



# IoT Development Conference

China' s No. 1 Conference for IoT Developers



2016.12.09  
@9:00 ~ 17:30



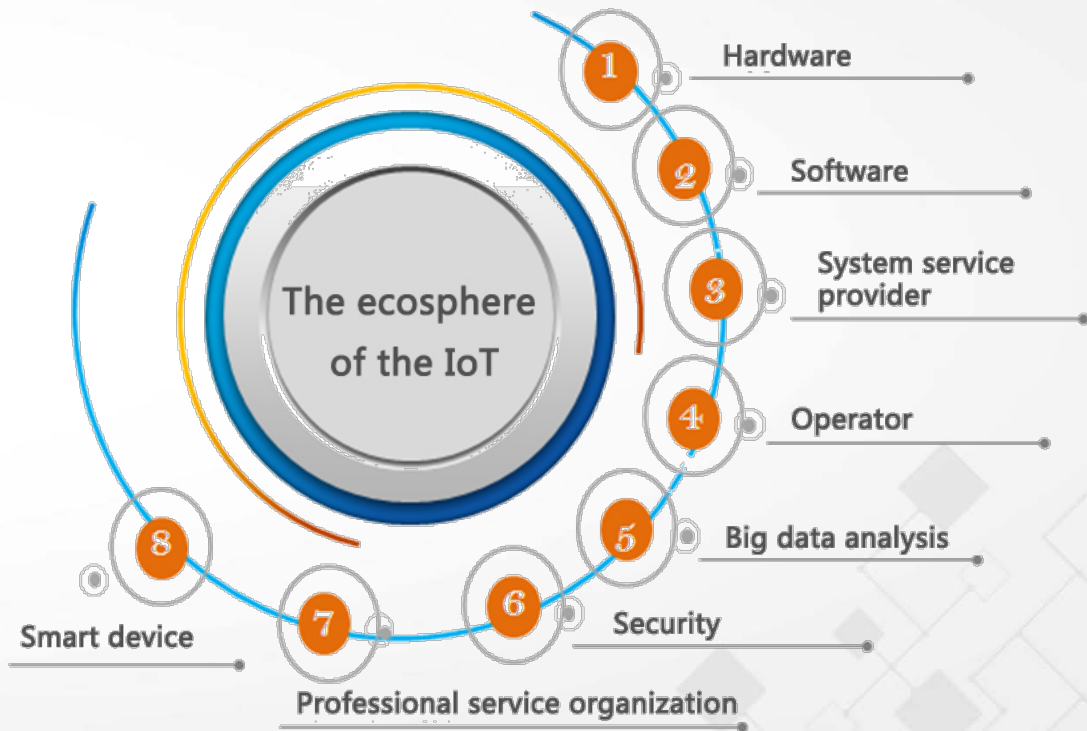
800 ~ 1000 people  
@Beijing

Managed by IDG

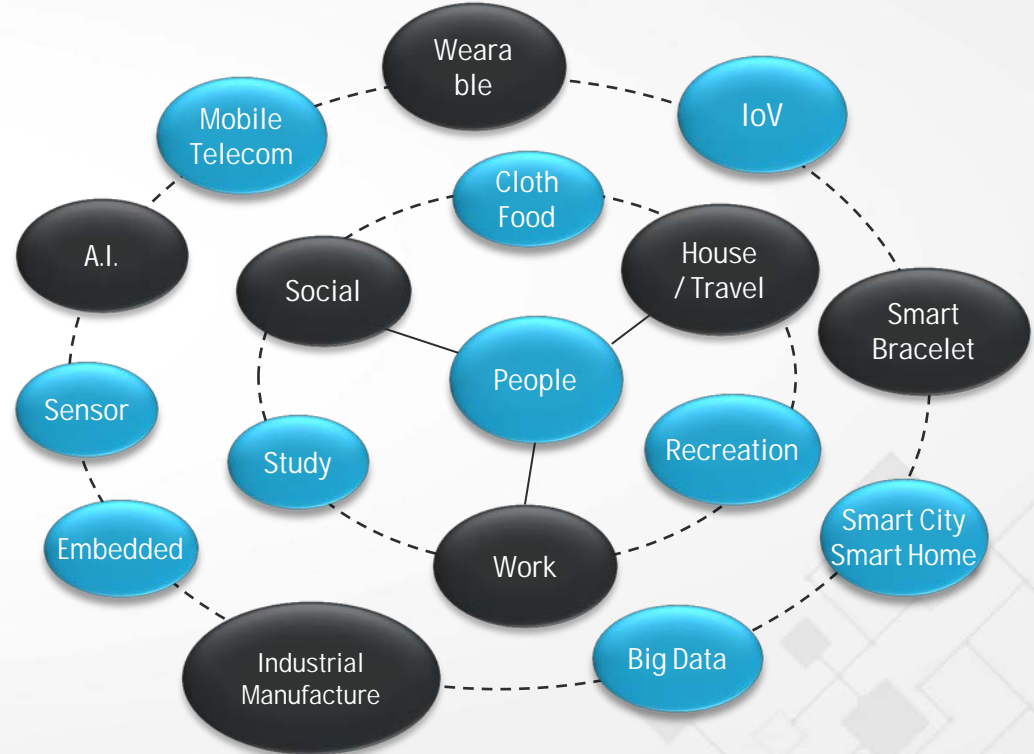
Principal Organizers: ISTIC & IDG

# Deconstructing IOT

- The Internet of Things (IoT) represents a new ecosystem which is reshaping the world
- IoT developers are chief architects of this ecosphere, shaping it with their intelligence and creativity and infusing it with their vitality
- There are numerous nodes within the IoT ecosphere, each with their own unique opportunities and challenges



