



The Block Chain Conference Set to Accelerate Enterprise Adoption of Distributed Ledger Approaches and Technology

San Francisco, CA (PRWEB) January 19, 2016 -- With Lighthouse Partners, Inc.'s program anchored by a keynote presentation from IBM, The Block Chain Conference – <http://www.theblockchainconference.com> – is set to play an important role in accelerating the development and deployment of block chain-based approaches by global businesses, and offer a program driven by reality, cutting through the hype and highlighting block chain use cases for several vertical industries, including securities, banking, payments, insurance, legal, accounting/audit, energy and healthcare, as well as approaches to identity, content ownership/digital rights management and supply chain processing.

The conference will take place on Wednesday, February 10th, 2016 at the Mission Bay Conference Center, located on the UCSF Mission Bay Campus in San Francisco. Sponsors contributing to the program include Gem, Symbiont and Tendermint. Additional program contributions will come from: Alphapoint, Ascribe, BlockApps, Blockchain Capital, Blockchain Clearing Corp., Celent, ConsenSys, Factom, Gem, Global Tax Accountants, HitFin, MultiChain, Needham & Company, Overstock.com, SAP, SmartContract, Symbiont, t0, Tendermint, The Bancorp, Wedbush Securities, Wall Street Blockchain Alliance, World Economic Forum.

IBM's Keynote – delivered by its Global Blockchain Offering Director John Wolpert – is titled "How to Make Block Chain Real for Business" and will provide IBM's point of view on the potential of block chain technology, highlighting the company's open source collaboration with The Linux Foundation.

"A key mission of The Block Chain Conference is to educate business innovators and technology architects from companies deploying enterprise IT on the potential benefits and challenges of leveraging block chains, distributed ledgers and smart contracts," said Conference Chair Peter Harris.

In addition to IBM's keynote, the program includes:

Avoiding The Pointless Block Chain Project – a short video from block chain pioneer Gideon Greenspan, Founder & CEO of Coin Sciences, on why distributed ledgers are NOT the answer to every problem.

Six Valued Features and Five Disruptive Implications of Block Chain Technology – an exploration of how block chain technology is enabling the Internet of Value and why nearly every enterprise needs a “block chain strategy,” Presented by Needham & Company’s Spencer Bogart, author of ‘The Blockchain Report: Welcome to the Internet of Value.’

The Evolution of Trust – the story of why Overstock.com set up a block chain technology unit, and what it will be doing. This presentation will cover the emergence of crypto technologies for financial processes, using the example of Overstock.com's t0 crypto-finance unit. Presented by: Alec Wilkins, Chief Architect of Overstock.com and CTO of t0.com.

An Ownership Layer for the Internet – managing and tracking digital IP for content creators and media companies. This presentation will explore how block chain technology can help manage, track and even monetize digital IP for content creators and media companies. Presented by: Bruce Pon, Founder & CEO, Ascribe.

Why Most Fortune 500 Companies Will Use Block Chains – a look at how open source block chains might one day replace a ubiquitous proprietary transaction processing system, highlighting technology from Tendermint. Presented by: Jae Kwon, Founder & CEO, Tendermint; Dustin Byington, Co-Founder & President, Tendermint; and Ethan Buchman, Co- Founder & Blockchain Engineer.

Smart Contracts for Delivery vs. Payment (DVP) – a plan to move to T+0 settlement of U.S. equities. Presented by Ryan Singer, Founder & CEO, Blockchain Clearing Corp.

Re-Inventing Wall Street on the Block Chain – exploring financial markets use cases for block chains, including stock issuance and processing using Symbiont’s platform. Participants include: Brad Bailey, Research Director, Capital Markets, Celent; Jesse McWaters, Project Lead - Disruptive Innovation in Financial Services, World Economic Forum; Ron Quaranta, Chairman, Wall Street Blockchain Alliance; Patrick Salami, Founder & CTO, HitFin; Mark Smith, Founder & CEO, Symbiont.

Running Ethereum Financial Apps on Microsoft's Azure Cloud – a real-life use case of the marriage of block chain and smart contract functionality

with cloud computing. Presented by James Slazas, CFO, Enterprise Capital Markets, ConsenSys.

How Block Chain Technology is Disrupting Global Payments – a review of block chain and bitcoin's place in corporate and personal payment services. Panelists include: Gil Luria, Managing Director, Research, Wedbush Securities; Olaf Carlson-Wee, Head of Risk, Coinbase; Cheryl Gurz, SVP, Retail Operations, The Bancorp; and Chris Larsen, Co-Founder & CEO, Ripple.

Banking on the Block Chain – how block chain approaches can be applied to securities lending, identity of clients and making trade finance for supply chains more efficient. Presented by John Bertrand, Industry Value Engineer - Banking, SAP.

Presentation: Triple-Entry Accounting - Reducing Financial Fraud Using Block Chains – an explanation of triple-entry accounting for tamper-proof financial reporting and auditing. Presented by Daniel Winters, President, Global Tax Accountants.

How Smart Contracts Enable Trustless Business – an overview of smart contracts and how they might be applied to business opportunities across several industries. Presented by Sergey Nazarov, Co-Founder & CEO, SmartContract.

Ethereum Overview and Applications – a high level introduction to the popular alternative public block chain, highlighting applications built with it for accounting, music rights management and the usage monitoring and trading of electricity. Presented by Kieren James-Lubin, Founder & Chief Data Scientist, BlockApps.

Identity Management for Block Chain Applications – a discussion of the issues involved in customer identity, drawing on the experiences of block chain platform vendor Gem. Presented by Micah Winkelspecht, Founder & CEO, Gem.

Honesty is Subversive - How to Build Transparent and Accountable Business Systems with Block Chain Technology –Factom has tools to leverage the security of the block chain, without the scalability limitations of bitcoin. See the three latest tools that could change data as we know it. Take away knowledge to influence your industry and learn what is in store for block chain in 2016. Presented by Tiana Laurence, CMO, Factom.

Block Chain Deployment Pointers – providing practical tips of best practice approaches to developing and/or deploying block chain technology as well as options that IT enterprises might consider as they

look to deploy block chain technology. Panelists include: Pete Rizzo, U.S. East Coast Editor, CoinDesk; Chris Finan, Co-Founder & CEO, Manifold Technology; P. Bart Stephens, Founder & Managing Partner, Blockchain Capital; Joe Ventura, Founder & CEO, Alphapoint.

The Block Chain Conference is being produced by Lighthouse Partners, a business and technology consulting firm advising innovative enterprise technologies.

Jennifer Massing Harris, Massing Works, <http://www.massingworks.io>, +1 (917) 293-2405, jenm@massingworks.io