



**AMERICAS**  
**APPFORUM 2017**  
 MAY 9-11 | LAS VEGAS, USA

## Session Schedule and Details

5/9/2017	Session			
1:00 PM	Welcome to APPFORUM Americas In the Celebrity 1 Ballroom			
1:15 PM	<a href="#">Keynote: The Connected Enterprise – Jack Weixel, Google</a>			
2:00 PM	<a href="#">Keynote: Visionary Visibility – Tom Bianculli, Zebra</a>			
2:45 PM	Snack Break			
3:15 PM	<a href="#">Evolving to Android – Brandon Black, Ivanti</a>			
4:00 PM	CIO Panel Discussions			
5:00 PM	<b>Celebrity</b> <a href="#">Retail Use Cases and Pain Points</a>	<b>Wilshire B</b> <a href="#">Better Patient Care and New Technologies</a>	<b>Sunset 1</b> <a href="#">Manufacturing 4.0</a>	<b>Wilshire A</b> <a href="#">Opportunities in Warehouse, Fleet &amp; Delivery</a>
6:00 PM	Opening Reception			

## 5/10/2017 Sessions

7:00 AM Women In Technology Breakfast

7:30 AM Breakfast

8:30 AM [Keynote: Evolution of Mobility – Kerry Ogata, Microsoft](#)

9:30 AM Zebra Technology Roadmap – Zebra

10:15 AM [Next Generation Printing for Android Developers – Lee Patty, NiceLabel](#)

10:45 AM Coffee Break

### Wilshire A

### Wilshire B

### Sunset 1

### Sunset 2

11:15 AM [Bringing Maps to Apps with Jibestream](#) [Solving the Challenges of Mobile Database Synchronization by HandApps](#) [Power Mobile Printing with BarTender Print Portal by Seagull Scientific](#) [The Case for GMS in Enterprise](#)

12:00 PM [Sensor Based Integration with Xamarin and Android by Problem Solutions](#) Migrating from WinMobile to Android [Advanced Staging with StageNow](#) [Feeding the Finance Bill](#)

12:30 PM Lunch – Network with Zebra Sponsors

1:30 PM [SPANISH: How to increase the reach of your application](#) [Android Security: Defense in Depth](#) [How IoT is Changing the Enterprise Workspace](#) [Real-Time Insights from Cloud Applications by SAP](#)

2:30 PM [Enterprise Mobile Security Life Cycle](#) [Beyond Location](#) [State of Mobile: Trends to Integrate Now by Flurry Analytics](#)

3:30 PM Snack Break

4:00 PM [Enabling Proximity in Android Applications Nearby by Google](#) [Barcode Scanning Options Demystified](#) [All-Touch TE: Setting the Pace for Android Migration by Ivanti](#) [Android Enterprise Features](#)

5:00 pm [Using our Scanner SDK to Unlock Business](#) [Taking Our SDK's Vertical](#) [Android Alphabet Soup](#) [Stability, Analytics and Deployment by Google](#)

7:00 PM Game Night at the Beer Park



## 5/11/2017 Sessions

8:00 AM	Breakfast			
	<b>Wilshire A</b>	<b>Wilshire B</b>	<b>Sunset 1</b>	<b>Sunset 2</b>
9:00 AM	<a href="#">Just Aim and Optimize with Simulscan 2.0</a>	<a href="#">Xamarin Forms in the Enterprise by Eight-Bot</a>	<a href="#">SPANISH: Link It Up with Link OS</a>	<a href="#">EMDK and DataWedge Updates</a>
10:00 AM	<a href="#">Web Printing</a>	<a href="#">User Experience for Enterprise Applications</a>	<a href="#">SPANISH: Enterprise Browser: What is it and how to make use of it?</a>	Feedback Forum : Enhancing Developer Tools
11:00 AM	<a href="#">Link It Up with Link OS</a>	<a href="#">Building EMDK For Xamarin Applications</a>	<a href="#">iRead with RFD8500</a>	<a href="#">Enterprise Browser Tips and Tricks</a>