IoT developers are not only constructing the Internet of Thing, they are also an important part of the IoT ecosystem as it develops over time





# An Annual Conference for IoT Developers

The IoT Developer Conference, now in its second year, is contributing to the growth of the IoT industry by providing developers with an ongoing platform to exchange experiences and ideas

## Occupation Opportunity

IoT is creates new job opportunities in many different industries. This conference helps developers expand their professional horizons.

## Manner of Life

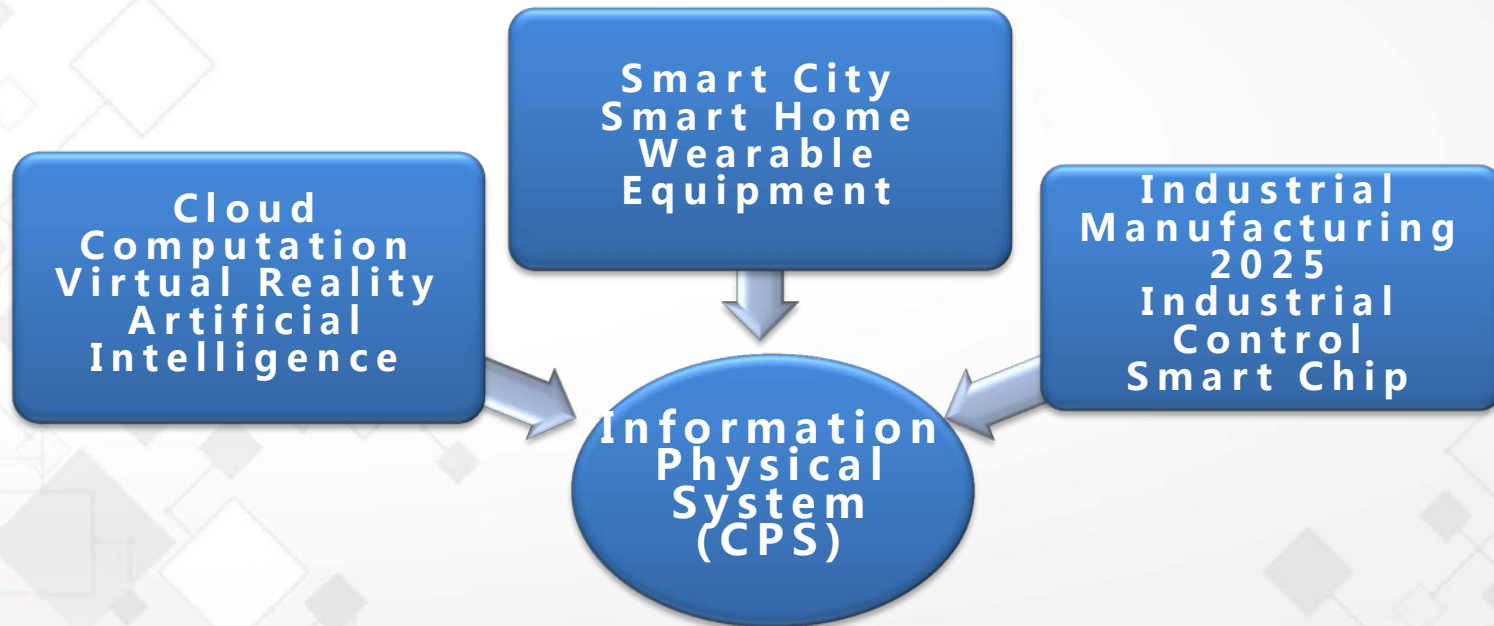
IoT is rapidly reshaping the way people live and work as it break through traditional engineering barrier. Our conference helps find you find out how.

