

**“From RFID to Smart Dust: The Expanding Market for Wireless Sensor Technologies”  
Hosted by the U.S. Department of Commerce  
April 1, 2004**

Program:

8:00 AM Registration and Demo Area Opens

9:00-9:15 Opening Remarks by **Mario W. Cardullo**, Counselor for Technology and Entrepreneurism,  
Office of the Under Secretary, International Trade Administration

9:15-11:00 Panel 1: The Market and Uses for Sensor Technologies

Moderators:

**Michael D. Gallagher**, Acting Assistant Secretary of Commerce for Communications and Information

**Kevin J. Martin**, Commissioner, Federal Communications Commission

**Benjamin H. Wu**, Deputy Under Secretary for Technology

Panelists:

**Jon Brendsel**, Director, EPC Network Services, VeriSign

**Lyle Ginsburg**, Managing Partner, Products Operating Group, Accenture

**Ralph M. Kling**, Principal Researcher, Intel

**Ron Moser**, Strategic Applications Analyst for RFID, Wal-Mart Stores, Inc.

**Thomas M. McAuliffe**, Vice President, Strategy & Business Development, Secure Asset Solutions,  
Motorola

**Robert Poor**, Chief Technology Officer, Ember

**Piyush Sodha**, President & CEO, Matrics, Inc.

**Stewart Verdery**, Assistant Secretary for Border & Transportation Security Policy and Planning,  
U.S. Department of Homeland Security

11:00 - 11:30 Break

11:30 –1:15 Panel 2: Policy Issues Related to Sensor Technologies

Moderators:

**Jon W. Dudas**, Acting Under Secretary for Intellectual Property and Director of the  
U.S. Patent & Trademark Office

**Michael D. Gallagher**, Acting Assistant Secretary of Commerce for Communications and Information

**Elizabeth Prostic**, Chief Privacy Officer, U.S. Department of Commerce

Panelists:

**Paula Bruening**, Staff Counsel, Center for Democracy and Technology

**Sandra R. Hughes**, Chief Privacy Officer, Procter & Gamble

**Ari Juels**, Principal Research Scientist, RSA Laboratories

**Elliot Maxwell**, Fellow, Center for the Study of American Government, Johns Hopkins University

**Paul Moskowitz**, Research Staff Member, IBM Watson Research Center

**Ravi Rajapakse**, Chief Technology Officer, Savi Technologies

**Steven J. Winter**, Senior Vice President, Global Service and Intellectual Property,  
Intermec Technologies Corporation

**Badri A. Younes**, Director, Spectrum Management, U.S. Department of Defense

1:15 Close