## 5/10/2017 [Demo Area](#)

## [Mini-Hack Area](#)

10:45 AM	<b>StayLinked</b> - Accelerate the Migration to Android devices	Mini-Hack: Scanner integration
11:15 AM	Enterprise Solution Showcase	Mini-Hack: Scanner integration
12:00 PM	Enterprise Solution Showcase	Engineering Tools Review
1:30 PM	Locking Down Your Enterprise Device	A Card Printer Mobile Solution Demo
2:00 PM	Locking Down Your Enterprise Device	A Card Printer Mobile Solution Demo
2:30 PM	Locking Down Your Enterprise Device	Mini-Hack: Printing with Xamarin
3:00 PM	<b>StayLinked</b> - Accelerate the Migration to Android devices	Mini-Hack: Browser Print
3:30 PM	<b>StayLinked</b> - Accelerate the Migration to Android devices	Mini-Hack: Printing with Xamarin
4:00 PM	Mobile Computing Location Compliance	Mini-Hack: Browser Print
4:30 PM	Enterprise Android Application in 15 minutes	Engineering Tools Review
5:00 PM	Mobile Computing Location Compliance	EAI Demos
5:30 PM	Enterprise Android Application in 15 minutes	EAI Demos



# Keynotes

## **The Connected Enterprise - Google Keynote**

Sitting on the Android platform, partners can connect the enterprise through endless opportunities. By leveraging the Cloud and the Android platform together, partners can develop solutions that enable businesses to deliver compelling user experiences, and both better understand, and better serve their customers. Satisfied customers translate into a healthier bottom line.

*Speaker: Jack Weixel – Head of Business Development, Global OEMs, Google Enterprise, Android Team, Google*

## **Evolution of Mobility - Microsoft Keynote**

Mobility is a key part of Microsoft's mission to empower every person and every organization on the planet to achieve more. More than 400 million devices are running Windows 10 in 192 countries across the world. (That's nearly every country on the planet). Windows 10 IoT Mobile is the version for Rugged Handheld Computers like the Zebra TC7x. It shares the enterprise grade security, manageability, and application model with the rest of the Windows 10 family. The IoT Mobile edition also offers capabilities such as ARM support, multiple user profiles, and advanced lockdown to enable scenarios across retail, healthcare, manufacturing, and other vertical industries.

*Speaker: Kerry Ogata –Senior Account Executive, Microsoft*

## **Where Will Visionary Visibility Take You? – Zebra Keynote**

Zebra CTO, Tom Bianculli will show how to Sense, Analyze, and Act bringing Visionary Visibility to your operations and customers.

*Speaker: Tom Bianculli – CTO, Zebra Technologies*

## **CIO Panel Discussion**

Join us for a discussion between leading customers from some of Zebra's key verticals.

*Moderator: Jeff Schmitz – CMO, Zebra Technologies*



# Tech Leaders

Tech Leaders are in the business of driving efficiencies in their business. This includes CIO's, CTO's, IT Leaders, and System Architects.

## Tech Leader Sessions

You'll explore industry trends with industry leaders, forecast future technology and operations, and simplify and speed up deployment into the Enterprise.

### **Evolving to Android**

With Microsoft® Windows Mobile and CE operating systems end of life fast approaching, everyone needs to have a rock-solid plan on how they are going to get where they need to be. There are several options, some very revolutionary while others are evolutionary. This talk will discuss the alternatives along with the benefits and challenges each one brings to the table. Join us to learn:

- Options to move your current systems to where you need to be
- The benefits and pitfalls for each of the options
- Information and guidance to use to help make your way

*Tags: Analytics, Security, Android Development Solutions*

*Speaker: Brandon Black – Director of Worldwide Systems & Solutions, Ivanti formerly Wavelink*

### **Next Generation Printing for Android Developers**

The NiceLabel label management system changes the game for printing from mobile computers. Attend this session to learn how to rapidly create and print labels from your Android applications. Design labels, manage them in a web-based document management system and print from Android applications. Add next generation printing capabilities to your mobile applications and offer your customers agility and simplicity they previously didn't have. With NiceLabel you can enable them to empower business users to make label changes in seconds and instantly roll them out across all their stationary and mobile printers.

