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Get Your M2M Game On

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M2M moves information among machines and into the hands of people who can use it. M2M connects electric meters to power grids, vending machines to automated ordering software and mobile health apps to patient tracking systems. Abhi Ingle recently [posted](#) about three industries that will never be the same thanks to mobility and M2M – insurance, healthcare and energy – and about an automotive use [case](#) that has become a revenue machine.

Businesses are building out their back ends so that all the gears of mobility mesh smoothly through better user experiences and better use of the mountains of data that come from mobility.

In fact, it's getting hard not to be involved in [M2M](#), and your next chance to learn more about it will be at the 2013 AT&T Developer Summit, January 5-7, 2013, at the Palms Casino Resort in Las Vegas.

I'm working on the Enterprise track for the conference, and there's plenty of M2M in the schedule.

M2M Challenge at the AT&T Summit Hackathon

The weekend of January 5-6 is devoted to the Summit Hackathon, including a challenge for M2M application development. For two whole days, enterprise developers will have the run of Arduino boards, sensors, 3G network and the AT&T [M2M Application Platform](#) powered by Axeda. You can win \$10,000 in prize money for the best M2M application. Registration for the Hackathon is free, so whether you're a veteran or newbie, this is the best deal on an M2M playground you'll see for a long time.

Conference Sessions

On Monday, January 7, you'll find several sessions with an M2M flavor:

- In "AT&T – A One-Stop-Shop for Mobilizing the Enterprise," Chris Hill, senior vice president of Advanced Solutions, describes where you and your company can go with enterprise mobile technologies. Then Larry Wall, executive director of AT&T Mobility Solution Services, walks you through a video detailing a real-world mashup of four [enterprise mobility services](#) including M2M.
- M2M and mHealth Session examines the AT&T M2M Application Platform powered by Axeda and the

AT&T mHealth Platform. Eric Krauss, director of M2M Product Management for AT&T Advanced Mobility Solutions, will explain how to apply the M2M Platform to a wide variety of industries. AT&T's mHealth Platform will be covered by Ryan McQuaid, head of strategy and business development. Ryan will give an overview of challenges in this space, the importance of the user experience, as well as an application demonstration.

At our Connected Devices Panel we're pooling the talents and insights of four M2M experts:

- Kevin Holbrook from Axeda, Macario Namie from Jasper Wireless, along with Eric Krauss and Larry Wall from AT&T will discuss the kinds of problems M2M can solve and the things you need to make it work.

Sponsor and AT&T Expo

Also on Monday in the expo area, you'll be able to see demos of our partners' products, including AT&T's M2M technologies for the enterprise. From 10:30 a.m. to 5:30 p.m. we'll have experts on hand to discuss details about the business scenario video and mashup that is showcased in the first session of the Enterprise Track. The will also review other M2M sessions going on throughout the day. Get your questions answered and build connections to the people who work around M2M all the time.

And right after the summit, stick around for CES, where you'll have even more opportunities to learn about connected cars, mobile health, and other smart devices.

Kick off your 2013 by getting your fill of M2M, and take all this expertise back to the office with you. It's your chance to get immersed in the software and hardware that are going to make waves for a long time to come.

How is M2M affecting your job? Let us know in the comments below.