

MFi Technology Summit 2014

Event Information and Agenda

Dates: November 12-14, 2014

Location: Sheraton Shenzhen Futian Hotel (6th floor) in Shenzhen, China

Attendance

Who is eligible to attend?

To attend the MFi Tech Summit, you must:

- Be an employee of a company with a valid, executed MFi License or iBeacon License for the duration of the event.
- Be a Contact in the MFi Portal or iBeacon Portal who has received registration confirmation by e-mail from Apple.

How do I know which sessions I am registered for?

Click “Register” in the left menu bar of the Portal to view your “Registration Summary” page. This page shows your registration status for the keynote presentations and indicates which Open Lab session and/or technical break-out session(s) you are registered for, if any.

At the Event

When can I get my badge?

You may pick up your badge on-site from 8 am–9:45 am on Wednesday, November 12. **To expedite badge pick-up, please print your “Registration Summary” page from the Portal and bring it with you to the event.** To access this page, log in to the MFi Portal or iBeacon Portal and click “Register” in the left menu bar.

The lines will be organized by group letter. Your group letter is the first letter of your badge pick-up number shown on your “Registration Summary” page. Attendees will be required to present government-issued photo identification before obtaining a badge and being admitted to the event. The name on your photo ID must exactly match the “Full name on your photo ID” field on your “Registration Summary” page.

Can I share my badge with another person at my company or transfer my badge to another person?

Each badge will be specific to an individual and a company. Badges may not be shared or transferred. You must wear your badge at all times during the event. If requested by security or staff, please display or provide additional identification if required.

Will Tech Summit sessions be translated?

Keynote presentations will be conducted in English and offered via simultaneous translation in Mandarin. Technical break-out sessions will be conducted in English. Discussions conducted in the

“MFi Program Administration” section of the Open Lab sessions may be conducted in Mandarin, depending on the availability of Mandarin-speaking Apple staff. Mandarin-speaking staff will be wearing a red staff T-shirt for easy identification.

May I photograph or record sessions?

No. Content provided at the Tech Summit is subject to the terms and conditions of your MFi or iBeacon License. Taking photographs, recording video/audio, live blogging or re-broadcasting during any of the Tech Summit sessions is expressly prohibited.

Will the content presented at the Tech Summit be available to Licensees after the event?

We do not have plans at this time to make the content available after the event.

How can my company meet with an Apple engineer or MFi Licensing team member during the event?

Your confirmed Open Lab session, as shown on your “Registration Summary” page, will enable one-on-one discussions with Apple engineers and MFi Licensing team members. Please do not bring unreleased products to the Open Lab.

Will a wait list line be available to attend a technical break-out session?

If you would like to attend a break-out session for which you have not already registered, you may wait in the designated “wait list” line up to 15 minutes before the start of the session you would like to attend. If space becomes available, seats for attendees in the wait list line will be granted on a first-come, first-served basis.

Event Agenda

Wednesday, November 12

8 am – 9:45 am	On-site badge pick-up
10 am – 11:30 am	MFi keynote presentations <i>Seating will begin at 9:30 am.</i>
11:30 am - 1 pm	Lunch break <i>As lunch service will <u>not</u> be provided, please plan accordingly.</i>
1 pm – 5 pm	<i>Open Lab session</i> <ul style="list-style-type: none">▪ Engineering▪ Self-Certification▪ MFi Program Administration
1 pm – 5 pm	<i>Technical break-out sessions</i> <i>You must be seated in the room at least 5 minutes before the start time of the session you registered for.</i> <ul style="list-style-type: none">▪ Advanced MFi Accessory Development (1–1:45 pm)▪ Developing HomeKit Solutions (2–2:45 pm)▪ Introduction to iBeacon (3–3:45 pm)▪ Designing MFi Accessory Software (4–4:45 pm)
2 pm – 6 pm	MFi and iBeacon technology provider booths

Thursday, November 13

9 am – 12 pm	<i>Open Lab session</i> <ul style="list-style-type: none">▪ Engineering▪ Self-Certification▪ MFi Program Administration
9 am – 4 pm	<i>Technical break-out sessions</i> <i>You must be seated in the room at least 5 minutes before the start time of the session you registered for.</i> <ul style="list-style-type: none">▪ Advanced MFi Accessory Development (9–9:45 am)▪ Developing HomeKit Solutions (10–10:45 am)▪ Introduction to iBeacon (11–11:45 pm)▪ Designing MFi Accessory Software (1–1:45 pm)▪ Best Practices for Case Design (2–2:45 pm)▪ MFi Portal Management (3–3:45 pm)
9 am – 5 pm	MFi and iBeacon technology provider booths
1 pm – 5 pm	<i>Open Lab session</i> <ul style="list-style-type: none">▪ Engineering▪ Self-Certification▪ MFi Program Administration

Friday, November 14

9 am – 12 pm	<i>Open Lab session</i> <ul style="list-style-type: none">▪ Engineering▪ Self-Certification▪ MFi Program Administration
9 am – 12 pm	<i>Technical break-out sessions</i> <i>You must be seated in the room at least 5 minutes before the start time of the session you registered for.</i> <ul style="list-style-type: none">▪ Developing HomeKit Solutions (9–9:45 am)▪ Best Practices for Case Design (10–10:45 am)▪ MFi Portal Management (11–11:45 am)
9 am – 12 pm	MFi and iBeacon technology provider booths

Note: Apple may add, substitute, change, or cancel sessions, and/or vary programs, venues or event times, without notice or liability. You voluntarily assume all risk incidental to attending the MFi Technology Summit, whether occurring prior to, during or subsequent to the MFi Technology Summit, and Apple will not be liable for any resulting harm, including personal injury, loss, damage or any other liability.