*TAGS: Printing*

*Speaker: Lee Patty - VP and General Manager, NiceLabel Americas*

### **Seeking the Right Solution: How IoT is changing the Enterprise Workspace**

The Internet of Things is challenging traditional business models across every industry. Smart and connected devices and solutions, are generating an incredible amount of data and information, leading enterprises to ask the question – “How can we drive value from this information?” This session will outline the Enterprise Asset Intelligence framework and how organizations, developers and partners can develop new solutions gaining new insight and intelligence to transform workflow and productivity.

*TAGS: Enterprise/Industrial IoT, Next-Gen Technology, Analytics*

*Speaker: Adebayo Onigbanjo – Director of Marketing for Enterprise Intelligence Software, Zebra Technologies*



## **State of Mobile: Trends to Integrate Now**

In this session, Toby Vogels, Developer Evangelist at Flurry Analytics, will share findings from Flurry's State of Mobile Report to offer insights on how business leaders, marketers and developers can stand out in the crowd and increase market share. Leveraging data from more than 940,000 applications, across 2.1 billion devices, in 3.2 trillion sessions, Toby will dive into the following topics:

- Which app categories are driving the most engagement and which ones are losing steam
- What areas to invest in and what to develop for optimized app and business growth
- Predictions for the future of mobile.

*TAGS: Analytics, Go to Market*

*Speaker: Toby Vogels – Developer Evangelist, Flurry Analytics*

## **This Little App Went to Market (SPANISH)**

Learn how to expand sales in Latin America by using your existing network, as well as how to look outside and expand sales via our partner and other ISV network. The plan entails the right marketing message and how to ensure you open the door to the next opportunity. This session will be presented in Spanish.

Estaremos hablando de cómo expandir las ventas en Latinoamérica usando su red existente, y cómo buscar afuera y expandir las ventas a través de nuestro socios y otra red de ISVs. El plan implica el mensaje de marketing adecuado y cómo asegurarse de abrir la puerta a la próxima oportunidad.

*TAGS: Go to Market*

*Speaker: Scott Reyes – Senior Account Manager for Latin America, Zebra Technologies*

## **Beyond Location: Leveraging Enterprise IoT To Achieve Breakthrough**

The first question most senior executives ask in a crisis is “WHERE”? Where is the problem? Where is it headed? Where are the people who are qualified to help us? The location of an enterprise “thing”, is key to Enterprise IoT architecture. It is vital that “things” be able to sense and communicate their geographic position. Location becomes the foundation for anything connected to the Internet. It provides context. But it can also create data silos, as vendors force proprietary sensors and non-standardized data formats on the CIO/CTO decision maker. Zebra MotionWorks Enterprise brings together all sensor types across all data formats, enabling you to organize and track all of your internet-connected assets. Location is just the beginning. State, history, temperature, acceleration, and countless other metrics, are readily searchable, enabling greater breakthrough for Enterprise objectives.

*TAGS: Enterprise Asset Intelligence Case Studies, Enterprise/Industrial IoT*

*Speaker: Carl Mower- VP of Engineering, Zebra Technologies*



## **Android Security - Defense in Depth**

Application and device security lay at the heart of any Enterprise solution and to secure your deployment against the full variety of threats, Zebra has adopted a multi-layered approach to Android security. This session will describe how Zebra's multi-layered security approach offers the best protection and the security advantages of using Zebra devices.

*TAGS: Security*

*Speaker: Chuck Bolen – Senior Director Systems Engineering, Zebra Technologies*

## **Enterprise Mobile Security Life Cycle**

This session discusses enterprise platform life cycles, considerations to be made for Android security support (patches, updates...), how to navigate the world of Android security, and industry best practices.

