

Post

M2M General



What is machine to machine at Mobile World Congress?

Thursday, 21 February 2013



Machine to machine can be mobile, but there are many mobile technologies beyond M2M. Mobile World Congress 2013 (MWC), starting next Monday, will address all matters related to telecommunications, and will be there to broadcast all about M2M.

To start with, let's take a look at some numbers: almost one hundred conferences, keynotes, seminars and workshops will take place at MWC. There is not always a visible line separating what is M2M and what is not; many technologies can fall under this term because of its relationship with each other. Nevertheless, approximately a quarter of the talks will be directly focused on machine to machine or the Internet of Things.

NFC will be, undoubtedly, one of the main M2M topics, but it will share its focus with eLearning, connected car, Big Data and eHealth, especially on Thursday, the last day of the event. We will also pay attention to some very interesting seminars to have an idea about how M2M can improve people's lives in the following years, like: 'Taking Mobile Agriculture Innovation To Market', 'Mobile: A Lifeline in Disasters' or 'Connected Living: mAutomotive - Navigating the changing landscape of connected cars – what does the final destination look like?'

On the other hand, we will have a great M2M space to explore among the exhibitors' stands. Out of 1.739, 143 are directly related to this technology. We will try to discover all the market trends and, of course, we'll be especially focused on the product of Telefonica that will be presented there: Insurance Telematics, the first solution offered by a telco for insurance companies to optimize operating costs and reduce fraud.

Moreover, we will be in touch with many M2M players visiting Barcelona in order to share with our readers and followers their impressions about the event and the market.

If you want to be up to date about everything involving machine to machine and the Internet of Things at MWC, visit [Telefónica m2m blog](#) and follow us in [Twitter](#) and [LinkedIn](#).



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