



Inaugural Americas Summit

RFID • Biometrics • Smart Cards • Data Collection

ID WORLD Rio de Janeiro

First Global Event on ICT Driven Innovation in South America



An exclusive world-class event for high-profile networking and in-depth knowledge exchange

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

ID WORLD Rio de Janeiro – 21-22 June, 2011

Featuring three ID WORLD Forums

- Citizen ID Forum
- Transportation Security Forum
- Asset Tracking Forum



ID WORLD
RIO DE JANEIRO

www.idworldriodejaneiro.com

Organized by:
>>> wise media

Join us in Rio de Janeiro

We are delighted to invite you and your company to be part of ID WORLD Rio de Janeiro, Wise Media's inaugural Americas Summit on security, mobility and traceability, taking place on June 21 and 22, 2011.

With a strong focus on the deployment of automatic identification technologies in emerging countries and the status of secure ID schemes in the era of global mobility, leading players in security, automatic identification, wireless and mobility will convene in Rio de Janeiro for the first time to communicate, share and exhibit their knowledge, experience and innovations. ID WORLD Rio de Janeiro is positioned to offer maximum exposure to a highly targeted audience to help further shape the future of citizen ID, security and tracking infrastructures in the South American region.

Forum Format

ID WORLD Rio de Janeiro is an exclusive gathering of decision makers. A focused conference program of plenary sessions, breakout seminars and workshops, as well as exclusive networking initiatives, will ensure that delegates and exhibitors get maximum value from their participation.

The three cornerstone initiatives of the event – Citizen ID Forum, Transportation Security Forum and Asset Tracking Forum – 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 Rio de Janeiro! It is difficult to imagine a more concentrated gathering of influential members of the worldwide community committed to building an IT-focused security industry.

A new focus

One Location, Three Forums, Vertical Sectors

CITIZEN ID FORUM

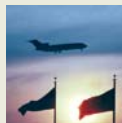


The Citizen ID Forum discusses issues and opportunities in the provision of citizen centric services based on national registration, ePassports, National IDs, Driver's Licenses, Voter and eHealth Cards.

Hot Topics:

- **National Registration**
- **Border Control**
- **Serving the Citizens**

TRANSPORTATION SECURITY FORUM



The Transportation Security Forum focuses on securing the hubs and increasing efficiencies of global and regional transportation networks: airports, rail stations, seaports and subway stations.

Hot Topics:

- **Future Cities**
- **Ticketing**
- **Shipping & Cargo**

ASSET TRACKING FORUM



The Asset Tracking Forum focuses on optimum asset management, in terms of throughput and innovations to improve traceability, safety, efficiency and security through automatic identification.

Hot Topics:

- **Postal Services**
- **Unique Identification**
- **ID in Healthcare**

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.

ID WORLD Rio de Janeiro Conference Program

CITIZEN ID FORUM

ID WORLD
INTERNATIONAL CONFERENCE

8th
Edition

Government-driven secure ID, registration and citizen services



The Citizen ID Forum discusses issues and opportunities in the provision of citizen centric services based on national registration, ePassports, National IDs, Driver's Licenses and eHealth Cards.

The Citizen ID Forum will provide a smart window on the status of deployments on a global scale and illustrate the drivers behind the digitalization of citizen ID documents and services.

Citizen ID Forum
www.citizen-id-forum.com

TRANSPORTATION SECURITY FORUM

ID WORLD
INTERNATIONAL CONFERENCE

9th
Edition

Increasing security while facilitating circulation of people and goods



The Transportation Security Forum focuses on how to secure the hubs and increase efficiencies of global and regional transportation networks: airports, rail stations, seaports and subway stations.

The Transportation Security Forum takes an in-depth look at the regulations, legislation and best practices to improve process performance and security in the transportation industry.

Transportation Security Forum
www.transportation-security-forum.com

ASSET TRACKING FORUM

ID WORLD
INTERNATIONAL CONFERENCE

7th
Edition

Maximizing the economic return of physical assets and goods



The Asset Tracking Forum focuses on optimum asset management, in terms of throughput and innovations to improve traceability, safety, efficiency and security through automatic identification.

The Asset Tracking Forum concentrates on the best practices for asset tracking from around the world, analyzing their impact on an organization's competitiveness and efficiencies.

Asset Tracking Forum
www.asset-tracking-forum.com

3 ID WORLD Forums 2 Vertical Initiatives



HealthTech Innovation



In the context of our American Summit on ICT driven innovation, the HealthTech Innovation initiative will catalyze debate and explore the requirements of end-users, system integrators and technology suppliers involved in the creation of the future ICT infrastructure supporting security and traceability in the world of healthcare.

