



**The Tenth Annual Digital Money Forum**  
**sponsored by Visa Europe**  
 with support from **ACI Worldwide, StoLPaN & Hasbro**  
**The Tower of London, 28th/29th March 2007**



	Wednesday 28th	Thursday 29th
09:00	Introduction: <i>Technology and money</i> Dave Birch. Director, CHYP.	Introduction: <i>What has changed?</i> Dave Birch. Director, CHYP.
	<b>The Big Picture</b> Chairman: James Elwes, Editor, <i>Financial World</i>	<b>The Next Decade</b> Chairman: Andrew Freeman, McKinsey
09:15	<i>Understanding technology and change</i> Prof. David Edgerton, author of <i>The Shock of the Old: Technology in Global History since 1900</i> and one of Britain's leading historians.	<i>Complementary currencies and the Chiemgauer project</i> Prof. Dr. Margrit Kennedy, MonNetA, Germany
10:00	<i>The big change in European payments: SEPA</i> Doug West, Payment Systems Europe SEPArchitects Co-ordinators	<i>Managing a virtual economy</i> Gene Yoon, VP International Second Life, USA
10:45	Coffee	
11:15	Expert Panel: <i>Evolution of Money Technology</i>  Jack Selby, Clarium Capital, USA Tim Jones, CSFI Andy Brown, ACI Worldwide Anoop Ubhey, Frost & Sullivan	Expert Panel: <i>The Half-Life of Cash</i>  Omar Rifaat, Visa Europe Neil McEvoy, CHYP Dominic Peachey, FSA Leo van Hove, Free University of Brussels
12:30	Lunch	
	<b>Disruptive Technology</b> Chairman Rory Cellan-Jones, BBC Business Correspondent and author of <i>dot bomb</i> .	<b>The New New Thing</b> Chairman William Long, Sidley & Austin Editor, <i>E-Finance &amp; Payments Law &amp; Policy</i>
14:00	<i>The NFC Technology Roadmap</i> Steffen Steinmeier, Global Business Development Manager, NXP, Germany	<i>Physical: Rolling out Prepaid Cards in the UK</i> Russell Atkinson, Blackhawk
14:30	<i>NFC and the Handset</i> Nick Mirza, Nokia, Switzerland	<i>Mobile: Review of NFC pilot project</i> Mary Carol Harris, O2
15:00	<i>Legal Issues around the NFC Value Network</i> Emese Sztasi, Baker McKenzie StoLPaN consortium, Hungary	<i>Internet: Open Source Digital Money</i> Rachel Willmer, FDM
15:30	Coffee	
16:00	A guided tour of Tower of London museum together with a quiz (with non-digital prizes) sponsored by <b>ACI Worldwide</b> .	Expert Panel: <i>Building Business Cases</i>  Richard Clark, CHYP Susie Lonie, Vodafone / Safaricom, Kenya Tony Surrridge, Chairman, Visa UK Samee Zafar, Edgar Dunn
17:30– 18:30	<b>Electronic Banking Monopoly™</b> A charity tournament with the kind support of <b>Hasbro</b> . Prizes for the winners!	<b>End of 2007 Forum.</b>

Thanks to the generosity of our sponsors, the Digital Money Forum costs only £445 + VAT (including £25 entry fee for charity tournament). Register online at [www.digitalmoneyforum.com](http://www.digitalmoneyforum.com) now!



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When King Alfred re-founded London in 886, it was the home of one of about 30 mints in England. By the time of Ethelred II (978-1016) there were more than 70 mints in towns across England, including Guildford. The earliest known Guildford coin was struck by the moneyer Aelfweard in the reign of Edward the Martyr (975-979), the last by Seric under William II (1087-1100). The London moneyers moved all their mints to the Tower of London in the thirteenth century and the London mint obtained the royal monopoly in the sixteenth century. In 1811 the mint moved out of the Tower to a new factory on Tower Hill and then in 1967 to the current site in Wales.

Day One	Day Two
<p><b>The Big Picture.</b> Presentations and panels looking at the state of digital money around the world. What's going on in banking, retail, transport, telecoms, sports and other sectors that can inform the debate? And what are the key lessons learned so far from operational e-payments using EMV, mass transit purses other schemes.</p>	<p><b>Next Decade.</b> Presentations and panels, including speakers from previous Forums, discussing the next ten years' of digital money evolution and taking another look at the issue of cashlessness. Are technologies such as NFC bringing us closer to a cashless society? Is the next wave learning from the last wave?</p>
<p><b>Disruptive Technology.</b> A decade ago it was smart cards. Today it is contactless chips, mobile phones and especially near-field communications (NFC). Technology is once again going to reshape retail electronic payments: but will new people make money in the same ways, or will the same people make money in new ways?</p>	<p><b>The New New Thing.</b> A series of presentations covering some new digital money technologies that are actually up and running: no Powerpoint simulations, just working systems that might provide experience and clues that are valuable in considering where digital money might go next.</p>

With only six months to go before the roll out of contactless payment cards in London, the Tower of London will be the centre of heated debate around the benefits of contactless payments, the opportunities they present to retailers and their evolution into mobile, NFC-enabled payments. You will have the opportunity to debate such topics with the world's leading global experts in these fields. Alternatively you can use the sessions to refine and/or verify the strategy you are currently developing for your organisation in the light of new ideas from the real and virtual worlds. To mark the tenth anniversary of this event, the Digital Money Forum includes a series of panels taking the long view and looking forward to questions such as "Is cashlessness really on the horizon?", "Why have mobile payments failed in the past" and "Can we learn by these mistakes to ensure that NFC-enabled payments and ticketing succeed?" With this in mind, the keynote address will be given by Professor David Edgerton. David is one of Britain's leading historians, and has challenged conventional analysis of technology history for 20 years. Currently the Hans Rausing Professor at Imperial College London, he writes for the broadsheet press and is a regular on television and radio. All delegates to this year's Digital Money Forum will be receiving a copy of his latest book "The Shock of the Old: Technology in Global History since 1900" as well as "The Digital Money Reader 2007", book of posts from the Digital Money Forum blog over the past 12 months.

**This event has been made possible by the generosity of**






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The Digital Money Forum is a not-for-profit event that supports a variety of charities. Last year these were the Pond



Meadow School for children with severe disabilities and the Disability Challenge Day Centre for disabled children.

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The annual Digital Money Forum is organised by Consult Hyperion, the IT consultancy that specialises in secure electronic transactions, ranging from retail e-payments and online authentication to electronic borders and mass transit.

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