*TAGS: Security*

*Speaker: Bruce Willins – Engineering Fellow, Zebra Technologies*

## **Opportunities in Warehouse and Fleet & Delivery**

What are the current trends and opportunities in Transportation and Logistics? Hear about real examples of solutions for warehouse and fleet & delivery. Get a sneak peek of future trends and solutions.

*TAGS: Enterprise Asset Intelligence Case Studies*

*Speaker: Bill Cusack – Director of T&L Marketing, Zebra Technologies*

## **Convergence of New Technologies and Better Patient Care**

A convergence of new technologies is fundamentally changing the world in which we live and is creating unprecedented patient care delivery improvement opportunities. In this session you will be provided an overview of the mega-trend technologies impacting our world, the disruptive forces that they are bringing, and the transformational effect this is having on mobility, visibility and ultimately patient care workflows. Real world applications will be shared and engagement strategies identified. This session shares a technology framework for Healthcare IoT applications and offers a moving forward perspective on planning and implementation strategies.

*TAGS: Enterprise Asset Intelligence Case Studies*

*Speaker: Chris Sullivan – Director of Healthcare Marketing, Zebra Technologies*

## **Manufacturing 4.0**

Manufacturing 4.0 is promising a digital transformation of the traditional manufacturing enterprise. In this session, we will discuss some specific use cases where digital technology is making manufacturing operations more visible, productive, accurate and responsive.

*TAGS: Enterprise Asset Intelligence Case Studies*

*Speaker: Mark Wheeler – North America Manufacturing Sales Director, Zebra Technologies*



## Retail Use Cases and Pain Points

It is exciting times in Retail. This vertical is going through massive structural changes fueled by technology and changing consumer behavior. Technology is moving at an incredibly fast pace, mobile communications, cloud computing, data analytics, machine learning, social media and increasingly the IoT have all become compelling forces behind the rapid evolution of digital businesses. The customer's ever increasing busy lifestyle is limiting store visits; the desire for convenience; the ability to shop at any time; unprecedented growth in ecommerce with many last mile delivery options, and changing customer demographics with the Millennial generation quickly moving into the main spending bracket are some of the macro trends forcing the changes. There is also an increased demand from shoppers for a more engaging, enjoyable, and experiential shopping experience. Combined with digitization and need for offering personalized shopping experience, there is a greater demand for development of smart applications. In this power session, we will discuss the top technology and customer behavior trends impacting retail and what applications retailers are interested in deploying at their stores for enabling their growth through personalized shopping experiences.

*TAGS: Enterprise Asset Intelligence Case Studies*

*Speaker: Adebayo Onigbanjo – Director of Marketing for Enterprise Intelligence Software, Zebra Technologies*

## Lightning Talks for Tech Leaders

Covering a bite-sized bit of research, these short sessions will provide leaders with some of the most recent information on the enterprise.

### The Case for GMS in the Enterprise

Most Zebra Android devices offer two configuration choices, with or without Google's services. Lionized by developers but often viewed skeptically by IT administrators, this session aims to set out why GMS is a good fit for your enterprise deployment. Uncover the benefits of an enterprise adopting GMS devices, such as app verification & cloud APIs, and explore the concerns we have heard from the field on privacy, security & the setup wizard.

*TAGS: Security*

*Speaker: Chuck Bolen - Senior Director of Systems Engineering, Zebra Technologies*

### Application Migration Capabilities via iFactr

Attend this session to learn how you can work with Zebra to migrate Windows application to Android.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development, Android Development Solutions*

*Speaker: Nathan Clevenger - Director of Portfolio Management, iFactr, Zebra Technologies*

### Feeding the Finance Bill - How Services Can Streamline the Enterprise

Learn how you can leverage Zebra's Services to not only get visibility into your mobile fleet, but use the analytics provided to bill their 3rd parties.

