



The Annual World Summit

RFID • Biometrics • Smart Cards • Data Collection

The 9th leadership symposium on future directions in identification technology

Addressing topical issues for decision makers surrounding security, mobility and wireless

Featuring one of the most comprehensive exhibitions on automatic identification

Meet you there!

ID WORLD 2010

The World Premier Event on Identification Technology

ID WORLD International Congress – Milan, 16-18 November

CONFERENCE 16-18 November EXCHANGE 16-18 November EXHIBITION 17-18 November QUID 17-18 November

Exhibition

Exchange

QUID

Conference

- Listening to Voices of Pioneers
- Networking in the Fast Lane
- Exploring the Latest Applications
- Drilling-down the Local Market

ID WORLD
INTERNATIONAL CONGRESS



find out more at www.idworldonline.com

Organized by:

>>> wise media

Join us in Milan

We are delighted to offer you and your company the chance to be part of the 9th ID WORLD International Congress, taking place in Milan, Italy, on 16th, 17th and 18th November 2010. For the past six years, the ID WORLD International Congress has been the premier international event focusing on automatic ID and 2010 promises to exceed past years in content and attendance.

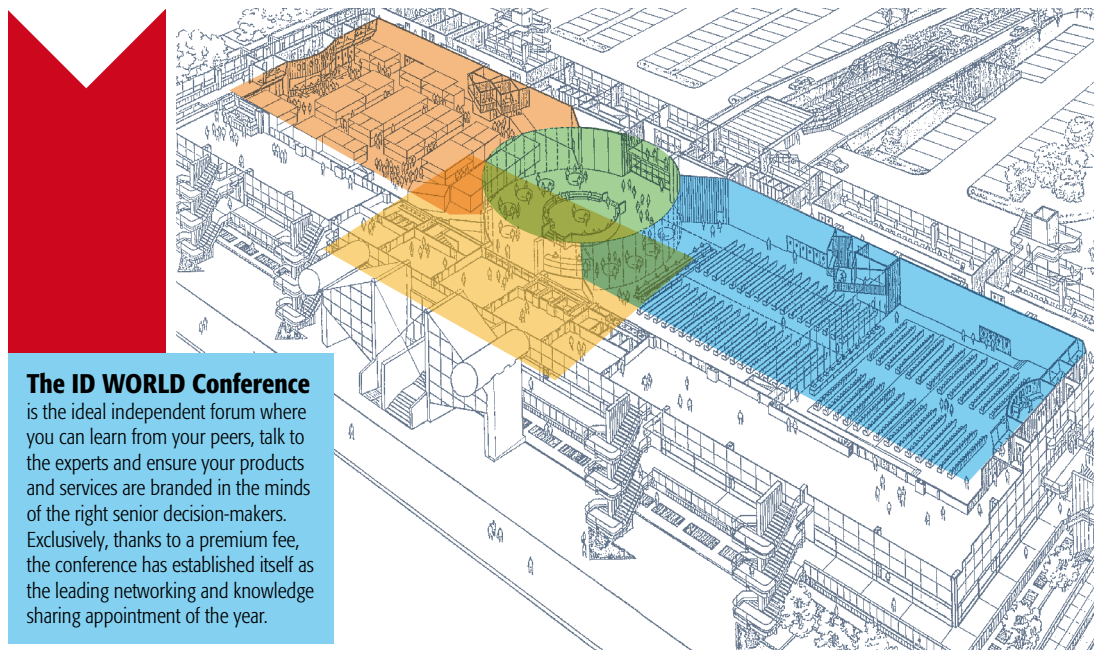
We offer outstanding opportunities for your company to speak, exhibit, sponsor or advertise at ID WORLD 2010. Whatever you choose, you are guaranteed the maximum exposure to a highly targeted audience of delegates and visitors directly involved in the shaping of our future security and tracking infrastructure.

Congress Format

ID WORLD 2010 will run over three days in November. An extensive conference program of plenary sessions, breakout seminars and workshops, as well as a rich agenda of networking initiatives, seller-procurement meetings and new product and technology launches, will ensure that delegates and exhibitors get maximum value from their participation. The four cornerstone initiatives of ID WORLD - Conference, Exhibition, Exchange and QUID - facilitate networking and knowledge-sharing among high-caliber delegates and attendees, making the event an unrivalled platform for generating new business and exchanging ideas. You need to be at ID WORLD! It's difficult to imagine a more concentrated gathering of influential members of the worldwide community interested in automatic identification.

