



**Connected Lifestyle and Internet of Things  
Workshop@Danga Bay  
(in conjunction with IEEE RFID TA 2013 - <http://2013.ieee-rfid-ta.org>)**

Location:

Iskandar Malaysia Information Center  
Danga Bay Convention Center, Johor Bahru  
**2 Sept 2013, 8:45am – 5:00pm**

9:00 am Welcome Remarks  
Iskandar Regional Development Authority (IRDA)

Opening Address, **Connected Lifestyle and Internet of Things**  
Malaysian Communications and Multimedia Commission

GS1 way forward, CF Goh – GS1 Malaysia

9:45 am **The future of RFID in Gaming, passed successes and the future of social interactive gaming in the RFID field**



Guest Speaker

Will Lumpkins, IEEE Consumer Electronics Society Magazine Associate Editor  
Lead Technical Consultant, Wi2Wi

10:15 am **SIRIM's RFID Application System**



Dr Wan Sazaley Wan Ismail, SIRIM Bhd, [www.sirim.my](http://www.sirim.my)

10:45 am **Break Time**

11:00 am **The Reality of RFID and How NFC and Wireless Sensor Network Plays a role in IoT**



Sim Hon Wai, MDT Innovations Sdn Bhd – RFID, [www.mmdt.cc](http://www.mmdt.cc)

11:30 pm **ROI on RFID projects in Malaysia**



KK. Kong, EcoSensa [www.ecosensa.com](http://www.ecosensa.com)

12:00noon **Increase fleet management efficiency and profit**



Isa Adam Yee, CruiseGPS Sdn Bhd. [www.cruisegpsystems.com](http://www.cruisegpsystems.com)

12:30noon Lunch and Exhibition

2:00 pm **RFID from Western Digital Perspective**



Dr Zuhaimi Md Nor, Western Digital [www.wdc.com](http://www.wdc.com)

2:30 pm KY Lim, CBSA

3:00 pm **3<sup>rd</sup> Industrial Revolution on Printing - Demo of 3D printing for consumer**



Jason Tay/ Owen Poh, [www.3dprinter.com.my](http://www.3dprinter.com.my)

**3:30 pm Break Time**

**3:45 pm The future of Payments: what is next after credit card?**



Dr Ee Lock Ho, Giesecke & Devrient, [www.gi-de.com](http://www.gi-de.com)

**4:15 pm Lucky Draw and Exhibition**

**5:30 pm End of Workshop**

(Agenda subject to change by the organizer without notice)

Technology Showcase:

