



## Industry leaders unite for tenth ID WORLD

**As the synthesis of a decade of investigation comes to fruition, leaders in the world of automatic identification and wireless technologies are contributing their vision and inspiration to the formation of the conference agenda for the tenth annual global summit on security, mobility and traceability**

**W**ise Media, organizer of ID WORLD International Congress, has announced the formation of the ID WORLD Technical Committee for its cardinal event of the year, which will once again take place in Milan, Italy on November 2 to 4, 2011.

Since its first edition in 2002, the ID WORLD International Congress, the world's leading thought-leadership symposium on automatic identification, has attracted the top representatives from the industry, growing over the years to become the annual event that today brings together the most important players of the ID community at industry, end-user and government levels worldwide. It features

both emerging and established technologies available to solve the broad range of identification issues for tracking and security in all vertical sectors. From RFID to biometrics, from smart cards to barcodes, no other event provides such a sharp, technology agnostic and vendor neutral perspective.

In order to ensure the high expectations of the ID WORLD audience are met, a conference agenda of outstanding quality for the tenth annual global summit on security and traceability, is guaranteed by the strong support provided by the eminent members of the ID WORLD Technical Committee - all of whom have distinguished themselves as visionaries and pioneers in the

auto ID industry. They contribute to produce the conference agenda of this year's summit by advising on topics, as well as selecting and evaluating the most appropriate abstracts submitted by candidate speakers.

## New horizons

Apart from exploring the latest developments in auto ID and wireless technologies, this year's IDWORLD Conference will look back at a decade of investigation into the auto ID industry and forward to new horizons as the era of global mobility pervades the market. Panels and speakers will debate the growth in vertical sectors, such as retail, healthcare and postal, and look ahead to the potential of emerging markets and regions - focusing on how the face of the industry is changing as new players and new countries take up the auto ID industry baton. Other crucial discussions will take an in-depth look at major industry issues such as international cross-border migration, critical infrastructure management and anti-counterfeiting, to mention only a few. The impressive agenda can soon be consulted online, defined through the joint efforts of the organizers and the Technical Committee members, comprising a distinguished group of thought leaders from the auto ID community (see overleaf for the members' biographies).

## Thought leadership

Last year, 65 CEOs spoke at the 2010 conference, which drew attendees all continents, with an impressive industry range of government representatives, company presidents and CEOs presenting their vision and offering thought-leadership to the international ID community. In addition, international delegations from emerging countries attended the event throughout the three days.

This year's 2011 event will build on this and past successes, including the lessons brought back from the EMEA Summit, ID WORLD Abu Dhabi 2011 and the inaugural Americas Summit, ID WORLD Rio de Janeiro 2011. This will further increase the quality of presentation content to meet the high demands expected by more than 500 expected attending delegates. In 2011, the event welcomes 2,600+ visitors and sees prestigious delegations from Latin America, Africa and other emerging regions, actively participate in the event.

Now is the time to make the important decision to exhibit at or attend the ID WORLD International Congress in Milan and ensure you have the best visibility for showcasing your solutions and services to the high profile conference audience and international delegations, on all three days from 2 - 4 November, 2011. For full information, go to:

[www.idworldonline.com](http://www.idworldonline.com)

# ID WORLD

INTERNATIONAL CONGRESS

2<sup>nd</sup> to 4<sup>th</sup> November, Milan, Italy

## The must attend thought leadership symposium on automatic identification

An international CEO event for decision makers driving the market

### 2011 highlights

#### CEO Vision

The future of ID

#### TRANSPORTATION SECURITY FORUM

ID WORLD

Infrastructure Security  
Ticketing

#### CITIZEN ID FORUM

ID WORLD

Serving the Citizens  
Security and Entitlement

#### ASSET TRACKING FORUM

ID WORLD

Postal Services  
Emergency Management

ID WORLD Academy, CEO & Investors Forum and our Key Sessions. Plus eight additional vertical conferences on Healthcare, Transactions, Transportation, Anti-counterfeiting, Ticketing, Hospitality, Retail, Cloud Computing.

