

EVENT REPORT



17th – 18th
June 2019

Living Bits and Things 2019

The 9th edition of Living bits and things 2019 was held on 17th – 18th June, 2019 in Bled. This is an international business and technology event on IoT and digitalization with the longest tradition in the Central and Eastern Europe (CEE) and Balkan region.

Event report

LIVING BITS AND THINGS 2019

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OVERVIEW

Main idea and Topics in 2019

Living bits and things (LBT) remains the first and still the only annual technology and business oriented IoT event in the CEE (Central East Europe) and Balkan region. With 2018 and even more with 2019 the LBT event enhances the IoT (Internet of Things) technology topic with other digital technologies. With this respect more focus was dedicated especially to AI – artificial intelligence and blockchain, with the first ever VR/AR technology presentation.

Yet, the digital technology is only as good as there are the real market cases and best practices presented. In 2019 there were the following application areas, segments and (vertical) industries represented:

- Artificial Intelligence and Digitalization in the context of human, ethics and society.
- Industry 4.0, smart factories and FoF – factories of the future, including the 5G, IoT platforms and predictive analytics;
- Digital transformation and digitalization for sustainable development, with cases in HR, energy management, weather and many others.
- Data management, security and privacy.
- Digital Tourism or Tourism 4.0, with a dedicated session.

Speakers

The event hosted 32 speakers (including moderators) from Europe, who presented not only business ideas, case studies and best practices, but also market trends and potential, market insights, technologies and most interesting communities, ecosystems, consortia and alliances. They play important role in IoT implementations.

The Keynote speech from the Ministry of Public Affairs was about the AI – artificial intelligence and ethics related to the future trends and development. It was also pointed out that Slovenia is part of EU initiative in preparation of the strategy for responsible development of the AI.

The list of speakers is available on the event website <https://www.livingbitsandthings.com/speakers.html>.

Presentations & Sessions

Most of the presentations will be uploaded to the Living bits and things 2019 web site and available for download for the registered users (please follow and check www.livingbitsandthings.com). The LBT 2019 traditionally focused on a single track over two days, which proved to be a very efficient event structure, especially for connecting people, networking and knowledge exchange.

In the morning both collocated events (The 9th LBT 2019 and 32nd Bled eConference) organized common opening session which was attended by more than 200 people. It was also the session with the keynotes from the global industry players, related to a digital transformation.

Day 1, Monday, June 17, 2019

Opening Session

»Artificial Intelligence and Ethics: The importance of keeping technology human and useful«
Uroš Svete, Secretary (Rudi Medved, Minister), Ministry of Public Administration and Information Society

»Industry 4.0 and the human being«

Gunter Riedhofer, VP, InformationTechnology, Siltronic AG, Germany

»It is not about Conenct and Collect, it's about Insight and Action«

Felix Denner, The Weather Company, an IBM Business

Session 1

Unchain the Blockchain: How blockchain changes your business? - Interactive Session

»How blockchain helps traditional industries going digital?«

Klemen Peternel, CEO, Kalmia d.o.o.

»Turning a product into a service: Blockchain enables new business model«

Saša Kojič, Director, Global business, Danfoss

»Remembering to forget: Identity, privacy and decentralisation«

Jim Kosem, Designer and consultant, DeepWork Studio, UK

»Privacy in new digital era: The legal perspective«

Nataša Pirc Musar, Odvetniška družba Pirc Musar & Lemut Strle

Moderator: Tomaž Vidonja, Eurocon

Session 2

From IoT – Internet of Things to AI – Artificial Intelligence: Data as a fuel to your digital engine driving value! - Interactive Session

Enabling I ready environment in industry for maintenance based on IoT

Sandi Horvat, Comtrade

Connecting IoT data to your performance and business intelligence«

Marko Praprotnik, Co-founder and Managing Partner, SmartIS Ltd.

