

in parallel with
ispo winter
2009



MunichExpo Veranstaltungen GmbH | Zamdorfer Straße 100 | D-81677 München

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AT A GLANCE

TITLE	„WHERE FASHION MEETS TECHNOLOGY“ 3 rd Wearable Technologies Conference
DATE	February 2, 2009
LOCATION	Dorint Novotel München Messe First Class Hotel next to New Munich Trade Fair location plan at: www.wearable-technologies-conference.com
LANGUAGE	German / English simultaneously translate
COST	€ 595,00 plus VAT per person The price includes conference fees incl. documentation, drinks, lunch and evening event.
TOPICS	> Monitoring in Fitness, Sports and Healthcare > Power Supply in Wearable Technologies > Fashion and Sports Design for Wearable Technologies
HOMEPAGE	www.wearable-technologies-conference.com

WHERE FASHION MEETS TECHNOLOGY

3rd Wearable Technologies Conference
February 2, 2009, Dorint Novotel München Messe

Wearable Technologies refer to garments with built-in electronics or electronic devices and to new materials that enable functions far beyond conventional ranges of applications. Former visions are now becoming marketable products: Jackets with built-in GPS functions or solar panels, Bluetooth communication gloves or jerseys that monitor your heart rate and measure sportive performance are no longer dreams of the future. The pioneering conference builds a bridge between the fashion and high-tech industry and focuses on decision makers and experts from commerce, production and science, in particular from the fields of sports, fashion, electronics and consumer electronics. Moreover, this unique event is aimed at encouraging a dialog between the respective industries and at uniting new user groups, such as the electronics and communications industry, with the textile industry. It also shows in what way a combination of sports, fashion and lifestyle with current trends of the electronics industry can create an added value for clients and increase the turnover potential on both sides.

APPLICATION FAX +49 (89) 32 29 91-19

Please fill out one application per participant.

Company: _____

Department / Position: _____

First name / last name: _____

Street / post-office box: _____

Zip code / city / country: _____

Area code / phone no. / fax no.: _____

E-Mail: _____

Yes, I'd like to register for the following conference:
„WHERE FASHION MEETS TECHNOLOGY“
3rd Wearable Technologies Conference
February 2, 2009, Dorint Novotel München Messe
€ 595,00 plus VAT per person
30% Discount for Bluetooth Members

- THE PRICE INCLUDES:
- Conference documentation
 - Beverages
 - Lunch
 - Evening Event

Place / date / signature



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WHERE FASHION MEETS TECHNOLOGY
3rd Wearable Technologies Conference



AGENDA, February 2, 2009

Time	Topic & Speaker
8.00 a.m. - 9.00 a.m.	Registration MunichExpo Veranstaltungen GmbH
Plenary lectures	
9.00 a.m. - 9.10 a.m.	Opening Robert Metzger, MunichExpo GmbH / Christian Stammel, Navispace AG
9.10 a.m. - 9.30 a.m.	Keynote Anders Edlund, Bluetooth / SIG
Monitoring in Fitness, Sport and Healthcare	
9.30 a.m. - 10.00 a.m.	Team Heart Rate Monitoring with Polar Team2 Mika Laine, Polar Electro Oy
10.00 a.m. - 10.30 p.m.	Flexible Sensorik zur Druck- und Dehnungsmessung in textilen Monitoringsystemen Dr. Gunther Lengl, rent a scientist
10.30 a.m. - 11.00 p.m.	Smart and Wearable Life Sign Monitoring Jens Krauss, CSEM
11.00 a.m. - 11.30 p.m.	MiLife: Health Coaching for All Simon Jackson, Milife Coaching Ltd.
11.30 p.m. - 11.45 p.m.	Coffee Break
11.45 p.m. - 12.15 p.m.	Nokia Sports Tracker & Nokia N79 Active - New dimensions to your workout Jussi Kaasinen, Nokia Sports Tracker Dude
12.15 p.m. - 12.45 p.m.	Miniaturisierte Sensorik - kontinuierliche Atmungsüberwachung mit dem RespiSHIRT Christian Podolak, Fraunhofer Institut für integrierte Schaltungen
Power Supply in Wearable Technologies	
12.45 p.m. - 1.15 p.m.	Organic Electronics for mobile applications Dr. Klaus Hecker, Organic Electronics Association (VDMA)
1.15 p.m. - 1.45 p.m.	Flexible Batteries for optimal Integration Dr. Karl-Heinz Pettinger, Leclanché Lithium GmbH
1.45 p.m. - 2.45 p.m.	Lunch
Fashion and Sports Design for Wearable Technologies	
2.45 p.m. - 3.15 p.m.	Future Chances and Challenges for Wearable Fashion and Sports Design Thomas Prantl, Daniel Swarovski Corporation AG
3.15 p.m. - 3.45 p.m.	Urban Tool - Wearable Communication & Emotional Electronics Anja Herwig / Sabrina Tanner, Urban Tool GmbH
3.45 p.m. - 4.00 p.m.	Coffee Break
4.00 p.m. - 4.45 p.m.	Solar-Powered Designer Goods Peter Bona, Zegna Sport
4.45 p.m. - 5.15 p.m.	G-Cell Communication Glove - Challenge or Incubator for further Developments Dr. Hans-Walter Praas, Texusys GmbH
5.15 p.m. - 10.00 p.m.	Visit of the Wearable Technologies Show at ispo winter 2009 and subsequent Get-together

