

# IBM at family



Dear sir or madame,

From **29th to 31st August 2002, e/home Berlin** will once again open its doors. This trade fair is the media event and international meeting place for all those who want to research, develop, manufacture, market, use, or report on products and systems for the "Intelligent Home".

e-business integration has become a reality for companies. For IBM, "Intelligent Living" with all kinds of connected terminal devices, is the logical extension of the existing value chain towards end customers. As an IBM customer, you will enjoy the following benefits: free attendance at Face-to-Face workshops on selected themes, as well as special rates for attending the congress. We are offering a two-day conference fee of **€ 300 (usual fee € 560)**, and a one-day conference fee of **€ 200 (usual fee € 350)**, both including VAT @ 16%. You will find us at the **"IBM at family" partnerstand, hall 7.2a/21.**

Book your place now by fax **+49 (0)18 05/42 60 99\***, e-mail to: **[harte@de.ibm.com](mailto:harte@de.ibm.com)**, Internet **[ibm.com/services/de/ehome](http://ibm.com/services/de/ehome)**, or phone **+ 49 (0)18 05/42 60 07\***. We will then send you a password, which you will need to obtain your discounted tickets, and we tell you where you can collect them.

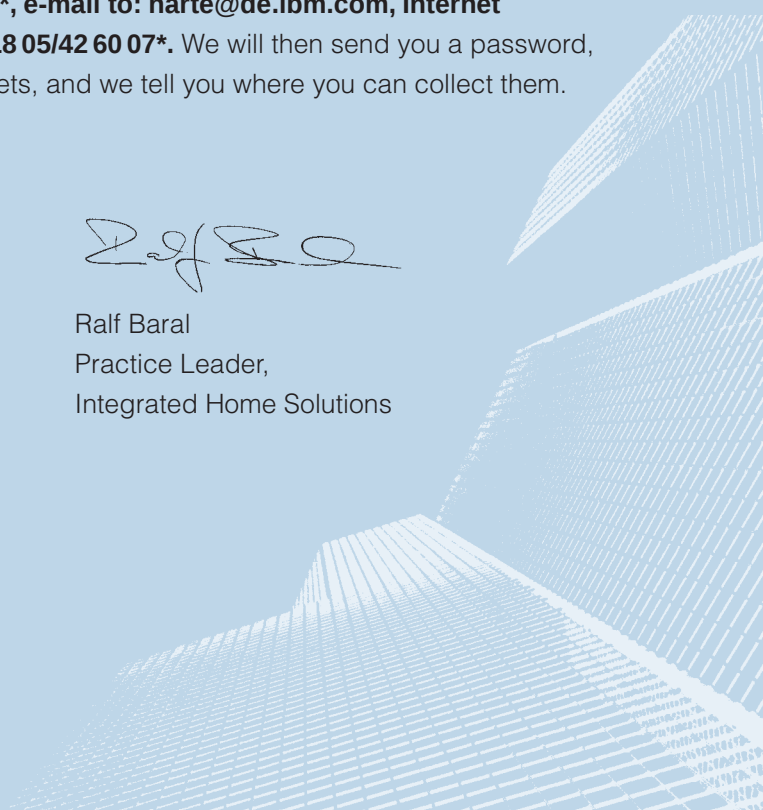
Yours sincerely,



Dr Martin Mähler  
Director of Wireless e-business Services,  
Central Region



Ralf Baral  
Practice Leader,  
Integrated Home Solutions



# IBM at e/home



## **e/home Berlin – meeting place for visionaries**

Get an idea of what daily life will be like in the near future, which technologies play a role, and which role you and your company can play. For the future standard of living can only be developed with the participation of multiple industries: the information, telecommunications, and IT industries; home and security technology; research institutions, land economy, and investors. The complete e/home program may be found at: [www.ehome-berlin.de](http://www.ehome-berlin.de)

## **IBM at family – the solution for home integration**

With IBM at family, IBM has created a solution architecture for Home Service Providers and device manufacturers that can bring together all kinds of networks, devices, and services. The solution is based on open standards; the plug & play concept enables a subsequent, problem-free implementation even in existing properties. You can find out more about IBM at family by attending our lectures or participating in our workshops.