Integrating auto ID technology into existing healthcare systems calls for a thorough understanding of process requirements for the adoption of auto ID technologies in public and private healthcare systems. The conference will look at key adoption areas such as asset management, staff & patient ID, patient monitoring, access control, critical infrastructure management, safety, pharma tracking and control and anti-counterfeiting.

HealthTech Innovation
www.healthtech-innovation.com

Postal Innovation



Our established initiative for the postal sector will engage key experts from around the world to illustrate advanced technologies and approaches for improved services and additional revenue opportunities in the postal and express shipping sector, with specific reference to the South American region.

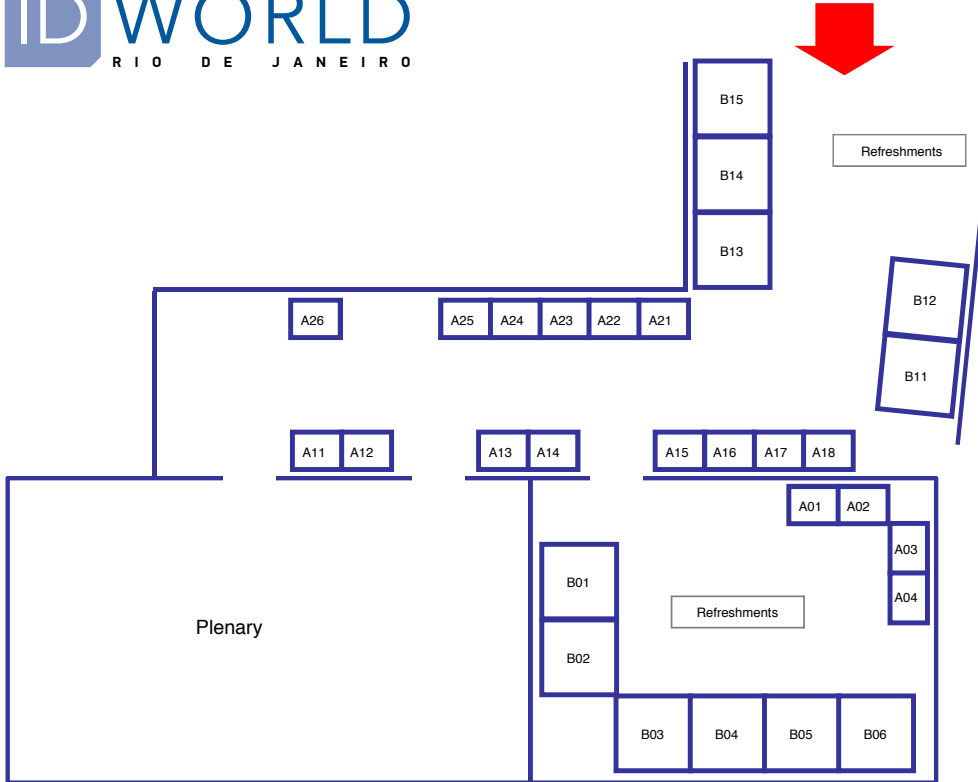
Now at its fourth regional event, Postal Innovation brings to life the first international think-tank and observatory on innovative technologies and methods in this vibrant market. Discussions will focus on hot topics such as ID, advanced express logistics, geo- and personal referencing, quality of service measurement, interoperability, eFinance and secure delivery.

Postal Innovation
www.postalinnovation.com

ID WORLD Rio de Janeiro Visibility Opportunities



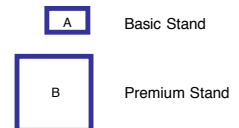
Main Entry



Exhibiting Opportunities

Plan your participation now to get the most suitable stand location for your requirements and your budget. Stands come in three sizes to suit everybody's needs. Each stand is supplied with a comprehensive Exhibition Package that includes two Conference passes and a Shell Scheme Stand; special areas can be equipped with a tent. All packages come with 2KW power supply, spotlights, carpet and an excellent range of other benefits.

Stand choices



Join the Prime Automatic Identification Event in South America



Core ID Technologies



Secure ID Documents



Security Domains



Speaking Opportunities: Call for Papers

All individuals with significant professional experience in research, development, manufacturing, system integration, consulting, market analysis, or management within companies or organizations active in the fields of automatic identification or their applications, are invited to submit an abstract to the Technical Committee for approval.

The deadline of the call for papers is **March 31st, 2011** for all ID WORLD Rio de Janeiro conferences.