[www.idworldonline.com](http://www.idworldonline.com)

## Smart technologies for a better world

As part of the high quality program of the ID WORLD 2011 Conference, four special initiatives will catalyze discussion from the 2<sup>nd</sup> to the 4<sup>th</sup> of November: Postal Innovation, HealthTech Innovation, NFC Academy and the Sustainability Summit

POSTAL INNOVATION

HEALTHTECH INNOVATION

NFC academy

SUSTAINABILITY SUMMIT  
TECHNOLOGIES FOR ZERO IMPACT



**H. Sprague Ackley**  
Technologist  
Intermec

Sprague Ackley works for Intermec on projects pertaining to RFID and barcode technology and is the named inventor on many AIDC patents. He has extensive experience in standards development and is a recipient of the AIM Dilling Award. He is an active participant with current RFID data construct development including work on the EPCglobal Tag Data Standard and SC31 WG4 SG1 ISO/IEC 15962. Sprague Ackley has participated in the barcode and RFID technology committees of GS1, AIM and ISO.



**Dr. Joseph J. Atick**  
Executive VP and CSO  
L-1 Identity Solutions

Dr. Joseph Atick is Executive VP & Chief Strategic Officer of L-1 Identity Solutions. Dr. Atick is known as one of the early pioneers of the biometrics industry. Prior to joining L-1 Identity Solutions, Dr. Atick served as President and CEO of Identix, today an L-1 Identity Solutions Company. He also co-founded one of the original facial recognition companies, Visionics. Over the years, Dr. Atick co-founded and managed several companies focused on technology transfer and development.



**Werner Blessing**  
Founder & CEO  
Biometry.com

Werner Blessing is the founder of Biometry.com. He has directed companies in Germany, United Kingdom, France and Switzerland for over 20 years. He was winner of the Swiss Marketing Trophy in 2002 with a company in the consumer market. He joined the biometric market in 2003, initially as co founder of a company producing software for biometric passports. Werner Blessing also invented and patent protected a multimodal simultaneous biometric authentication procedure.



**Richard Bravman**  
CMO and VP Corp. Dev.  
NCR Corporation

Richard Bravman is Chief Marketing Officer and VP of Corporate Development with NCR. He leads business development, corporate communications and marketing, government relations and field marketing and is tasked with driving a business development strategy that will expand NCR's market reach. He joined NCR from Intellex, where he was President, Chairman and CEO with overall general management responsibilities for the company's operations and performance.



**Rémy de Tonnac**  
CEO  
Inside Secure

Prior to joining Inside Secure as CEO in 2006, Remy was a Partner of Vertex Venture Capital in Europe and sat on the board of several technology and services companies in the Vertex portfolio, including the chairmanship of Inside Secure. From 1988 to 2001, Remy de Tonnac served in various positions in sales and marketing with Gemplus. As a member of the executive committee of the group, he served as CEO of the company's Asia Pacific operations from 1991 to 1998, first based in Singapore.



**Xavier Fricout**  
Managing Director  
Oberthur Card Systems

Xavier Fricout, is Managing Director of Oberthur Card Systems. Oberthur has considerable expertise in identity and security projects and in view of the sector's considerable prospects for growth, the company believes that the Identity Division will further drive the company's success. Formerly Managing Director of Oberthur's Identity Product Line, Xavier Fricout started his career at the Spatial Research Center in Brazil.



**Reinhard Jurisch**  
Managing Director  
Microsensys

Reinhard Jurisch is the Managing Director of Microsensys. Initially, his career spanned development engineering for digital flat-screens and later in semiconductor technology. From 1985 until 1989, Reinhard Jurisch was department chief in the areas of test design and analysis technology, especially micro-processor and EPROM technologies. 1990 saw the foundation of an engineering office for transponders and measurement technology, and then the creation of Microsensys.