## Frontier Ideas

A chance to view first-hand and up-close the coolest new products and applications in the IoT field – from fashion to traffic management, from sports to energy consumption. IoT innovation and inspiration are everywhere.

# Key Technologies

Check Out Our IoT Agenda





# Reasons to Attend our Summit

- ① Meet IoT leaders from China and around the world
- ② Interact manufacturers, R&D visionaries and makers
- ③ Keynote Speeches, Panel Discussions, Brainstorming Sessions



**Forum**



**Showcase**



**Workshop**



**Makers**



# More Reasons to Attend

Showcase new products. Promote new technologies. Exchange ideas and find inspiration. Meet potential investors. Whatever your needs, we are here to help!

**The best stage**  
The best stage to show your company's product technologies to developers

**Best satisfaction**  
Our goal is to meet IoT needs to the best of our ability



**Largest scale**  
The largest conference for IoT developers

**Innovation spirit**  
Innovative topics and cutting-edge technology

**Leading enterprises participation**  
Leading industries from across the IoT industry chain



# Summit Data



**1000+**

Participants on-site

**30+**

Media

**50+**

Sponsors

**1000+**

Webcast Participants

Professional Audiences: **1000+**

Developers: **400+**

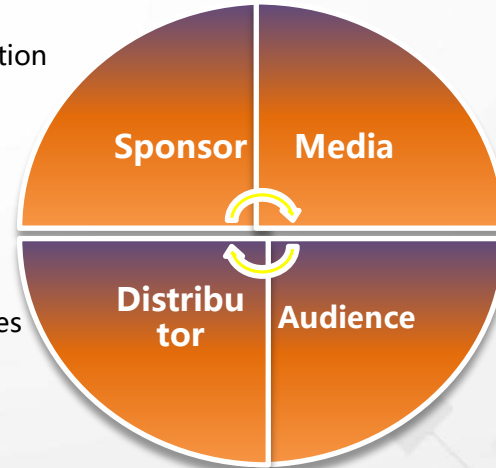
Speakers: **30+**

Practice Workshop: **30+**

Parallel Sessions: **3**

- Improve Reputation
  - Expand Chanel
- 100%**

- Seek Opportunities
  - Cooperate with Partners
- 100%**



- Topic Focus
  - In-Depth Attention
- 97%**

- Target Audience
  - Consumer Group
- 79%**

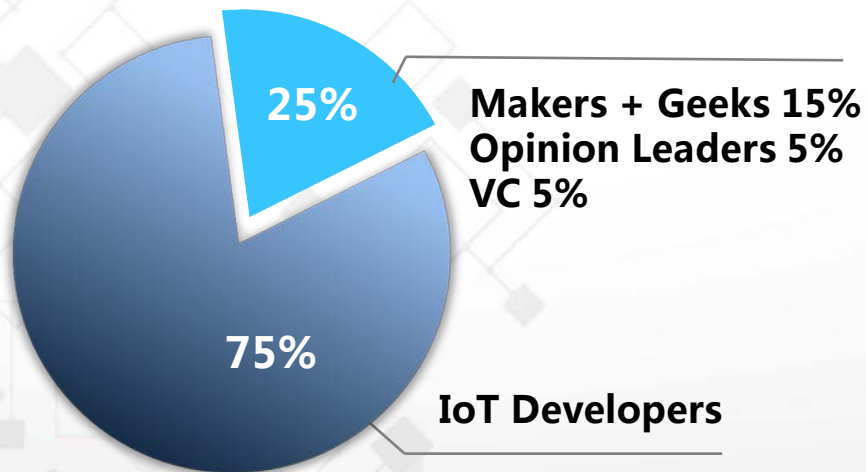




# Participants



- Global Tech Experts in the IoT Industry
- Leaders of Enterprises and IoT Enterprises
- Front-line Engineers and Professionals, plus Famous Makers



75%

## Developers of IoT

Top-Notch Engineers in IoT, R&D, Technology Development and 3C Enterprises



15%

## Makers & Geeks

Super makers, Geeks, Hardware Creators



5%

## Famous Enterprises & Opinion Leaders

Representatives from Intel, Qualcomm, MTK, Tencent, Baidu, Alibaba, ARM, etc.