*TAGS: Enterprise Asset Intelligence Case Studies, Analytics, Security*

*Speaker: Ritesh Gupta - Global Technical Enablement Lead, Zebra Technologies*



## **Powerful Mobile Printing with BarTender Print Portal**

The BarTender® Print Portal App makes professional label printing as easy and flexible as using your smartphone or tablet, and as powerful and secure as BarTender by Seagull Scientific, the world's most trusted software for creating and automating labels, barcodes, RFID labels, plastic cards and more. Come participate in a live demonstration of the BarTender Print Portal App and learn how BarTender is leading the industry in mobile label printing.

Whether you use an iOS or Android device, the BarTender Print Portal App works with the BarTender Enterprise Automation Edition to let you easily choose label designs, complete print-time data forms and launch print jobs to any printer on the internet—all with strong security.

Enterprise Automation Edition users can easily print directly from the Print Portal App to any connected printer:

- Print to Bluetooth or IP printers directly from your mobile device
- Add/manipulate data in real time through in-app BarTender data entry forms
- BarTender security controls monitor access and permissions to labels and documents

*TAGS: Printing, Android Development Solutions*

*Speaker: Tyler Comin – Technical Sales Specialist, BarTender by Seagull Scientific*

## **Advanced Staging with StageNow**

This session will cover some advanced techniques for staging Zebra Android devices using StageNow 2.x. These include: a) the ability to stage devices from any internet based FTP server (removes requirement to have StageNow server on the same subnet as the devices) b) the ability to stage devices using raw XML exported from StageNow (avoids having to use the StageNow UI to create and maintain profiles) c) deploying, installing, and setting a new keyboard as the default input method) setting any local language supported by the target device) remapping keys on the device.

*TAGS: Android Development Solutions*

*Speaker: Dave Degrossi – Senior Product Manager, Zebra Technologies*



# Developer

## Workshops

Bring your laptop and ideas, and you'll dive deep into technology and coding solutions.

### **Xamarin Forms in the Enterprise**

In this session, we will look at integrating Zebra's SDK components into our Xamarin Forms applications. Using a sample application, we will see what it takes to add the Link-OS and EMDK SDK components to our applications. We will explore the functionality that is available and the best ways to use it across platforms. We will, also, look at how we can make use of features on a platform-by-platform basis to get the most out of the SDKs. If you are a Xamarin developer and looking to get the most out of your Zebra devices, you won't want to miss this.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Mike Stonis - Mobile Solutions Architect and Certified Xamarin Instructor, Eight-Bot*

### **Enabling Proximity in Android Applications with Nearby**

- Overview of proximity technologies
- Some example Use Cases: Chromecast guest mode, games with proximity, sharing nearby
- Nearby Messages: sending small messages between nearby devices
- Nearby Connections: offline peer-to-peer discovery and streaming
- Nearby Notifications: attaching actions to beacons

*TAGS: Android Development Solutions, Enterprise/Industrial IoT*

*Speaker: Brian Duff - Lead Engineer, Google*

### **Solving the Challenges of Mobile Database Synchronization**

Implementing database synchronization for your offline/occasionally connected mobile apps has until now been difficult, time consuming and expensive. In this session, you will learn how SyncStudio by HandApps allows developers to implement a complete Database Synchronization Solution for their apps in minutes rather than weeks or months. Come see a live demonstration of just how easy it is to design, deploy and sync databases across devices and platforms via our Universal Sync API. If you are a developer of apps that require offline data with sync, then you need to see SyncStudio.

SyncStudio supports SQLite or MSSQL (including LocalDB or Express) at the client and Microsoft SQL Server on the server. Supported platforms include Android, Windows, Universal Windows Platform, Windows Mobile, Xamarin Android and Xamarin iOS. Please visit [www.dbsyncstudio.com](http://www.dbsyncstudio.com) for more information or to download an evaluation copy.

