



INNOVATION  
WORLD  
CUP  
SERIES

# INNOVATION WORLD CUP CONFERENCE

— **OULU** MAY 19 | 2015 —

## AGENDA

INNOVATION WORLD CUP  
CONFERENCE 2015

### **SuperPark Oulu**

Tyrnäväntie 16  
90400 Oulu

**OULU** | BusinessOulu

**YRITYS  
TAKOMO**



Center for Internet Excellence  
*next step to internet*

**OULUN  
KAUPPAKAMARI**

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## Agenda Innovation World Cup Conference OULU | May 19, 2015

Internet of Things, Wearable Technologies, M2M Communications and Cloud Computing **powered by Business Oulu, Yritystakomo, Center for Internet Excellence and Oulu Chamber of Commerce**

- 1:00 p.m. Welcome  
**Janne Mustonen**, Key Account Director, Business Oulu  
**Kari Kivistö**, CEO, Yritystakomo
- 1:15 p.m. Introduction to the conference and the corresponding Innovation World Cup Series  
**Sonja Sulzmaier**, Managing Partner, Navispace
- 1:30 p.m. Creating new business with 5G  
**Harri Posti**, Research Director, Center for Wireless Communications
- 1:50 p.m. ST Sensors and components for IoT  
**Pasi Myllymäki**, Product Marketing, STMicroelectronics
- 2:10 p.m. Make It Big with Something Small  
**Ed Kay**, Developer Relations Manager, MediaTek Labs
- 2:30 p.m. It all starts with trust  
**Mikael Mineur**, Distribution Sales Manager Nordics M2M, Gemalto
- 2:50 p.m. Networking coffee break**
- 3:35 p.m. ARM mbed for wearables  
**Neil Jackson**, Director Product Marketing, ARM
- 3:55 p.m. MediaTek modem development in Oulu  
**Ville Salmi**, Site Manager, MediaTek Oulu
- 4:15 p.m. Multimedia sensor networking  
**Erkki Harjula**, Researcher CIE, Center for Internet Excellence
- 4:35 p.m. Finnish tech start-ups present their innovative solutions**  
**Satu Niemelä**, COO, SEP Solutions/Onni Smart Care  
**Pasi Jokinen**, CEO, Thingsee  
**Lauri Salovaara**, Co-Founder, FilmMe Group  
**Kimmo Kuusipalo**, Co-Founder, Zemeho
- 5:15 p.m. Closing remarks
- 5:30 p.m. Get-together – powered by MediaTek Labs  
Join us for a beer and hotdogs and win a MediaTek LinkIT ONE
- 6:30 p.m. End of Innovation World Cup Conference OULU**



Register for free at [www.innovationworldcup.com/event-registration/](http://www.innovationworldcup.com/event-registration/)

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