**Dennis Khoo**  
CEO  
Xerafy

A veteran in the smartcard and RFID space, Dennis Khoo is the CEO and founder of Xerafy and brings with him 20 years of senior management, regional sales and business operation experience to help steer the company towards its mission. He has been involved in leading teams for entrepreneurial start-ups, and has been responsible for the success of many start-up ventures and business from Motorola, Schlumberger and Inside Contactless throughout his career.



**Joseph E. Krull**  
Assurance Director  
PricewaterhouseCoopers

Joseph E. Krull is an Assurance Director at PricewaterhouseCoopers (PwC). He is engaged in major security and compliance projects and initiatives. He has been a security professional for more than 35 years, previously serving as a security executive for Accenture Technology Consulting. Prior to this, he was a Chief Security Officer for Fortune 500/Global 1000 companies, an independent security consultant and a senior intelligence and security officer for the U.S. Defense Intelligence Agency.



**Paul McKeown**  
Customs, Ports & Border  
IBM

Paul McKeown leads IBM's Customs, Ports and Border Management initiative in Northern Europe where he is currently working on a new border messaging system to improve security and convenience for travellers. In his 27 year IBM career, Paul McKeown has been Global Leader of IBM Smart Card Solutions, European Leader for Wireless e-Business in Finance and held a number of posts in marketing, development and sales.



**Dr. Gisela Meister**  
Standardization Manager  
Giesecke & Devrient

As Giesecke & Devrient's standardization manager, Dr. Gisela Meister is a member of the Chief Technology office C-TO within G&D. She also acts as head of the Technology Consulting Department and thereby is responsible for conducting G&D's evaluation projects. Dr. Meister has been employed with G&D since the end of 1989 and since then, she has made a large number of expert contributions to national and international standardization activities.



**Tom Miller**  
Director  
Stuart & Deville

Tom Miller, former President of Intermec and a Partner in The Sage Group, has joined Stuart & Deville Consulting as Director, responsible for the delivery of strategy consulting services to clients. Stuart & Deville is an international consulting firm headquartered in New York City, serving both private and public entities that are active in the fields of security, ID and mobility an offering a comprehensive portfolio of business strategy consulting, marketing and communications, as well as channel building services.



**F. Scott Moody**  
Founding Chairman/CEO  
AuthenTec

F. Scott Moody is the co-founder and founding Chairman/CEO of AuthenTec, a leading provider of security and identity management solutions where he remains a member of the Board of Directors. During his time with AuthenTec from its founding in 1998 until 2010, Scott Moody led the company's successful IPO in 2007. He also led AuthenTec's successful transition from a component supplier to a security solutions provider through both internal development and M&A.



**Dr. Gérald Santucci**  
Head of Enterprise and RFID  
European Commission

Gérald Santucci has been working in the Information Society and Media Directorate-General of the European Commission since 1986. In 2007, he was appointed Head of the Unit Networked Enterprise & Radio Frequency Identification (RFID). The unit's portfolio includes some 40 R&D projects, grouped around two clusters, which address the development of ICT-based systems supporting the Future Internet Networked Enterprise and the shift from contactless technologies towards the "Internet of Things".



**Wim Tappij Gielen**  
Senior Vice President  
Datacard

Wim Tappij Gielen is Senior Vice President at Datacard and has the responsibility for Sales and Service globally. As one of the pioneers in the card industry in the Netherlands, he started his career in 1969 developing card related solutions for the banking, retail and health care industry. In 1989 he joined Datacard as Regional Vice President Europe Middle-East, India and Africa. Under his leadership, Datacard has established a major position in secure ID and passport solutions.



**Peter Went**  
CEO  
WCC Smart Search & Match

Peter Went is the Chief Executive Officer of WCC, where his role is to oversee the company's operations in the Netherlands and the United States. Peter Went founded WCC in 1996 after discovering the fact that existing database technologies were ill-equipped for performing certain types of searches. This revelation led him to develop a search tool that worked more like the human mind, and set the foundation for WCC's Elise fuzzy database technology.