*TAGS: Enterprise Database, Synchronization, SQLite, Microsoft SQL Server, Android, Xamarin, iOS, Developer Tools, API, SDK*

*Speaker: Richard J. Calienes – President and Chief Software Architect, HandApps Software*



## Link Up with Link-OS

This session will delve deep into new terminology and printing development principles. We will review how the new Link-OS development tools, features and SDKs have reformulated our Best practices for development apps. The session also includes a section for explaining our value proposition as differentiators for ISV's.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development, Printing*

*Speakers: Leo Lowy – Senior Director Product Management and Robin West – Software Solution Architect, Zebra Technologies*

## Just Aim & Optimize with SimulScan 2.0

Thought you knew SimulScan? Automating workflows has never been easier! Learn about:

- SimulScan Use Cases and Easy Customer ROI
- What's New with 2.0 and what's on the roadmap
- How developers can integrate and take advantage of automatic data capture

*TAGS: Android Development Solutions*

*Speaker: Lindsay Fahmi - Senior Product Manager, Zebra Technologies*

## Performance Data & Sensor Based Integration with Xamarin, Android

Learn how to integrate situational awareness (IoT data) into your apps, provide actionable alerts and enable performance data via xAPI.

*Tags: Android Development Solutions, Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Mike Hruska and Brooks Canavesi – Problem Solutions*

## Enterprise Browser: Tips and Tricks

Using Enterprise Browser seems like a no brainer, but the devils are in the detail. In this fast-paced workshop we'll address some interesting features of this industrial browser such as:

- DOM Injection
- Android Intents usage
- Integration with other Mobility DNA utilities (Simulscan, Swipe Assist and Enterprise Keyboard)

*TAGS: Android Development Solutions, Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Darryn Campbell – Senior Software Engineer, Zebra Technologies*

## Web Printing

This session will delve deep on how to write a web application to print receipts, labels, etc. Discover about all the different the tools and technologies Zebra has enabling you to print from your web app.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development, Printing*

*Speaker: Bret Anno – Engineering Manager and Manuel Caicedo-Rivera – Senior Software Engineer, Zebra Technologies*



## **Stability, Analytics and Deployment with Fastlane and Crashlytics**

Google's developer tools Crashlytics and Fastlane offer simple ways to integrate necessary modern mobile app tools into your project. We will cover the most recent updates to the most popular crash reporting tool, Crashlytics and also explore new ways to automate deployment and beta testing with Fastlane. By combining these tools you'll be able to save 100s of hours in crash reproduction and deployment time.

*Tags: Android Development Solutions*

*Speaker: Todd Burner – Developer Advocate, Google*

## **Link Up with Link OS (SPANISH)**

This workshop will delve deep into new features and functions in Zebra printers and the Link-OS SDK. This session will be presented in Spanish.

Este taller explorará las nuevas características y funciones de las impresoras Zebra y el SDK de Link-OS.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development, Printing*

*Speaker: Manuel Andres Caicedo-Rivera - Senior Software Engineer, Zebra Technologies*

## **Enterprise Browser: Tips and Tricks (SPANISH)**

Enterprise Browser, enabling you to build feature-rich web applications that integrate seamlessly with the capabilities offered by Zebra mobile computers and peripherals. A review of the runtime environment and common API's that can be leveraged to enhance a company's HTML and JavaScript application so it can interface with a device's hardware (i.e. scanners, card readers, etc.) This session will be presented in Spanish.

Nuestro Navegador Industrial le permite crear aplicaciones web con múltiples funciones que se integran perfectamente con las capacidades que ofrecen los equipos y periféricos móviles de Zebra. La aplicación permite también controlar el entorno de ejecución con el uso de las API comunes, mejorando la aplicación web. Estos cambios pueden ser realizados modificando el código hecho con HTML y JavaScript, y esta flexibilidad en el código le permite a la vez interactuar con el hardware de un dispositivo (por ejemplo, escáneres, lectores de tarjetas, etc.)

*TAGS: Android Development Solutions, Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Hector Meza – Sales Engineer, Zebra Technologies*



## Developer Sessions

We'll reveal leading edge solutions for developers, you'll engage with Zebra's top tech folks and pick up and play with the latest tools.

