics from ETH Zürich in 1991. In 1992 he joined the Integrated Publication and Information Systems Institute (IPSI) of GMD in Germany, where he was leading the research division Open Adaptive Information Management Systems. In 2000 he joined the Swiss Federal Institute of Technology in Lausanne (EPFL) as full professor. Since 2005 he is director of the Swiss National Research Center for Mobile Information and Communication Systems (NCCR-MICS). He is member of the editorial boards of VLDB Journal, ACM Transaction on Autonomous and Adaptive Systems and World Wide Web Journal. As a member of the Swiss Research and Technology Council (SWTR), he also advises the Swiss Government in science policy matters.



HERBERT BAY - Kooaba

Herbert Bay received his PhD from ETH Zurich in 2006. In 1994, as a machine mechanic apprentice, he won an innovation contest with a speedometer for surfboards. He graduated in 2002 in Micro-engineering at EPFL and worked on numerous projects in the field of Computer Graphics and Image Processing. He did his PhD at the Computer Vision Lab of ETH Zurich where he also developed a system to access and search for digital content from mobile phones. He is CEO and co-founder of Kooaba, a spin-off of ETH Zurich.



FLORENT FREDERIX – European Commission

Florent Frederix's educational background includes Electronics, Computer Science, Business Administration and a doctoral degree in Economics. Before joining the European Commission he spent over 20 years in industry. He coordinated the team that developed the Aesthedes lineart design system and worked at one of worlds' largest telecom companies. At present he is Head of Sector at DG INFSO Unit D4 (Networked Enterprise & Radio Frequency Identification, RFID).



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Mission of Switzerland to the European Union

**SwissCore
and
the Mission of Switzerland to the European Union**

kindly invite you to a

Swiss Innovation Briefing
on
**Internet of Things:
Applications emerging from R&D in Switzerland**

with

Marc Langheinrich
Senior Researcher and Lecturer, Institute for Pervasive Computing, ETHZ

Karl Aberer
Professor and Head of the Distributed Information Systems Laboratory, EPFL
Director of the Swiss NCCR for Mobile Information and Communication Systems

Herbert Bay
CEO and co-founder, Kooaba

and
Florent Frederix
Head of Sector, European Commission, DG Information Society and Media

***Followed by a dinner-buffet and live broadcast
of the EURO 2008 football matches***

Wednesday, 11 June 2008, 15:30 – 23:00

Mission of Switzerland to the EU, Place du Luxembourg 1, Brussels

Programme

Wednesday, 11 June 2008, 15:30 – 23:00

The concept of the “**Internet of Things**” is about to capture the world’s attention and imagination. Supported by the development of mobile technologies, it will link the Internet with the real world and will give real-world objects an individual digital presence. It seems important for Europe to engage in developing these new technologies, which could in the near future accompany citizens as well as enterprises in many of their everyday activities. Europe is lagging behind when it comes to creating value added internet services, and the “Internet of Things” offers an opportunity to catch up. To address the societal aspects of this new technology, the European Commission will publish recommendations this summer and has launched a broader debate on the “Internet of Things” which could lead to a new initiative at the end of this year.

The **Swiss Innovation Briefing** will showcase two applications emerging from R&D in Switzerland, displaying the broad field of innovative applications. **Karl Aberer**, EPFL, will present *Swiss Experiment*, a multidisciplinary environmental monitoring project that uses cutting-edge wireless sensor network technology to collect up-to-the-minute data from the mountain areas. **Herbert Bay**, Kooaba, will present an innovative visual search engine with which information on physical objects can be requested simply by taking a picture of them. **Marc Langheinrich**, ETHZ, will explain the vision and the technical developments behind the “Internet of Things”, illustrate its potential and point out a number of challenges that such a development poses to society.

What does the concept of the “Internet of Things” mean to the European Commission? How will the key policy issues – privacy and security, safety and health, standards and regulation – be addressed? **Florent Frederix**, Head of Sector at DG INFSO, will comment on some of these questions from an EU perspective. His comments will be followed by a discussion including all speakers.

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| 15:30 | Welcome and introduction |
| 15:40 | The Internet of Things - On the Vision, Potential and Implications of Smart, Interconnected Environments
Marc Langheinrich, Senior Researcher and Lecturer, Institute for Pervasive Computing, ETH Zurich |
| 16:00 | Swiss Experiment: From Wireless Sensing to E-Science
Karl Aberer, Professor, Head of the Distributed Information Systems Laboratory, EPFL |
| 16:20 | Object recognition for the Internet of Things
Herbert Bay, Co-founder and CEO, Kooaba |
| 16:40 | Comment from an EU-Perspective
Florent Frederix, Head of Sector, European Commission, DG Information Society and Media |
| 17:00 | Q&A - Discussion |

Networking apéro

EURO 2008 evening:

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| 18:00 | Football match: Czech Republic - Portugal |
| 19:45 | Dinner-buffet |
| 20:45 | Football match: Switzerland - Turkey |
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