**15 Aug 2013**

Dear Sir / Madam,

You are cordially invited to **MCMC Connected Lifestyle and Internet of Things in collaboration with Iskandar Regional Development Authority (IRDA), IEEE CRFID, UTM and GS1 Malaysia** in conjunction with IEEE RFID week in Malaysia.

The objective of the workshop is to promote, transform awareness and showcase Connected Lifestyle and Internet of Things and to listen to the industry experts on new development, the advantage and cost benefit in adopting Connected Lifestyle and Internet of Things (IoT). We want to create synergy among the value chain of manufacturers/suppliers, vendors, system integrators, consumers and related industry on Digital Lifestyle in Internet of Things as well as driving adoption of IoT to face the challenges in the global market.

In addition, the networking session can be a platform for industry to share their ideas and thoughts on new trends in Internet of Things, business models, consumer expectations and cost benefits focusing on various technology enabler such as RFID, NFC, WSN, etc in the Healthcare, Transportation, Home Community and Traceability ecosystem.

The workshop will be held at Iskandar Malaysia Information Center on 2 Sept 2013 from 8:45 am until 5:00 pm.

RSVP your name, company name, designation and telephone number before 28 Aug, 2013 to email address DLMreg@cmc.gov.my or call John Tay 019 3868 199
/Alina 019 776 2276
/Dr Toni 016 768 9498/
/CF.Goh 012 217 8272
 for further information or visit our website http://dlm.skmm.gov.my .  You can now download MCMC DLM smart app by searching at App Store/Google Play for ("Digital Lifestyle Malaysia) on IOS and Android platform. (The workshop is free and open to trade. Lucky draw will be held at the end of the workshop).

Best Regards,

John Tay
        (http://dlm.skmm.gov.my)



        @SKMM_MCMC

## Connected Lifestyle and Internet of Things
## Workshop@Danga Bay
## (in conjunction with IEEE RFID TA 2013 - http//2013.ieee-rfid-ta.org)
Location:
Iskandar Malaysia Information Center
Danga Bay Convention Center, Johor Bahru
## 2 Sept 2013, 8:45am – 5:00pm

8:30 am     Registration and Coffee

9:00 am     Welcome Remarks
Iskandar Regional Development Authority (IRDA)

Opening Address, **Connected Lifestyle and Internet of Things**
YM Tengku Zaib Raja Ahmad, Malaysian Communications and Multimedia
Commission

GS1 way forward, CF Goh – GS1 Malaysia

9:45 am     **The future of RFID in Gaming, passed successes and the future of social
interactive gaming in the RFID field**



Guest Speaker
Will Lumpkins, IEEE Consumer Electronics Society Magazine Associate Editor
Lead Technical Consultant, Wi2Wi

10:15 am    **The Reality of RFID and How NFC and Wireless Sensor Network Plays a role
in IoT**



Sim Hon Wai, MDT Innovations Sdn Bhd – RFID, www.mmdt.cc

10:45 am    **Break Time**

Last Updated: 26 Aug 2013

11:00 am    **ROI on RFID projects in Malaysia**

KK. Kong, EcoSensa [www.ecosensa.com](www.ecosensa.com)

11:30am    **Increase fleet management efficiency and profit**

Isa Adam Yee, CruiseGPS Sdn Bhd. [www.cruisegpssystems.com](www.cruisegpssystems.com)

12:30noon   Lunch and Exhibition

2:00 pm    **SIRIM's RFID Application System**

Dr Wan Sazaley Wan Ismail, SIRIM Bhd, [www.sirim.my](www.sirim.my)

2:30 pm    **Ubiquitious RFID -  Fun or Profit**

Ken Lee, CBSA Bhd [http://www.cbsagroup.com](http://www.cbsagroup.com)
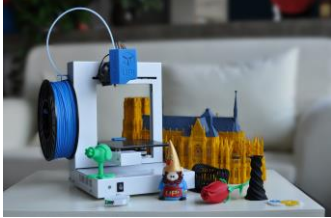
3:00 pm    **The future of Payments: what is next after credit card?**

Dr Ee Lock Ho, Giesecke & Devrient, www.gi-de.com

**3:30 pm**     **Break Time**

3:45 pm     **3rd Industrial Revolution on Printing - Demo of 3D scanning/printing**


Jason Tay/ Owen Poh, www.3dprinter.com.my

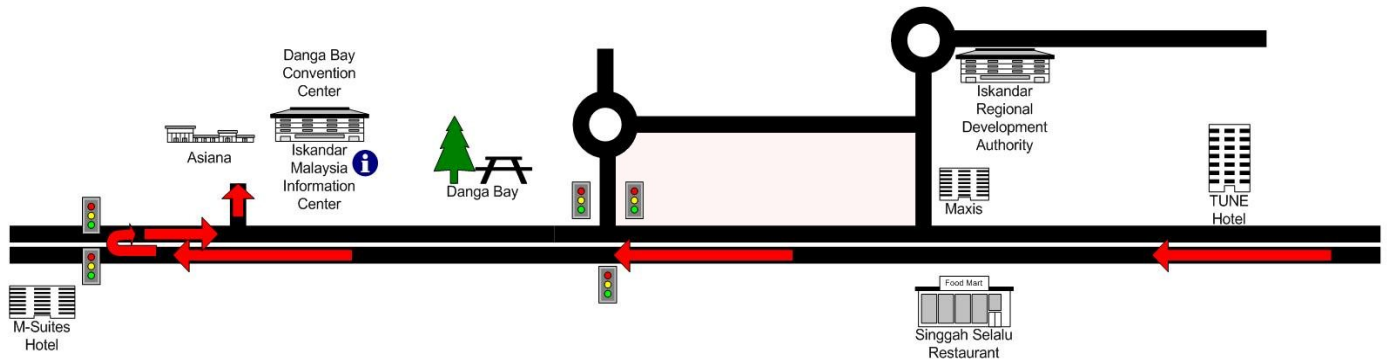4:15 pm     Lucky Draw and Exhibition

5:30 pm     End of Workshop

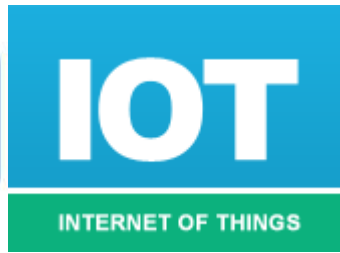(**Agenda subject to change by the organizer without notice)

GPS location:
Latitude: 1.475057°
Longitude: 103.724115°



Technology Showcase:





 Motorola Solutions

Contact Person:

**/John Tay 019 3868 199**
**/Alina 019 776 2276**
**/Dr Toni 016 768 9498**
**/CF.Goh 012 217 8272**

Last Updated: 26 Aug 2013