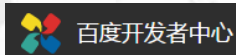
5%

## Venture Capital Institutions





# Media Exposure





# AGENDA



A.M.: Summit Forum; P.M.: 3 Parallel Sessions

## IOT Industry Summit Forum



Main Venue  
@9:30-12:00

Benefiting  
Consumers & Developers



1

Consumer IOT  
@13:30-17:00

Information Collection,  
Cloud Data Processing



2

Industrial &  
Commercial IOT  
@13:30-17:00

Maker Innovation,  
Creating the Future



3

Makers &  
Innovation  
@13:30-17:00



# Main Venue : IOT Industry Summit Forum



Time: 8:50 a.m. - 12:00 a.m. Size: 800~1000 participants

Topics: Leaders in science and technology, semiconductor giants, system manufacturers respected academicians. Their focus: The new frontier in IoT technology and applications

Time	Content	Duration	Speaker
8:30~9:00	Registration	30 minutes	-
9:00~9:10	Opening Speech	10 minutes	ISTIC & IDG
9:10~9:25	Special Report	15 minutes	Ministry of Science and Technology
9:20~9:40	Special Report	15 minutes	Ministry of Industry & Information Technology
9:40~10:00	Speech	20 minutes	
10:00~10:20	Speech	20 minutes	
10:20~10:40	Speech	20 minutes	
10:40~11:00	Speech	20 minutes	
11:00~11:20	Speech	20 minutes	
11:20~11:40	Speech	20 minutes	
11:40~12:00	Speech	20 minutes	







# Session 3: Making Innovation & Creating the Future



Time: 13:30 - 17:00; Size: 300-500 participants

The Makers are a batch of new “Creators” , making the myth of innovation industry, in which, from artificial intelligence to VR/AR technology, the Makers owns indefinite potentials.

Time		Duration	Speaker	Topic
Afternoon	Speech	45 minutes		
	Speech	45 minutes		
	Speech	45 minutes		
	Speech	45 minutes		

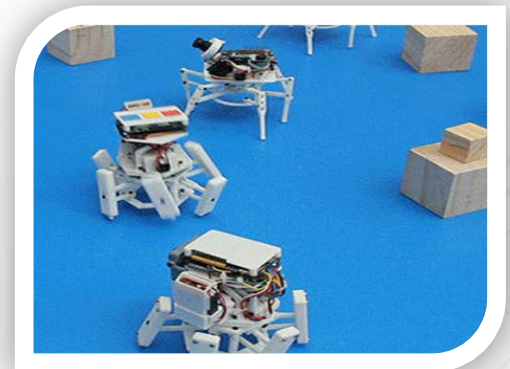


# Practice Workshops



Time: 13:30 - 17:00; Size: 300-500 participants

One of our most popular sessions for Makers and IoT developers involve training: Under the direction of on-site experts, new and emerging IoT developers learn first-hand how to design, create and build IoT applications. Workshops last 90 to 120 minutes – 2 or 3 workshops in all, depending on the number of participants







