



Keynote Speakers Announced for 2017 Sensors Expo & Conference in San Jose

Learn How Sensor Applications are Shaping Our World from NASA's Journey to Mars to the Human Impact of Augmented Reality to Profiting from the IoT Ecosystem

Newton, MA – April 27, 2017 – [Sensors Expo & Conference](#) (#Sensors17) today unveiled keynote speakers for the 2017 event. Featuring Dr. Alexander Selhke of NASA's Ames Research Center and Ori Inbar, recognized Augmented Reality (AR) industry champion and co-founder of non-profit, AugmentedReality.org, attendees will hear firsthand how the future of sensor applications will shape our world and beyond. In addition, a keynote panel, presented by NimbeLink, will bring together industry experts to share how organizations can transform an IoT partner ecosystem into a profitable, productive endeavor. From business collaboration and partnerships, healthcare and space exploration, these sessions will underscore the limitless impact of sensors on business and our world.

Keynote Sessions Include:

- **[“Superpowers to Change the World: How Augmented Reality Helps Advance Humanity”](#)**
Wednesday, June 28 | Ori Inbar, AugmentedReality.org

During his keynote, Inbar will highlight how AR technologies will impact the way we live, work, shop, learn and play. A recognized industry champion and founder of the first early-stage incubator and fund dedicated to AR, Inbar will also share how AR is poised to enable engineers designing with sensors to advance human-centric applications touching on topics such as economic growth, healthcare and sustainability.

- **[“Designing for Future Human Spaceflight”](#)**
Thursday, June 29 | Dr. Alexander Selhke, NASA Ames Research Center

During his keynote, Dr. Selhke will share how his team is leveraging sensors as a critical piece of NASA's Journey to Mars mission. Citing real-world experiments run in the field during simulated human Mars exploration missions, Dr. Selhke will highlight the interplay between operational aspects and the instrumentation requirements for future human exploration missions in our solar system and offer insights into the design of the next generation of handheld instruments for our journey to Mars and beyond.

- **[“Transitioning from a Component to a Solutions Company: NimbeLink's Journey in Creating a Partner Ecosystem”](#)**
Thursday, June 29 | Scott Schwalbe, NimbeLink

Moderated by Schwalbe, IoT partners will take the stage for a unique panel session to discuss how to make a profitable IoT ecosystem a reality. Featured panelists include Guillaume Vilcocq of

Sequans, Kevin Blakeley of Taoglas, Erik Varney of Verizon Wireless, and Josh Mickolio of Digi-Key Corporation.

As the only technical conference to feature 100% sensor and sensor-related applications, Sensors Expo & Conference provides attendees with the most comprehensive educational program designed to connect and inspire the next generation of sensor engineers. Featuring 10 tracks with over 60 technical insights and case studies showcasing real sensors solutions from more than 100 industry leading speakers, the event brings together the leading innovators, thought leaders, and practitioners to network, share experiences and see firsthand what the future of sensor applications will bring.

Quick Links:

- Registration: sensorexpo.com/register
- Education: sensorexpo.com/schedule
- Exhibitor List: s36.a2zinc.net/clients/Questex/Sensors17/Public/Exhibitors.aspx
- Social Media channels: [Facebook](#), [LinkedIn](#), [Twitter](#), and [Instagram](#)

About Sensors Expo & Conference

[Sensors Expo & Conference](#) is widely known as one of the world's largest and most important gatherings of engineers and scientists involved in the development and deployment of sensor systems. Sensors Expo is supported by the event's official publication, [Sensors Magazine](#), the industry's leading resource and authority on sensing, communication, and control. Sensors Expo & Conference is produced by [Questex LLC](#), a global, diversified business-to-business integrated media and information provider, headquartered in Newton, MA.

For further information, contact:

Charlene Soucy
Marketing Director
617-219-8372
csoucy@questex.com

Sarah Murray
Partner, Attune Communications
781-378-2674
sarah@attunecomunications.com