Get involved

One Location, Four Cornerstone Initiatives, Infinite Possibilities



The ID WORLD Conference

is the ideal independent forum where you can learn from your peers, talk to the experts and ensure your products and services are branded in the minds of the right senior decision-makers. Exclusively, thanks to a premium fee, the conference has established itself as the leading networking and knowledge sharing appointment of the year.

The ID WORLD Exchange

is where senior buyers and influencers source the latest technology and evaluate the best and latest offerings and skills in the market - all under the same roof as the ID WORLD Conference and Exhibition. This boutique has established itself with the brands "Meet the Buyer", "Meet the Investor" and "Meet the Recruiter".

The ID WORLD Exhibition

is the perfect environment to showcase your products, introduce new services or solutions and engage in face to face marketing with your target audience. Free of charge to visitors, the ID WORLD Exhibition aims to create a highly cost-effective marketing solution for your company and a platform to build new relations.

The QUID Initiative

addresses and targets the local audience in Italy interested in the adoption of identification technology. It holds specific conferences in Italian and has a dedicated exhibition hall. QUID runs in tandem with the ID WORLD Conference and Exhibition, which is held in English and aimed at the international global audience.

RFID

Radio frequency identification technology is a cornerstone of the emerging 'Internet of Things', connecting people, objects and places. Its influence is seen in all areas - such as transport and logistics, real time location and supply chain, as well as key secure ID sectors in eGovernment, defense and healthcare.

Smart Cards

Continuous expansion in smart cards has fuelled the industry's growth in countries and industries across the globe. This, coupled with the need for maximum ID security in many sectors, continues to drive technology advancements in the rapidly emerging world of mobile and contactless solutions.

Biometrics

The widespread integration of biometric technology of all types into secure identification devices and processes, demonstrates the impact both mature and emerging biometrics are having on sophisticated systems for improved security and efficiency in access, authentication and identification.

Data Collection

Modern methods of data collection continue to proliferate all sectors involved in the flow of products and information. The barcode remains the most widespread means of collection and with evolutions, such as 2D, continues to hold its place in AIDC, along with process innovations in electronic data transmission.

The World's Premier Technology Event for the Automatic Identification Industry



ID WORLD is a must attend event for all parties involved in auto ID

ID WORLD 2010 highlights

NFC Academy Conference & Exhibition

2nd Edition

After last year's successful edition in Milan, with top level worldwide attendance, including a keynote from Suvi Lindén, Finnish Minister of Communications, the NFC Academy is established as a premier high-end technology initiative. Its aim is to provide opportunities for high-caliber networking and knowledge sharing on NFC technology deployments in advanced contactless applications and features a 3-day conference and 2-day exhibition. www.nfcacademy.com

Postal Innovation

Postal Innovation is the world's first forward thinking high-end technology congress, featuring a 3-day conference and 2-day exhibition offering a showcase of the most advanced technologies and applications for postal and express shipping services, and illustrating how they can best be implemented on a global scale to improve business and create new sources of revenue. www.postalinnovation.com

Sectors Covered

With its outstanding impact on our IT and security infrastructure, automatic identification will be at the core of a revolution affecting numerous processes in all major vertical industry segments.

Hot sectors impacted by auto ID:

- Automotive
- Consumer Products
- Distribution & Retail
- Fashion
- Financial Services
- Food & Agriculture
- Government
- Healthcare
- Hospitality & Entertainment
- Manufacturing
- Pharmaceutical
- Postal & Express Shipping
- Public Transportation
- Security & Law Enforcement
- Sport & Leisure
- Transport & Logistics
- Telecommunications
- Waste Management

“ ID WORLD International Congress: all the technologies, all the vertical markets and all the implications of automatic identification in today's ICT society ”

Who Should Attend

ID WORLD provides extensive learning and networking opportunities, as well as a full-scale showcase of auto ID solutions.

Positions invited to attend:

- CIOs, CTOs, Directors, Managers of ICT/IS
- Government Representatives (incl. Interiors, Economy, Labor, Regulatory, State Affairs)
- Directors, Managers of Sourcing/Procurement
- VPs, Directors, Managers of Supply Chain, Logistics, Distribution, Transportation
- HR Managers, Facility and Security Managers
- CxOs, Operations Managers of Airport, Seaport, Railroad, Public Transits
- Law Enforcement Officers mandated with Border Control and Public Security
- Authorities involved in Security, Safety, Data Protection, Transportation, Communication
- Systems Integrators, Distributors, Resellers
- Manufacturers, Designers, Vendors
- Venture Capitalists, CFOs, Investors
- Researchers, Business Analysts, Consultants
- Project/Program Managers and other professionals involved in auto ID projects

ID WORLD 2009 in Figures



162 speakers
(72 of them CEOs)

108 exhibitors
(22 of them new)

A growing, vibrant event

ID WORLD is all about identification.