»Public opinion mining using machine learning and IoT data«

Matej Kren, Laboratory for Telecommunications, University of Ljubljana

»Managing Human Resources with AI: Myth or reality?«

Lana Balić Matijašević, CEO, Careesma, Croatia

Moderator: Dejan Podgoršek, IBM

Session 3

IoT for Smart innovative communities and sustainable development! - Interactive session

»So you have smart streetlamp – now what?«

Günter Obiltschnig, Applied Informatics GmbH, Austria

»Colibri IoT - Open Arduino based IoT platform for Education«

Luka Mali, The things network

»Towards a responsible Internet of Things«

Jeff Katz, JK Ventures, Germany

»An IOT sollution for indoor environmental quality monitoring«

Marco Villa, Pre Sales Solution Engineer, Nuvap, Italy

»IoT supported Power Anaylser – a practical case«

Aljoša Hecl & Andrej Volčjak, Iskra & SRIP PMiS – Smart cities and communities

Moderator: Matjaž Logar, CEO, ICT Technology Network Cluster

Day 2, Tuesday, June 18, 2019

Session 1

Morning Keynotes

What industries demand from Telecom in 5G era

Alexander Sysoev, Ericsson, Austria

Dealing with the uncertainties of Digital transformation

Anushka Driessen, Partner Innovation Ventures, The Netherlands

IIoT – Industrial Internet of Things - Session

»Mobile operator platform for IoT«

Matej Meža, Mega M Ltd.

»Distribution 4.0«

Janko Pavlović, CEO, Digital Worx, Serbia

Development of Telekom Slovenia IoT Network

Andrej Kranjčević, Telekom Slovenije

Session 2

IIoT – Industrial Internet of Things and I4.0 focusing on three important challenges of traditional companies and SMEs going digital! - Workshop

Challenge 1: Secure infrastructure: 5G industrial private network,

Matjaž Savnik, Ericsson, Slovenia

Challenge 2: The Industrial IoT platform: how to get your data and how to do it with limited budget?,

Jure Lampe, CEO, Senlab d.o.o.

Challenge 3: Analyse your data, use AI and deliver the value,

Katarina Gašperlin, IBM, Data Scientist

Moderators: Marjan Rihar, GZS-ZEE Smart factories and Peter Geršak, CIO, IBM

Session 3

Digital & Connected Tourism: Going beyond social media and promotion! - Workshop

Tourism 4.0: Co-creating smart tourism ecosystem

Urška Starc-Peceny, PhD, Arctur, CIO and lead of Tourism 4.0 Department

Digitalisation of touristic mountain resorts - a holistic approach from marketing to sales

Daniel Wakounig, Alturos Destinations, Austria

Digital (R)evolution in Travel and Tourism with Immersive Technologies - Augmented-/Mixed-/Virtual Reality

Thomas Fickert, DEXPERIO Group, Germany

Moderator: Urška Starc-Peceny, PhD

Session 4

The pros and cons of the digital innovation: Monetizing your digital assets. - Round Table

Open discussion with the audience and speakers with concluding thoughts on the 2019 event, especially what made greatest difference and how to approach the event 2020.

Moderators: Matjaž Zupančič – Tičo, SDBP – Slovenia Dutch Business Platform and Tomaž Vidonja, LBT organizer

SPONSORS

The LBT 2019 was supported by the following sponsors (also published on the event website <https://www.livingbitsandthings.com/sponsors---partners.html>):



PARTNERS AND MEDIA

The LBT 2019 was supported by the following partners and media (also published on the event website <https://www.livingbitsandthings.com/sponsors---partners.html>):



ATTENDEES

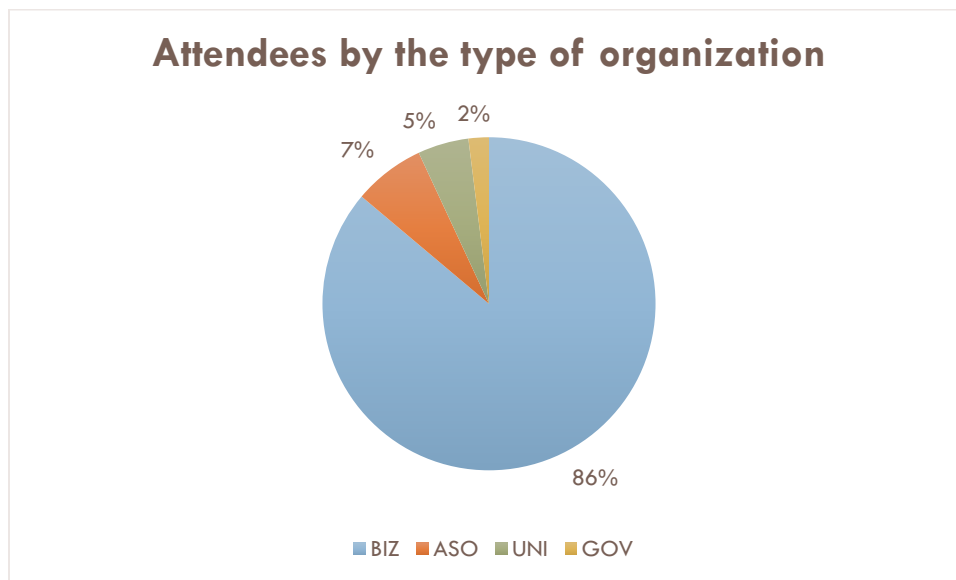
This year in total both events combined (9th Living bits and things 2019 and 32nd eConference) brought together over 200 participants.