For the details of the call for papers please check www.idworldriodejaneiro.com or send an email to conference@idworldevents.com

Specific Call for Papers are issued for ID WORLD Rio de Janeiro, HealthTech Innovation and Postal Innovation.

Meet the Key People Driving the Markets



Government Representatives, End Users and Technology Experts

At ID WORLD Rio de Janeiro, a focused conference program of plenary sessions, breakout seminars and workshops, as well as exclusive networking initiatives and a technology village, will ensure that delegates and exhibitors received maximum value from their participation. Key topics of investigation will surround "Democratization of Services", "Large Scale Populations" and "Global Migration", looking at the multi-faceted aspects of identity in its different contexts, as the wave of digitalization transforms security and service infrastructures all around the world.

ID WORLD Rio de Janeiro brings together government representatives, law enforcement and border control authorities, cargo and passenger carriers, hubs and transportation authorities, banks, telecom operators, retailers, logistics and postal services operators, as well as oil & gas companies, auto id vendors and security providers, to discuss strategies in enhancing the reliability of our security and ICT infrastructures as well as plans in adopting smart technologies to achieve security and mobility.

Key leaders and technology experts will gather to discuss tested strategies, best practices and innovations in elevating the automatic identification industry in Latin America to a whole new paradigm.

Over 2 days, the event is designed to give stakeholders across the entire ICT value chain a deeper insight into different strategic, technical and operational issues surrounding automatic identification adoption and implementation.

A Premium Event on Identification Technology



Continuing our 2011 Journey in the World of Security and Mobility

ID WORLD
INTERNATIONAL CONGRESS

Milan

2-4 November

ID WORLD
أبوظبي

Abu Dhabi

3-4 April

ID WORLD
RIO DE JANEIRO

Rio de Janeiro

21-22 June

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

The roadmap of ID WORLD events taking place over the next twelve months sees a new milestone in the regional expansion plan of the ID WORLD initiative as we expand our series of annual summits in the different continents, culminating in the world summit hosted for the 10th time in Europe in November 2011.

- **ID WORLD Abu Dhabi 2011**, our Annual EMEA Summit, opens its doors for the fourth time in the United Arab Emirates on April 3 and 4, under the patronage of UAE Deputy Prime Minister and Minister of Interior, H.H. Sheik Saif bin Zayed Al Nahyan and endorsed by the European Commission, the Emirates Identity Authority and Abu Dhabi Police.
- **ID WORLD Rio de Janeiro** brings to life our first Annual Americas Summit on June 21 and 22, and will explore the issues surrounding security, mobility and traceability and the vast potential for our industry that lies in the sleeping giant that is Latin America, with a special focus on government-driven initiatives.
- **ID WORLD International Congress**, the Annual World Summit, will open its doors for the 10th time in Milan from November 2 to 4.
- All three events will bring the longstanding discussions held as part of our Citizen ID Forum, Transportation Security Forum and Asset Tracking Forum – that in the last seven years, took place as separate events throughout Europe and the Middle East – to the next level as part of a new high-profile investigation in the top level trends in security, mobility and traceability.
- In addition, special vertical initiatives will engage the representatives of hot market segments in focused discussions throughout the three summits in Postal Innovation, HealthTech Innovation and the NFC Academy.

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.



Rio Othon Palace

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Enjoying a superb position overlooking the white sands of Copacabana Beach, the Rio Othon Palace is a modern, luxury hotel ideally placed just a few minutes from downtown Rio. Arranged over 30 floors, the 572 rooms and suites all have vast picture windows and balconies giving spectacular views over the sea, Copacabana Beach and Sugar Loaf Mountain. The hotel has recently undergone a major refurbishment program with all 150 deluxe rooms totally renovated. Spend your leisure time relaxing on the beach or soaking up the sun on the hotel's spectacular rooftop terrace. Here you can take a dip in the outdoor heated pool, submit to a relaxing massage, or just take in the amazing view with a sunset cocktail from the rooftop bar.

Staying at the official event hotel

Wise Media has reserved a block of rooms at the Rio Othon Palace for ID WORLD Rio de Janeiro delegates from June 20 to 22. Please request the accommodation booking form to book your hotel room via the ID WORLD Organizers Office. This is the only way for you to benefit from the ID WORLD Delegate preferential rates. The preferential hotel room rate is available to registered participants at the ID WORLD Rio de Janeiro. Due to the limited number of rooms available, a "first come, first served" policy applies.



ID WORLD Rio de Janeiro 2011: Rio Othon Palace, 21-22 June

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