# Cool Showcase



Time: 9:30~17:00; Size:1000 participants

An opportunity to vie IoT technology up close: the most innovative IoT application solutions, dazzling IoT designs, cool IoT gadgets, easy-to-use IoT development tools ...Four showcase areas in all:

- ◆ Cool Products: Maker Explosion, MAKER<sup>plus</sup> and Maker Suits
- ◆ Frontier Tech: New science, technology and products from well-known manufacturers worldwide
- ◆ Practice and Communication: WORKSHOPS, intelligent work shop, development board, wearable manufacturing.
- ◆ Smart Life Experience: Personal experience with the intelligent terminal equipment, the latest integration applications, etc..





# Conference Review 2015



Time: 2015.12.11 ; Venue: Park Plaza Beijing

Scale: The main venue (morning) + sessions (afternoon)

Content: Major speeches + High-level talks + Panel discussions + New product releases + Skills training + Cool-product displays...

To get a sense of what 2016 will be like, check out our: [2015 Developers Conference of IoT](#)





# Agenda of Summit Morning Session - 2015 Review



Time		Main Topics	Speaker	A.M.
Morning (the Plenary Summit)	First	Opening Speech	VP of IDG	8:50-8:55
	Second	Development of Network Security & Information Technology	Famous Academician Chinese Academy of Engineering	8:55-9:05
	Third	Innovation & Opportunities In IOT	Production Marketing Director Qualcomm	9:05-9:35
	Fourth	Smart IoT,: Starting from the Core	CTO Intel, IOT Business Division	9:35-10:05
	Fifth	Development and Trends in the Smart Home Industry	Marketing Director Silicon Labs	10:05-10:35
	Sixth	Microsoft' s Cloud + Platform Boost the Comprehensive Development of IoT	GM of Microsoft (China) , Strategic Partnership Division	10:35-11:05
	Seventh	Marvell EZ-Connect IoT Solution	Technical Support Director Marvell	11:05-11:35
	Eighth	Create an Open Intelligent Hardware Ecosystem	CEO Jingdong - intelligent group	11:35-12:05



# Agenda of Smart Life & Smart City Afternoon Session - 2015 Review



Time	Main Topics	Speaker	P.M.	
Afternoon 1#	First	Solutions to Promote the Development of IoT	Atmel	13:30-13:45
	Second	Embedded Solutions	Qualcomm	13:45-14:30
	Third	Intelligence Will Lead the Next IoT Wave	Bluetooth	14:30-15:15
	Fourth	Cloud Service Platforms	GizWits	15:15-16:00
	Fifth	GigaDevice GD32 Product Series	GigaDevice	16:00-16:45
	Sixth	Microsoft' s IoT eEcosystem	Microsoft	16:45-17:30



# Smart Factory Agenda

## Afternoon Session - 2015 Review



Time		Main Topics	Speaker	P.M.
Afternoon 2#	First	Industrial IoT Development & Trends During the New Industrial Era	CCID	13:30-14:15
	Second	NI industrial IoT: The New Generation of Control Systems	NI	13:30-14:15
	Third	All Programmable Platform	Xilinx	15:00-15:45
	Fourth	With Internet + IM, Towards "Made in China" in 2025	Advantech (China)	15:45-16:30
	Fifth	Technology and Applications for Industrial Inspection Robots	Leader Tech	16:30-17:15