### **All-Touch TE: Setting the Pace for Android Migration**

Now that you've chosen your new Zebra Android devices, let's talk through your app migration plans. Join us for a best practice session that will show how to easily take your Windows CE telnet client and bring it to Android, including optimizing and modernizing the UI – all at a pace that you control.

We'll show you how to use All-Touch TE to set the pace for implementation, including:

- Bringing your existing client to Android devices, preserving the existing UI
- Optimizing task workflows, adding automaton, customization and more
- Modernizing the user interface for intuitive, fast app navigation

*TAGS: Cross Platform (Xamarin, Web, etc.) Development, Android Development Solutions*

*Speaker: Brandon Black – Director of Worldwide Systems and Solutions and Sam Gonzales – Senior Solution Architect, Wavelink by Ivanti*

### **Using our Scanner SDK to Unlock Business**

Come learn about the exciting new capabilities our utilities and SDKs unlock in our 2D imaging scanners. Sales in this space are outpacing 10% market growth. Capture this growth by integrating a 2D imaging scanners into traditional point of sale, warehousing and mobile device (tablet, laptops, cell phone) apps. Supported OSs: Windows, Linux, Android, iOS and 4690.

*TAGS: Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Ken Bhella – Advanced Software Engineer, Zebra Technologies*

### **Bringing Maps to Apps**

Enterprise organizations have immense amounts of spatial data, but are faced with the challenge of organizing, interpreting and presenting this data. With Jibestream's Indoor Intelligence platform, developers can enhance any system to display advanced data in the context of an indoor map. See how you can embed high-fidelity indoor maps into existing web or mobile applications enabling the timely sharing of data and visibility into operations through situational awareness.

During this session, you will:

- Learn about indoor mapping and wayfinding and how it applies to virtually every business regardless of geography
- See various business use cases
- Get an overview of how Jibestream solves the problem of providing scalable Indoor Intelligence solutions through building a product that can be easily embedded in microservice architectures
- Hear about Jibestream's transition to Agile and the implementation of Continuous Delivery software release process using the latest Azure and integration testing tools

*Speaker: Matt Baxter – Technology Manager and Xerxes Noble – Software Architect, Jibestream*

## **Android Alphabet Soup**

L, M, N and now O... Every year we've experienced a new Android version that is better, and more secure than the previous one. In this session, we're going to analyze the more important differences between the latest Android releases from the point of view of the enterprise market.

*TAGS: Android Development Solutions*

*Speakers: Darryn Campbell - Senior Software Engineer, Zebra Technologies*

## **EMDK and DataWedge Updates**

We'll share some significant updates to DataWedge. For EMDK, we'll note important updates regarding major changes, and how and where the EMDK is made available on devices. We'll include important news and updates across these developer kits and walk through new features.

*TAGS: Android Development Solutions*

*Speaker: Rob Galvin - Software Engineer, Principal Engineering, Zebra Technologies*

## **Android Enterprise Features - Standardizing and Extending Device Management**

This session will cover the basics of the Android Enterprise Features (previously known as Android for Work/AFW) and why it is a "game changer" for Enterprise deployments of Android by providing a standard, secure, and extensible mechanism to allow EMMs (Enterprise Mobility Managers) to manage Android devices from multiple device vendors in a single common way, while still providing the opportunity for device vendors to differentiate their products by offering value-add features that can easily be managed by those EMMs.

*TAGS: Android Development Solutions, Security*

*Speakers: Peter Arcuri - Senior Sales Engineer and Allan Herrod - Engineer Fellow, Zebra Technologies*

## **Barcode Scanning Options Demystified**

Did you know there are three ways to use barcode scanning in your application? Go code free with Datawedge and get instant access to barcode data without any special app handling. Or you could use our EMDK and select a Barcode APIs path or a Profile Based path to utilize the on-board scanner. In this session, we cover the do's and don'ts for each method and ensure that your application is utilizing the best option possible for your scenario.