The event showcases the very latest in identification technology from the world's market leaders. It offers a rich and informative program of conferences and networking opportunities covering practical, technical and business issues associated with the adoption and implementation of identification technologies such as RFID, biometrics, smart cards and data collection.

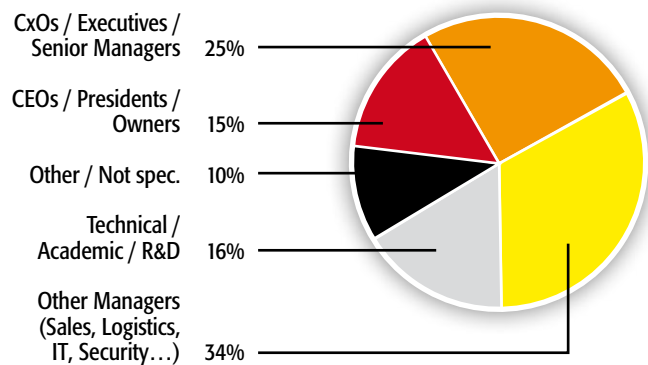
Every year, the ID WORLD International Congress attracts a diverse mix of international, high caliber industry and government representatives, making it the event of the leaders for the leaders.

The ID WORLD International Congress has consolidated its position as the most comprehensive and highly targeted global summit on automatic identification.

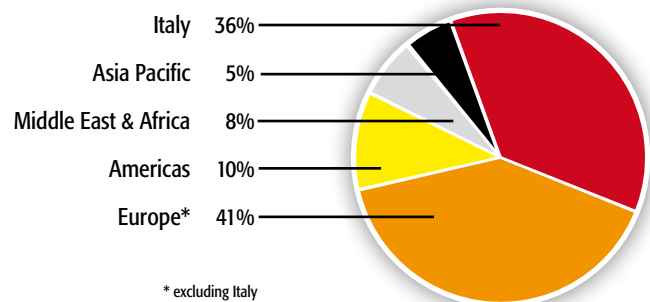
In 2009, the ID WORLD Exhibition drew 2,608 visitors from more than 70 countries.

A Premium Event on Identification Technology

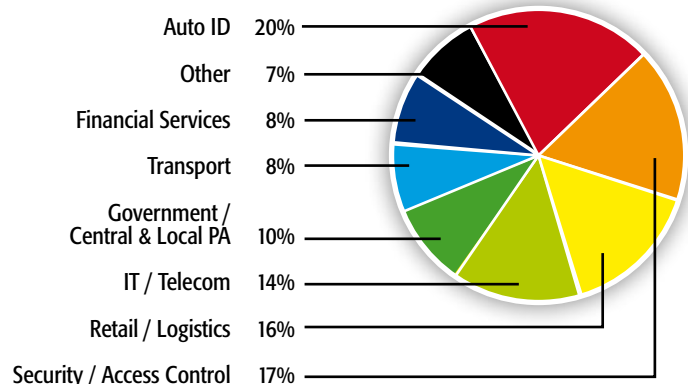
% Attendance by Job Title



% Attendance by Geographical Region



% Attendance by Industry



Quality Time with Quality People



aleh Alkubaisi, Dir. of Information System Dept. - Min. of Interior, Qatar



What the ID WORLD 2009 participants said about the event!

"Simply the best conference and congress that I have ever attended. Incredibly well-organized, excellent roster of speakers, and the highest percentage of qualified leads among attendees that I have seen in my 25 years in the industry."

Steven Singer
CEO - ABnote

"I very much enjoyed the conference. It was exciting to hear about NFC and other new technologies. Above all, I really had plenty of time to concentrate on the subjects as well. I will be following with a great interest how things develop in the sector."

Suvi Lindén
Minister of Communications - Finland

"Many thanks for the invitation to attend ID WORLD, you have managed to entice an excellent caliber of individuals to the conference. I hope I added value and will be back next year."

Gareth Warner
Advisor - South African Government

"Congratulations to all the ID WORLD team for the huge and successful event that the ID World International Congress 2009 was."