Total of registered attendees at the Living bits and things 2019 was just over 100 and met the initial plan and expectations. With this number of participants, speakers and guests the networking and participation is most efficient. Every single person is also easily accessible and available to meet, learn and chat.

Most of the participants came from Slovenia (84%) and were followed by participants from Austria, Germany, UK, The Netherlands, Italy, Croatia and Serbia.

It is clear the event has a potential to grow especially in terms of wider regional presence and to attract more attendees from Croatia, Serbia, Bosnia and Herzegovina, Hungary, Romania, Czech Republic, Slovakia and even Poland, Bulgaria and maybe also Turkey.

With regards to the type of organization **most of the attendees were from the companies** (different industries), **reaching over 86% of the total**. Other were from different associations (like Chamber of Commerce, Strategic partnerships, Business and Technology Clusters, Technology parks, ...), Universities and Research Institutes and Governmental institutions (Ministries, Agencies, etc.).



The Living bits and things event **has grown into a technology event focused in business**. It started in 2011 as a research and academia-based event and due to its pragmatic approach in terms of focusing on technologies and business applications **reached the level of highly professional business and technology event**.

NETWORKING

Traditionally the most important part of the event is networking, which has a special personal and customized touch. This is why the presentations, workshops and roundtables are limited to 90 minutes blocks and coffee

breaks are extended to 30'. Lunch is held and served for 1,5 hours. It makes enough quality time for participants to meet, talk and mingle.

This year the evening social event with the dinner was organized in the old local restaurant called Kunstelj in Radovljica. It offered a great place for networking for more than 150 people. On the second day the dinner and networking were organized in the Rikli Balance Hotel.

EXHIBITION

For the sponsoring partners (IBM, Ericsson and SRC/Nuvap) in the main hall/lobby we organized also a special and dedicated place called info-meeting points with the tables and space for their own roll-ups. Three such info-meeting points provided additional visibility and opportunities to connect.

EVENT MATERIALS

Presentations

The presentations used during the event by speakers, moderators and other participants (workshops, roundtables) are available on the event website (www.livingbitsandthings.com). The access to this material is available only for this year attendees and other registered users.

Video and photo material

A set of photos is available to public on the event website in the [Photo Gallery](#). For The second day of the event was also videotaped and together with the photos taken during the event some of it will be published on the web site. Other materials are available on special request to sponsoring partners.

A video is going to be available after the production is finished and will be published on the event web site as well.

Participants list

According to the GDPR the list of participants is not available for sharing and will not be distributed openly or in any other manner. According to privacy rules the organizer is not allowed to share individual information (contacts) without the consent of individuals. Particular contacts can be established and moderated by the organizer on a special request. The only list available is a list of organizations who attended the event and is anonymous.

MEDIA

The event was supported with the two featured media, Monitor Pro and Računalniške novice. Before the event there were three articles published in printed and on-line:

- *Trije razlogi zakaj umetna inteligenca v resnici ni za vaše podjetje;*
- *Zakaj imajo prav tisti, ki pravijo, da ne potrebujete digitalizacije?*
- *Tri komponente za digitalizacijo v malih in srednjih podjetjih.*

During the event Twitter and LinkedIn accounts of the Living bits and things community and organizer Tomaž Vidonja (3,200+ followers) were used for posting:

- LinkedIn account [“IoT – Internet of Things” group](#) with 5,000+ members;
- Twitter account “Living bits and things” @LBT_IoT with 500 followers.

On average the posts on the LinkedIn reached from few hundreds to 2,000 views, with many comments and resharings.

Tomaž Vidonja
 Founder/Mover, IoT "Living bits and things" community
 2w

The #AI session at the <https://lnkd.in/dkchEyc> 2019 is in full action ... and yes, #IoT is collecting data.