*TAGS: Android Development Solutions*

*Speaker: Rob Galvin – Software Engineer, Principal Engineering, Zebra Technologies*

## **User Experience for Enterprise Applications**

Our Zebra User Experience Design team will define the reasons behind having an enterprise-specific application design guidelines, the research that went into designing them, and how this applies it to your own application to improve usability, increase productivity, and reduce the chance of the user making an error.

*TAGS: User Experience*

*Speaker: Joe Goebel – Manager User Experience, Zebra Technologies*



## Building EMDK For Xamarin Applications

Xamarin integration into Zebra SDKs (Software Development Kits) expanded the horizons of the Enterprise Market as developers can now leverage it to develop applications in .NET and run on Zebra Android mobile computers. If the developer starts with a strong foundation in the application development, they can build a better application on top of the value-added features provided by the Zebra SDKs. This session will guide you through the benefits and tips for fine tuning your Xamarin enterprise application which uses Zebra EMDK for Xamarin;

- Why Xamarin?
- Target customers/ developers
- EMDK for Xamarin architecture and overview
- Code walk-through of a basic EMDK for Xamarin barcode scanning application
- Best practices and programming tips

*TAGS: Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Bill Hecox – Android Developer Evangelist, Zebra Technologies*

## iRead with RFD8500

Overview of Zebra RFID sled with Zebra iOS SDK, including system requirements, device setup, enabling Bluetooth, pairing information, and iOS app development

*TAGS: Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: Chuck Lin – Advanced Software Engineer, Zebra Technologies*

## Taking our SDK's Vertical

In order to more deeply support our vertical partners even better than we do today, we have begun to develop vertically focused solutions including specialized SDKs. In this session, we will review two new cutting edge areas we are focusing on: Mobile Dimensioning and SmartNFC. Join us and see where we are headed and how we are taking our device capabilities to the next level.

*TAGS: User Experience*

*Speaker: Prashanth Kadur – Zebra*

## Real-time Insights from Cloud Applications

Partner and innovate in the Cloud with SAP and Zebra Technologies - Explore how you can build compelling, innovative apps that combine real-time visibility into assets, people and transactions with business processes, and monetize your own intellectual property delivering new business value to your customers.

*TAGS: Go to Market, Cross Platform (Xamarin, Web, etc.) Development*

*Speaker: David Sacks – Senior Director, Platform Partner Ecosystem, SAP*



# Mini-Hacks

*Prepare for battle! These short, casual challenges give you a chance to play with technology. Face off with your fellow developers in these intense matches.*

**Browser Print**

**Printing with Xamarin**

**Scanner Integration**



# Demos

*These are short, hands-on technology demos, led by experts who will walk you through new features and functionality.*

## **Accelerate the Migration to Android devices with StayLinked SmartTE Application**

**Modernization** - Learn how StayLinked SmartTE removes barriers to adoption of full touchscreen Android devices. See how reliable automatic terminal emulation modernization, innovative data input, and TE analytics combine to pull customers through the OS migration process to the next generation of Zebra mobile devices. Attendees will leave this session with the ability to run their own live SmartTE demos.

*Speaker: Justin Griffith, CTO, StayLinked*

**EAI Demos** - Solutions demonstrating how Zebra is enabling enterprise asset intelligence/ demos of different vertical solutions

**Enterprise Solution Showcase** - industry and platform solutions that are being developed and integrated into Zebra devices including: Device Central, Smart NFC, Battery Management, CartScan with UDI, ActiveEdge

**Locking Down Your Enterprise Device** - Locking your users into a single or curated list of applications is a common task for any device administrator. There are lots of ways to achieve this but which technique works best when? In this demo session, we will show how to achieve this with Google's LockTask mode (Kiosk mode) & device owner profile, Enterprise Home Screen, and the MX AccessManager.

**Mobile Computing Location Compliance** - Use Zebra BLE in conjunction with Zebra Mobile Computers to track compliance of end user location information

**Engineering tools review** - A Review of some Helpful Tools developed by Zebra's SES sales support team and the pain points they address

**A Card Printer Mobile Solution Demo with ZXP3 and ET50/55**

**Build an Enterprise Android application in 15 minutes**