RK Bajaj
Commissioner, Income Tax Department - India

"I would like to compliment you for yet another successful, well organized and stimulating ID WORLD event (not forgetting of course the Sustainability Summit)."

Martin George
CEO - Smart Sensors

"I would like to congratulate you and your team for having put this very interesting event in place and to have succeeded to the challenge for having brought all these worldwide specialists together. This was a great performance. ID WORLD 2009 was a great vintage. We are all convinced now that, despite a notable slowdown in 2009, the general business is slowly going to take a cruising speed again."

Béat Clerc
Business Development Manager - NagralD

"I would like to give you a formal "thank you" for hosting a great event. As always, ID WORLD is setting the standard in valuable ID conferences and events. Thank you and I look forward to 2010."

Peter Collins
President - A2B Tracking Solution

For more feedback visit www.idworldonline.com

ID WORLD
INTERNATIONAL CONGRESS

Concluding a Year Long Journey in the World of Security and Mobility

ID WORLD
INTERNATIONAL CONGRESS

Milan

16-18 November, 2010

ID WORLD
أبو ظبي

Abu Dhabi

3-4 May, 2010

ID WORLD Events
hosts once again
content rich
conferences that
attract an incredible
mix of international
high caliber
representatives
in the world of
security and
mobility

In the lead up to the ID WORLD International Congress in November 2010, Wise Media will deliver an extensive, global marketing campaign to ensure a highly targeted, qualified global audience of end-users, systems integrators and industry suppliers.

- **email marketing:** regular e-mail blasts promote program updates, key dates and featured speakers to over 50,000 email contacts.
- **website & internet:** as the main information distribution channel, they are regularly updated with the latest news.
- **print collateral:** brochures and flyers mailed out and distributed at major international events, are used to stimulate interest and provide key details.
- **advertising:** ad campaigns appear in publications and journals at key times to promote important aspects of the event such as program initiatives.
- **media exposure:** editorial contributions are a key aspect of the marketing mix, drawing on both specialist and general media outlets.
- **ticket distribution:** multichannel ticket dissemination (both paper based and in electronic format) is used to foster the participation of the target audience.

Organized by
>>> wise media

Wise Media delivers high quality, leading events within the most promising high-tech sectors. Our conferences and forums address emerging and disruptive technologies, are future focused, analyze market and technology trends, provide strategic insight and showcase practical solutions. Wise Media's events provide an optimum environment in which to share best practices

and are attended by senior decision-makers, leading industry specialists and pioneers, entrepreneurs, government representatives and investors. Delegates and visitors attend from all over the world. Accurate and timely, vendor neutral and technology agnostic, our events provide a one-stop shop for the industry, whilst encouraging and facilitating new business relationships and networking.

Join the Movers and Shakers of the ID Revolution

Exhibitors and Sponsors : a snapshot of the ID WORLD International Congress community

