LonMark **Sessions** | 2007

Promoting Energy Efficient Open Control Networks

Global Educational
Seminar Tour &
Professional Certification
Testing Program

- **Optimizing building performance**
- **Energy savings**
- **Leveraging IT infrastructure**
- **Reducing maintenance costs**
- **Increasing equipment life**
- **Improving workplace comfort**

LonMark® Sessions

Free Seminar

Earn LonMark CPD Credits!

Part of the LonMark Education Initiative
www.lonmark.org

LonMark Sessions 2007

Across the globe, the automation and controls industry is transitioning from proprietary architectures to more flexible open systems that are revolutionizing the way devices run buildings, factories, homes and transportation systems. Today, LonMark® open systems have emerged as the leading global, cross-platform solution for networking everyday devices.

LonMark Sessions 2007 will highlight the advancements of LonMark open systems and show how they are being used today to create multi-vendor, interoperable systems that are low cost to install, flexible and easily scalable to meet changing demands. It will also demonstrate the value of LonMark certified products and professionals in the market place.

LonMark Sessions 2007 is coming to you, with one-day seminars in 60 cities around the world. All seminars will provide quality information and experience from leading market professionals in a comfortable setting. The seminars will consist of educational presentations, case studies and an interoperable technology demonstration.

The Tour is part of the LonMark Connection Initiative, a global educational program that aims to help the controls and automation industries continue the transition from proprietary to open, integrated systems.

The seminars will focus on
- Energy savings
- Improving efficiencies through system integration
- Maintenance, operating, and training cost reductions
- Leverage IT infrastructure
- Case studies and market trends
- And much more…

Co-located with the seminars, LonMark is offering Professional Certification Testing (www.lonmark.org/testing). The LonMark Certification Testing Program is a natural extension of the multiple requests from the industry to establish a competent, qualified team of professionals worldwide with the same standards of excellence.

Who Should Attend

This free seminar is specifically designed to help anyone considering or using open systems in their business. Whether you install, maintain or use open systems, this seminar will help you perform your job better. A team of industry experts will provide valuable insight for people in the following disciplines:

- Building Owners
- Building Managers
- Building Engineers
- Architects
- Planners and Specifiers
- Chief Information Officers / IT Professionals
- Environment / Energy Managers
- Enterprise Stakeholders
- Consulting Engineers
- Integrators
- Product Vendors
- System Suppliers

Learning Objectives

- Determine if an open system is right for you
- Understand open systems alternatives – avoiding the traps!
- Reduce the risk though smart planning
- Overview of an open systems specification and the specification enforcement value
- Standardize on an open communication infrastructure between systems and build future-proof designs
- Understand strategies to reduce energy and maintenance costs
- Keys for improving system performance
- Leverage legacy systems through integration
- Leverage IP infrastructure and convergence with IT
- Integrate multiple sub-systems into a common front-end
- Benefits of data collection, reporting, monitoring and control at the enterprise level
- Manage the competitive bid process
- Network with vendors, contractors, and industry experts

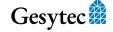# LonMark Sessions Sponsors

Diamond Sponsors

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Other Sponsors

Seminar Content

LON 101
– Basic terminology and definitions
– Simple system architecture overview
– Control system functionality and features

The Value of Integrated, Open Systems
– What is an integrated open system
– What is not an integrated open system
– Why choose LON
– Market size and scope
– Market trends
– Product sourcing, availability, breadth of application areas

The ROI of Integrated, Open Systems
– Energy conservation through integration
– Sample applications and success stories
– LEEDS, Green Buildings, BREEAM compliance
– Maintenance, operating, and training cost reductions
– Short term vs. Long term investment

System Architectures
– A complete system, not just an open protocol
– LonMark System Definition
– Simple systems
– Complex systems
– Master planning
– Infrastructure planning

The 10 Questions to Open Systems
– 10 simple concepts to ensure a system is open
– Open Systems Checklist
– Keeping it simple; fundamental concepts

System Specification Process
– Writing an open spec
– Enforcing an open spec
– Leveraging an open spec
– Tools and resources
– Specification check list

Reference Projects
– Major projects
– Leverage successes
– Value proposition for owners and operators

LonMark Direction and Opportunities
– Certification of products
– Certified Professional and Installer
– Integrator Certification
– Training

Getting Started
– Available Resources
– Tools
– Training programs
– Networking with others

End User Perspective
– Risk issues
– Starting small, but building scalable systems
– Market size, strength, and successes

Open Systems Migration Plan
– Legacy system interfacing
– Closed => Open issues
– Cost issues – Now and Later

Enterprise Connectivity
– LON -> LAN -> WAN
– One system, multiple protocols
– GUI features and examples
– oBIX and IP-852 – leading to a full, scalable system
– Remote enterprise-level connectivity

Selling Open Systems
– Simple arguments
– The facts and the truth
– Handling objections
– Industry modeling

Live Demonstration of Interoperable System
– Web-based
– Local devices "connected" to remote location
– Interaction of subsystem components
– Putting it all together
– Vendor product highlights
– User interface highlights

Sponsorship Opportunities

LonMark Sessions 2007 has several sponsorship levels to suit your business needs. If you are interested in sponsoring these important events, please contact us by email at: lonmark@tema.de
or by phone at: +49 241 88970-0.

Seminar Schedule*

9:00am
Registration

9:30am
Seminar begins

11:00am
Coffee break
Visit exhibition

12:30pm
Lunch
Visit exhibition

3:00pm
Coffee break
Visit exhibition

5:00pm
Seminar closes
Visit exhibition

*subject to change

Registration Form

Need help controlling your facility, energy, and maintenance costs? Attend a free seminar at a location near you. Register today!

Registering is easy with the following options:

1. Internet www.lonmark.org/sessions
2. Fax +49 241 88970-42
3. Phone +49 241 88970-0
4. Mail Send this form to:
TEMA Technologie Marketing AG, Theaterstr. 74, 52062 Aachen, Germany
5. E-mail Submit the information on this form to: lonmark@tema.de

First Name: _____

Last Name: _____

Company: _____

Title: _____

Address 1: _____

Address 2: _____

City: _____ State:_____ Zip/Postal Code:_____

Country: _____

Telephone: _____

Fax: _____

E-mail: _____

Specify your desired seminar location and fill-in all contact info.

Tallin, Estonia, 24/4

Riga, Latvia, 26/4

Prague, Czech Rep., 3/5

Budapest, Hungary, 8/5

Ljubljana, Slovenia, 10/5

Milan, Italy, 15/5

London, UK, 12/6

Manchester, UK, 14/6

Krakow, Poland, 6/9

Moscow, Russia, 11/9

Kiev, Ukraine, 13/9

Dubai, U.A.E., 18/9

Abu Dhabi, U.A.E., 20/9

Einhoven, Netherlands, 25/9

Frankfurt, Germany, 27/9

Madrid, Spain, 2/10

Barcelona, Spain, 4/10

Geneva, Switzerland, 9/10

Zurich, Switzerland, 11/10