



Hot and Cool

The Internet of Things revolution

Open lecture

Thursday, 26 January, 16.30

CEU, Nador u. 15, Room 106

RSVP at Stupariu_loana@phd.ceu.edu
Reception to follow



Department
of Legal Studies

CENTRAL
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Around this time of the year, many choose skiing as their favorite leisure activity to deal with the cold. In fact, with 330-400 million skier visits per season, skiing is considered to be one of the most popular sports in the world. However, in a few years from now, skiing might look completely different. Like many other sports or industries - from healthcare to home solutions, from agriculture to self-driving cars - skiing will be revolutionized and highly technologically advanced with Internet of Things (IoT) devices - the buzz word of an era that is only starting to uncover.

While this winter the IoT market encompasses around 5 million devices, by the 2020/21 winter season it will become a multi-trillion dollar market (today companies such as Apple, Google and Facebook are generating together 250 billion), with the number of IoT devices to reach 20.8 million. Equipment connected to the global network will generate more data than ever before, which could be used to increase safety, analyze and improve skills or simply to predict behaviors. Markets will be disrupted, with new products and services, requiring tech savvy professionals and adequate regulation.

However, still in its incipient stage, many questions arise: what exactly is IoT? What legal and technical challenges might appear with the use of IoT devices? Are the current laws and regulations enough to counteract them? Lastly but maybe most importantly, how will this affect our life, the markets and our professions?

The lecturer, **Máté Mester**, is a regulatory expert lawyer with 10+ years of experience in the field of technology, media and telecommunications, having provided assistance to governments, organizations and several of the biggest global tech companies. He gained experience at SOLV Advocaten in Amsterdam, worked as strategy advisor for the National Communications Authority of Hungary and as head of unit at the Ministry of National Development where he supervised the EU telecommunications legislative dossiers during Hungary's EU presidency and drafted Hungary's digital strategy. Máté is a regular guest at regional tech law conferences and an

Honorary Senator of the Hungarian Scientific Association for Infocommunications. He has a law degree from University of Pécs (Hungary), a LL.M. in Law and Technology from Tilburg University (Netherlands) and has done an exchange specialized in European Law at University of Tampere (Finland). He has recently been an Associate at OPL Attorneys where he provided legal advice on tech and digital, and partner at a regional public policy firm called Explico. In response to market trends, this year their team launched ExplicoTech, a Central and Eastern Europe-based independent consultancy, providing regulatory, compliance and public policy services on the tech industry, led by him.