

EUROPECOMM

The 1st International ICST Conference on
Communications Infrastructure, Systems and Applications in Europe
Business Track 13th August 2009, London

AUGUST 13, Thursday

9.00	9.30	Registration
9.30	10.15	<p>Opening Keynote: Future Internet Infrastructure and its impact</p> <ul style="list-style-type: none">• Can different access technologies co-exist and cooperate in the future?• Self-organization and reconfigurability of communication networks <p>Dirk TROSSEN, Chief Researcher, BT Network Research Network</p>
10.15	11.00	<p>Panel Discussion – Telecom, ITS and Healthcare - The role of Open Models and Innovations Processes Understanding and capturing the opportunities offered by open models</p> <ul style="list-style-type: none">• What are the commonalities and the differences in developing data, communication, and computing technologies for Healthcare and ITS?• What role will open models and innovation processes play in the future?• Understanding and capturing the opportunities offered by open models <p>Richard HARRIS, Director of Intelligent Transportation Systems, Logica, UK Jeremy EVANS, Head of Technology Delivery Group, Traffic Operations, TfL Dirk TROSSEN, Chief Researcher, BT Network Research Network Christopher REED, Director, Strategic Healthcare Projects, InterSystems Corporation Janne SILLANPAA, Sales Engineer, InterSystems Corporation</p>
11:00	11:30	Coffee Break
11:30	12:30	Intelligent Transport Systems
		<p>Reducing congestion using Intelligent Transport Systems technologies</p> <ul style="list-style-type: none">• Implementation of one of the largest "congestion charge" projects in the world – The London congestion charge• The impact of the system on the environment, business and other implications and lessons learnt• Is privacy the price for lower congestion? <p>Jeremy EVANS Head of Technology Delivery Group, Traffic Operations Transport for London</p>
		<p>Intelligent Cooperative Systems on the road – results of testing the first European Cooperative System</p> <ul style="list-style-type: none">• New applications of cooperative systems, such as priority at traffic light according to vehicle properties• Rerouting advice based on delays in the network, incidents or environmental constraints• How can safety collision and vulnerable road user warning can help prevent accidents• Positioning accuracy combined with wrong-way driver warning application <p>Richard HARRIS Director, Intelligent Transport Systems, Logica, UK</p>

1230	1330	Lunch
1330	1430	Intelligent Healthcare Systems
		<p>Tackling the challenges of Electronic Data Management</p> <ul style="list-style-type: none"> • Background to the Swedish National Patient Summary (NPÖ) Project • Objectives in implementing a national system of shared medical data • Key business and societal considerations • Data ownership and IPR issues • Key technological considerations and components • Security and privacy technologies and considerations <p>Christopher REED Director, Strategic Healthcare Projects InterSystems Corporation</p> <p>Janne SILLANPAA Sales Engineer InterSystems Corporation</p>
		<p>Healthcare Social Networking: Is Pharma Ready to Join the Conversation?</p> <ul style="list-style-type: none"> • The transformational impact of Web 2.0 on health, medicine and the pharmaceutical industry • How social networking will force the pharmaceutical industry to rethink its current sales model • The challenge for the pharmaceutical industry of how to engage consumers and patients in social networks <p>Len STARNES Head of the Digital Sales and Marketing – General Medicine Bayer - Schering</p>
14.30	15.00	<p>Understanding the digital economy and the digital divide</p> <ul style="list-style-type: none"> • What are the main challenges today, access for people with disabilities, age related barriers • Emerging solutions to overcoming the digital divide <p>Prof. Bryan MANNING Visiting Professor in Compunetics, School of Informatics, University of Westminster</p>
15:00	15:45	Coffee Break
15.45	16.30	<p>Closing Keynote: User privacy and data security – a European perspective</p> <ul style="list-style-type: none"> • Meeting the challenges of user privacy and data security raised in both intelligent transport systems and healthcare services • Protecting user privacy and security – initiatives in the EU <p>Jerry FISHENDEN, Visiting Senior Fellow, London School of Economics</p>
16.30	16.45	Closing remarks from the Chairman