



**Keynote Speakers to Address What's Next for Earth, Space, and Technology at
2019 Sensors Expo & Conference co-located with Inaugural Embedded Technologies Expo &
Conference**

Presentations will highlight the role of sensors in building NASA's James Webb Space Telescope and what the future of 5G means for IoT

Framingham, MA – May XX, 2019 – [Sensors Expo & Conference](#) (#Sensors19) and [Embedded Technologies Expo & Conference](#) (#EmbTech19) today announced the details of the two keynote sessions that will anchor the co-located events this June. The first keynote session on June 26th will feature Allison Barto, a well-regarded astronomical instrumentation engineer from Ball Aerospace and fellow of the International Society for Optics and Photonics (SPIE). Allison will detail the role of sensors in building what is anticipated to be the world's largest, most powerful, and most complex space telescope ever built – NASA's James Webb Space Telescope. The following day, Gerardo Giaretta, Head of Industry 4.0 at Qualcomm Technologies, Inc., will bring attendees back to earth and detail the vision and opportunity for 5G. His keynote will highlight how a unified connectivity fabric will connect virtually everything around us including machines, objects, and devices and how it will impact edge processing, robotics, and more. For further information on these keynote sessions or to register for the event, please visit www.sensorexpo.com/keynotes.

Keynote #1: Wednesday, June 26 at 9:15 a.m. – “Engineering Discovery: Building NASA's James Webb Space Telescope”

For the past 20 years, engineers and scientists across the globe have been working on a truly audacious next-generation space observatory. When launched, the James Webb Space Telescope will be the largest, most powerful, and most complex space telescope ever built. During her keynote session, Barto will share how astronomers' questions shaped the telescope design, specifically the precision and accuracy required of the telescope and the active sensing and control system in order to perform the ground-breaking science of the Webb mission during in-space operations and on the challenges of building and testing the telescope on Earth prior to launch. Further technology advances in performance, metrology, sensing, and control that will be required for future generations of space telescopes beyond Webb will also be discussed.

Keynote Presenter: Allison Barto

During her 20-year career at Ball, Barto has also contributed to the Hubble Space Telescope science instruments, the Large Synoptic Survey Telescope, several Earth-observing missions, and is currently looking to the future of space telescopes through involvement with multiple study teams to develop next-generation concepts and technologies. Prior to joining Ball, Barto conducted research in General Relativity at NASA's Jet Propulsion Laboratory.

Keynote #2: Thursday, June 27 at 9:15 a.m. – “What Does 5G Mean for IoT?”

5G will elevate the mobile network to not only interconnect people, but also interconnect and control machines, objects, and devices. At the bleeding edge of technology innovation, the vision for 5G is a unified connectivity fabric that will connect virtually everything around us. LTE IoT— enhanced machine

type communication (eMTC) and narrowband IoT (NB-IoT) — will be the initial 5G massive IoT solution that will connect a wide range of low-complexity IoT devices. Attendees will learn what they can do to take advantage today in terms of compute, multi-connectivity, edge processing, LTE IoT, robotics platform, private LTE networks, and how to evolve on the roadmap to 5G.

Keynote Presenter: Gerardo Giaretta

With 55 patents to his name, Giaretta is Sr. Director of Product Management and Head of Industry 4.0 at Qualcomm Technologies, Inc. He joined Qualcomm in 2007 and has since covered different roles in research, system design, standardization and product management. Most recently, he was the product manager of Qualcomm SDX50, the first worldwide 5G modem chipset. Before joining Qualcomm Gerardo was part of the standardization team for Telecom Italia.

To register for Sensors Expo & Conference, visit www.sensorexpo.com/register. For the latest show updates, join our [email list](#) or follow us on social channels [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#) (#Sensors19).

To register for Embedded Technologies Expo & Conference, visit www.embeddedtechconf.com/register.

About Sensors Expo & Conference and Embedded Technologies Expo & Conference

Sensors Expo & Conference is widely known as one of the world's largest event dedicated to sensors, connectivity, and IoT. Sensors Expo is co-located with the inaugural Embedded Technologies Expo & Conference, the largest embedded and IoT market in North America and is the only event focused on what is most important to designers and implementers – education and training.

About Questex LLC

These events are produced and managed by Questex LLC, headquartered in NYC. At Questex, we are passionate about driving business outcomes. We connect buyers and sellers and help both achieve their goals. We are online, on devices and live with experiential engagements. We understand the buyer's behavior and evolving needs and connect them with the seller through continual touchpoints. From discovery through purchase and purchase through advocacy, we supply unmatched access, insight, engagement and turnkey solutions all in one place.

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