# Number of Participants - 2015 Review



**675**

Conference  
On-site

**946**

Online  
Live Webcast

**32,201**

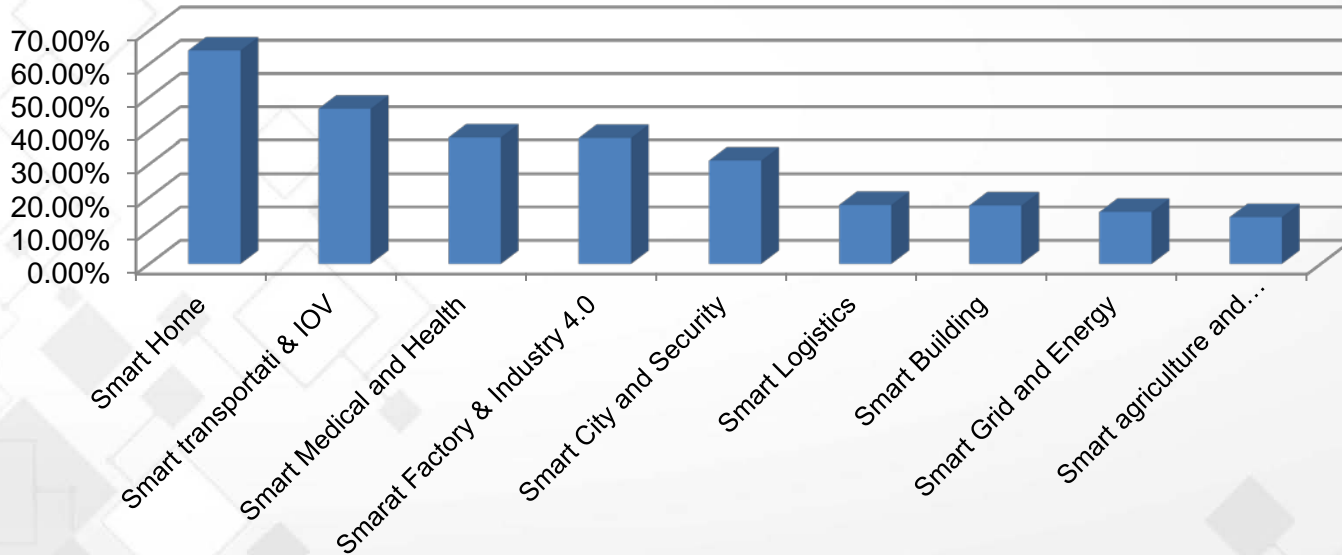
Official  
Weibo  
Visits



# Registered Participants Survey - 2015 Review



## Q1: What is your primary interest in the IoT industry?

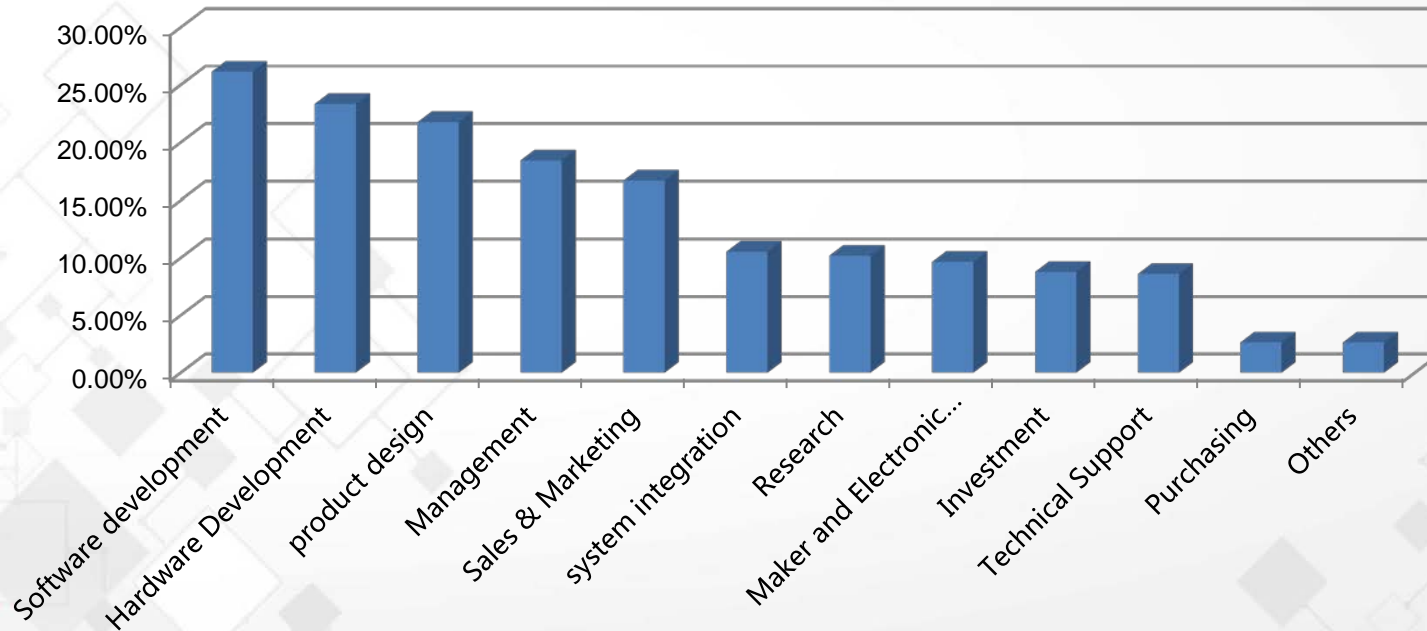




# Registered Participants Survey - 2015 Review



## Q2: What is your Job Function?



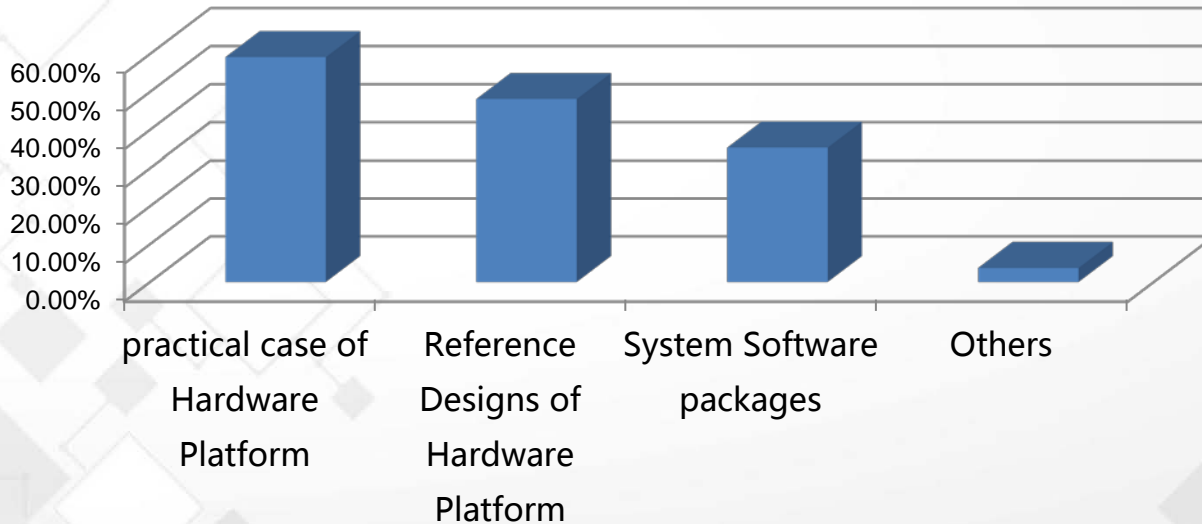




# Registered Participants Survey - 2015 Review



**Q3: What information do you most want to know about IOT development?**





# Speakers and Sponsors - 2015 Review



Mr.Huangxiang  
IDG



Mr.Niguangnan  
Chinese Academy of  
Engineering



Mr.Wanghanyang  
Qualcomm



Mr.zhangyu  
Intel



Mr. chenyongji  
Silicon Labs



Ms. Chenkun  
Microsoft



Mr.mengshu  
Marvell



Mr.chengliming  
JD+



# 2015 Conference Photo





# Sponsors Logos - 2015 Review





# 2016 IoT Developer Conference

## Thank you!