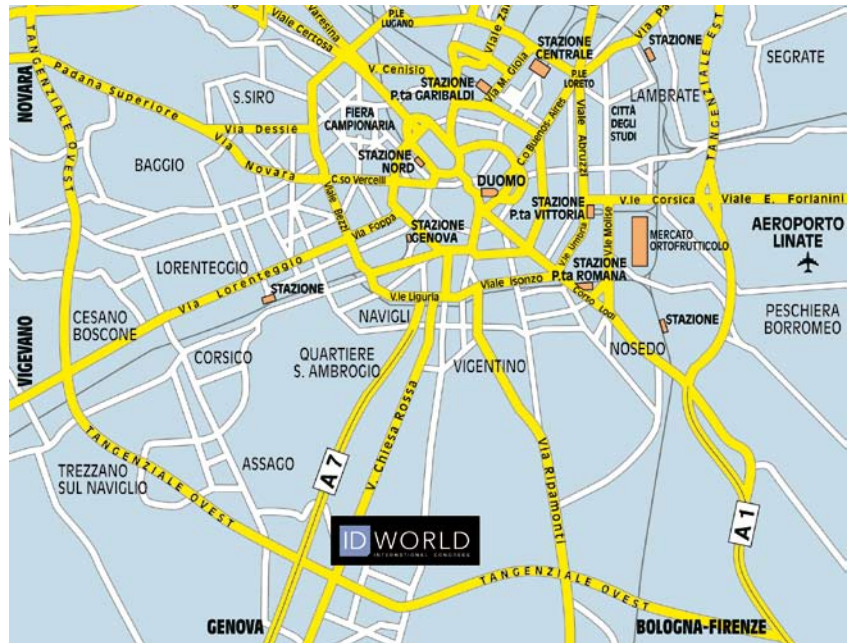
3M	Deister Electronic	KFI Trading	RFID360
A.R. Hungary Inc	Dermalog	Kolektor Magma	S3
ACIG Technology	Digital Identification Solutions	Kontek Comatel	SafeNet
ACS Solutions	Dual I	KP VTI Ojsc	Sagem Sécurité
Adaptive Recognition Hung.	Edaps Consortium	Kronegger	Sait
Advanced Innovations	Ekahau	KSW Microtec	SAP
advanced PANMOBIL Syst.	Elsag Datamat	LAB ID	SCM Microsystems
AEG ID	Entrust	Laser Memory Card	Securcantieri
AIM	Epson Pos	Lumidigm Inc.	SecureTech Consultancy
Alfacod	Ermes	Lyngsoe Systems	Sick
Alfadistribuzione	ERPlan	Magellan Technology	Sigma
American Banknote	Esprinet	Marco Polo	Sitronics
Are Con	Eurolink	Masktech	Skeye
Artec Group	Eximia	MCF RFTech	SkyeTek
Arygon Technologies	Extech Instruments	Mega Italia	Smart Res
ASE	FC Consulting Group	Melzer	Softwork
ASSA ABLOY Identification T.	Feig Electronic	Microsensys	Sokymat
Assoknowledge TIA	Ferrotag-Ferrocube	MMS - Meteor Mobile Solut.	Sokymat Automotive
Atlantic Zeiser	Gemalto	Montalbano Technology	Specialized Enterprise Holog.
B. & V.	Ghirlanda Smart Card Solut.	Motorola	Supertronic
Baltech	Global Network Engineering	Mühlbauer	Symbolic
Bancolini Symbol	Green Bit	Multicard	Tag Italia
Besi	Hewlett Packard	NADRA	TagStar Systems
Bielomatik	Hi Pro Solutions	NagraID	Telekom Assist
Bluehill ID	HID Global	Nettuno Solutions	Tertium Technology
Caen RFID	Hirsch EMEA	Network MRFID	Texas Instruments
Calearo	Hitachi	Newlog	Thales
Card Factory	Höft & Wessel	Nexbis	Toshiba
CardLogix	IBM Corporation	Nexperts	Trüb
Cardnology	Identec Solutions	Nordelettronica	TST Biometrics
CartaSi	Identitas	NXP Semiconductors	UAE Ministry of Interior
Cattid Sapienza	Idtronic	Oberthur	Uakari Software
ChipCard Solutions	Idvation	Omnia Technologies	UK Coding
Cognex	Impinj	Omnikey	Unisys
Cognitec Systems	Incard	Oribi	Verichip
Comercial Arqué	Ingenico	Otto Künnecke	Vision Box
Consorzio T3Lab	Inside Contactless	Oulu Innovation	Vlatacom
CoreStreet	Intellex	PartItalia	vps ID Systeme
Daon	Intermec Technologies	Pluriservice Solutions	WCC
Dap Technologies	Intermedia	Polly-Service	Webkeynetix
Dartagnan	Invengo Technology	Power ID	WhereNet
Datacard Group	IPM Group SpA	Print Media	Win Store Distribution
Datacon Technology	Ixla	providis	Zebra Technologies
Datalogic Automation	JSC Micron	Psion Teklogix	Znak Enterprise
Datalogic Mobile	Kee Square	RFID Italia	Zucchetti
Datalogic Scanning	Keesing Reference Systems	RFID Web Training	

**190 companies exhibited at and sponsored the last
four editions of ID WORLD International Congress**



Milanofiori Congress Center

Strada 1A, Milanofiori
20090 Assago (Milan) ITALY



Distances to/from venue

Piazza del Duomo	10 km/25 min
Central Station	16 km/40 min
Linate Airport, Milan	25 km/30 min
Malpensa Airport, Milan	58 km/50 min
Orio al Serio Airport, Bergamo	70 km/60 min

An attractive location for medium-sized, high impact events such as design and high-tech expos and fashion shows, Milanofiori is one of Milan's most innovative conference centers. Milanofiori is situated at the center of the Assago Business Park, alongside Milan's outer ring road, and is easily accessible from both the city and its airports.

ID WORLD 2010: Milanofiori Congress Center (Milan) 16-18 November

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