...see more

with Lana Balic Matijasevic

11 · 3 Comments

Like Comment Share

2,048 views of your post in the feed

Tomaž Vidonja
 Founder/Mover, IoT "Living bits and things" community
 2w

Alexander #Ericsson "It's all about real cases" 🙌👍
 Thank you for your excellent Keynote on #5G at the Living bits and things 2019.
<https://lnkd.in/ePw5syMatjaz> Ina Saša Metka Luka Matjaž Bostjan J ...see more

6

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Tomaž Vidonja
 Founder/Mover, IoT "Living bits and things" community
 2w

Klemen Peternel, CEO, Kalmia Ltd, opens the #Blockchain session at the 2019 www.livingbitsandthings.com

...see more

16 · 6 Comments

Like Comment Share

1,322 views of your post in the feed

Tomaž Vidonja
 Founder/Mover, IoT "Living bits and things" community
 2w

Good morning! Starting the 2nd day of <https://lnkd.in/dkchEyc>.

#IoT #IoT #5G #industry #AR #VR #transformation ...see more

26

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1,735 views of your post in the feed

ATTENDEES FEEDBACK

As a part of the post event activities the survey was implemented, which revealed that the LBT 2019 was for the attendees, speakers and guests a great success.

For 80% of the attendees **the overall value of the event** Living bits and things 2019 delivered to them and to their companies **was rated high**. More than **80% of the participants plan to attend also next year** and join the Living bits and things 2020.

The most **relevant and important topics** attendees want to hear more about are:

- IoT Technology
- Future trends
- Other digital technologies (AI, VR/AR, ...)
- Cyber security
- Industrial cases
- Case studies

Most preferred types of sessions attendees would like to see at the LBT are:

- The keynotes (by industry leaders, makers and shakers)
- Trends
- Industry sessions
- Workshops (on particular topics engaging the attendees)

Top reasons to attend:

- Networking and meeting new people
- Learning about new technologies
- Having fun and entertain
- Hear and learn about new products and solutions
- Promotion

CONCLUSION

The 2019 event

In its 9th edition the Living bits and things event has become a recognized event for business professionals responsible for digitalization. It connects companies, organizations, associations, and also applied researchers, public agencies and NGOs in a growing ecosystem.

It is particularly focused in helping companies and industries looking for information, knowledge and connections in IoT, AI, blockchain, VR/AR and other digital technologies in relation to the challenges in their respective vertical industries. They spread from Manufacturing, Logistics and Transportation, Mobility, Smart

cities and communities to Healthcare, Wellbeing, Sustainable development and Circular economy, Water, Waste and resource management in general.

Many of the companies are already active in the IoT and digitalization and they also work on particular products, solutions and services, but mostly are still trying to understand how to pragmatically use the IoT, AI, blockchain, VR/AR to reorganize their business and develop the digital advantage.

The 2020 event or What's next?

There is substantial interest for the Living bits and things 2020 event which is planned for 18-20 March 2020 in Portorož. These dates are more appropriate for such type of the events, compared to the late June.

The feedback received from the participants suggests keeping the Living bits and things activities in the region alive throughout the year not waiting a year to come together to a summit event. This indicates the IoT CEE community is alive. Yet it will also take some time to better connect and to grow stronger. The first suggestions for the LBT 2020 can be listed as:

- Keep IoT alive through smaller events, activities, IoT CEE community web site and personal interactions;
- Further expand the IoT to connect and rely on other digital technologies AI, blockchain, VR/AR, security and privacy, big data etc.,
- Keep focus on international best practices' exchange and problem-solving approach;
- Start working on pilots/demos and common project connecting companies, researchers and other stakeholders in solving particular local and regional challenges related to vertical industries (smart cities, smart factories & industry and smart health, care and wellbeing, circular economy, agri/food, smart mobility and others).
- Attract more attendees from the broader region, which dictates improved digital and social media activities during the year and not limited to the event only;
- Extend further the visibility of the IoT CEE community also with the help of the Living bits and things community members, attracting more from non-IT and non-tech businesses;
- Consider to implement a Code of Conduct for the event, such as the Berlin Code of Conduct (<https://berlincodeofconduct.org>) or similar;
- To establish a long-term strategic board for digitalization in Slovenia and connect it to international players and markets for quick learning, and efficient implementation.

The Living bits and things 2020 will be the 10th anniversary and as such it will further enhance the guests' experience, particularly in the way of participants networking and entertainment, as part of building stronger community.