## **Invitation to IBM Face-to-Face workshop**

IBM at family is interesting for every industry, but from different viewpoints. We therefore recommend that you come and find out what, in concrete terms, IBM at family can do for you, your company, and your industry. Book your place on one of the following personal, Face-to-Face workshops, which are free of charge:

- Your Integrated Development Environment (Device Connection)
- Your Business Model (Device Manufacturer / Service Provider)
- Your Residential Service Gateway (Open Services Gateway Initiative)
- Your Home Service Provider Platform

## **IBM at family lectures/congress**

Date and time: August 30th, 2002; 12:20 – 12:40 pm  
Topic: Panel 4/products and applications  
Title: IBM at family – Integrated Home Solution  
Content: Presentation of a solution platform for managing services on heterogeneous home networks  
Lecturer: Ralf Baral, Practice Leader Integrated Home Solutions, IBM

Date and time: August 30th, 2002; 2:30 – 3:00 pm  
Topic: Panel 8/experience reports  
Title: The Future Becomes Reality  
Content: FUTURELIFE: a model house for visionary living on the migration path to the future normal “state-of-the-art” object.  
Lecturers: Daniel Steiner, FUTURELIFE AG  
Ralf Baral, IBM

## **IBM at family lectures / practice forum**

Date and time: August 30th, 2002; 2:00 – 3:00 pm  
Title: Home Automation and LON & EHS  
Content: LonWorks and EHS are proven platforms for integrating and networking devices. A universal development environment supports the development of solutions.  
Lecturer: Christian Schiller, Specialist Home Networking & Integration, IBM

## **Invitation to partner stand / exhibition**

Our partners emWare Europe GmbH and Emness Technology® AG demonstrate with examples, the openness of the IBM offer.

# IBM and Partner



## **Emness – the gateway supplier for IBM at family**

Emness Technology® AG is one of the leading providers of modular Service Gateways. The Emness Service Gateway is constructed on the basis of the PC 104+ industry standard, and enables the use of own or standard, commercial components. For home office and home security use, Emness offers affordable, basic gateway versions, which are modularly constructed and can be expanded with EHS, LonWorks, EIB, and other Emness components at any time. The Emness Service Gateway and connected terminal devices are integrated in a Service Provider's IT infrastructure and business processes using IBM WebSphere Everyplace embedded software.

## **emWare – special solutions for external access**

IBM at family interworks with emWare solutions to ensure secure, convenient external access or remote control of devices in the Intelligent Home via the Internet. emWare enables fast, simple, and comprehensive implementation of remote control functions in electronic appliances and devices. This means increased productivity and profits for manufacturers, and higher end customer satisfaction. emWare's EMIT software products and enterprise services support standards such as TCP/IP, SOAP, XML, WSDL, and OSGi.

**e/home**  
Das Intelligente Heim.

International Trade Fair and Congress  
Berlin, 29 – 31 August 2002

# Registration

IBM Deutschland GmbH  
Andrea Harte  
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## Please complete:

Full name

Department/job title

Company/industry

Street/no.

City/post code

Telephone/fax

E-mail

Number of employees at your company:

- ☐ 1 – 9    ☐ 10 – 49    ☐ 50 – 99  
☐ 100 – 499    ☐ 500 – 999    ☐ ≥ 1000

You work at:

- ☐ the head office  
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**\*0,12 EUR per minute**

- ☐ Yes, I would like to attend the congress on August 29th and 30th, 2002 (two days) at the concessionary rate of € 300 (incl. VAT 16%). I require tickets for \_\_\_\_ delegate(s).
- ☐ Yes, I would like to attend the congress on August 29th or 30th, 2002 (one day) at the concessionary rate of € 200 (incl. VAT 16%). I require tickets for \_\_\_\_ delegate(s) for ☐ August 29th, 2002 ☐ August 30th, 2002
- ☐ Yes, I would like to participate in the following IBM Face-to-Face workshops. Please phone me to make an appointment. My telephone number is: \_\_\_\_\_
- ☐ Your Integrated Development Environment (Device Connection)
- ☐ Your Residential Service Gateway (OSGi)
- ☐ Your Business Model (Device Manufacturer / Service Provider)
- ☐ Your Home Service Provider Platform
- ☐ I agree to my data being stored on an international server of IBM or a sister company, and being used by IBM and its business partners to inform me about products, services, or other activities by phone, fax, or e-mail. I may withdraw my consent at any time.
- ☐ Please use my data for this transaction only. I do not wish to receive further information from IBM or its business partners.

Date/Signature \_\_\_\_\_