

Mobile Device Developments 2003

Enabling the convergence of voice, data, video & picture capabilities

1st and 2nd October 2003
Kensington Marriott Hotel, London

Speakers include:

Alex Gerstner, Product Design Terminals, **Vodafone**
 Carlos Melendo, Handsets and Smart Cards Senior Manager, **Telefónica Móviles**
 Dr Alex Hum, Senior R&D Manager, **Orange Imagineering**
 Neil Fletcher, Device Strategy, **MmO2**
 Cedric Nicolas, i-mode Roadmap & Expertise Manager, **Bouygues Telecom**
 Jukka Helin, Head of MediaLab, **TeliaSonera**
 Richard Fletcher, 3G Applications & Services Manager, **Manx Telecom**
 Christophe Nivelet, Advanced Projects Manager, **Bouygues Telecom**
 Peter Chou, Vice President - Wireless Mobile Division, **HTC**
 John Williamson, Director of Technology, **Carrier Devices**
 Susan Macke, Vice President - Smartphones, **Sendo**
 Dirk Hofmann, Director Consumer Marketing, Business Unit 3G & Convergence, **Siemens**
 Cyrus Allen, Content Alliances, Applications & Development, **SonyEricsson**
 Mike Phillips, Director of Marketing, Wireless and Broadband Systems Group EMEA, **Motorola SPS**

Key themes:

- How to optimise handset features and functionality
- Achieving synergy between content and terminal
- Segmenting the mobile device market: analysing the key trends in leisure and business sectors
- How can device features help to stimulate demand for mobile data services?
- Establishing what the trade-offs are in terms of cost, battery life and processing power associated with advanced features
- Key factors to increase ARPU and shorten the replacement handset cycle

Pre-Conference Interactive Workshop

Changing Customer Needs For 2.5G & 3G Services

Tuesday 30th September 2003 - Led by: Tomi T Ahonen

- | | | |
|---------------------------|---------------------------|-----------------------------|
| ▶ Customer need evolution | ▶ Service creation theory | ▶ Totally new service ideas |
| ▶ Segmenting the market | ▶ Early money | ▶ Case examples |

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Mobile Device Developments 2003

Day One Wednesday 1st October 2003

08:40 **Registration and coffee**

09:10 **Opening remarks from the chairman**

Tomi T Ahonen

Independent 3G consultant & author - books: m-profits, Services for UMTS & 3G marketing

09:20 **Operator Keynote - Device strategy at Vodafone**

- Assessing the advantages of branded handsets
- Outlining the key features Vodafone looks for when selecting a handset
- The role of personalisation in device strategy
- Differentiating the needs of business and leisure users and developing device strategy accordingly

Alexander Gerstner

Product Design Terminals

Vodafone

10:10 **Achieving vendor differentiation in the mobile handset market**

- HTC's experience of smartphone handset development with Orange and T-Mobile
- An insight into the fundamentals of building a successful relationship with operators
- Key principles of achieve device differentiation in a competitive marketplace
- Strengths of HTC devices and prospects for the future

Peter Chou

Vice President, Wireless Mobile Division

HTC

10:50 **Coffee**

SMARTPHONE DEVELOPMENT

11:10 **Case Study: Orange SPV**

- How do you define a 'smartphone'?
- Unique features of the Orange SPV in comparison to existing Orange handsets and competitor Smartphones
- Assessing the current uptake and potential for the SPV
- Understanding the market for the SPV, has the reality mirrored Orange's expectations?

Pete Ford

Head of Device Strategy & Category Development

Orange *

11:40 **Qtek 1010 Windows powered Smartphone**

- Expanding the Smartphone paradigm
- Customisation examples from multiple network deployments
- Vertical applications on horizontal devices
- Hosted v Provided services

John Williamson

Director of Technology

Carrier Devices

12:10 **Update on the progress of Smartphones from Sendo**

- Key features of Sendo manufactured handsets and an assessment of the major issues in building a successful relationship between operator and handset manufacturer
- Assessing the importance of high speed data access

Susan Macke

Vice President, Smartphones

Sendo

Questions and discussion

13:00 **Lunch**

14:00 **Sony Ericsson smart phones - first lessons in mobile multi-media**

- Mobile multi-media: hype or reality?
- Features that will drive mobile content uptake
- Sony & Ericsson: the power of an integrated mobile business model.

Cyrus Allen

Head Global Content Alliances

Sony Ericsson

PERSONALISATION AND INTERACTIVITY

14:35 **The role of personalisation in device development**

- Assessing the advances made in the developments of the SX1 and outlining its unique features
- Explaining Siemens viewpoint that personalisation is the key issue in Smartphone development rather than the uniformity of a PC based system
- Advantages of the Series 60 platform. Realising the potential to allow a full range of applications, location services, e-payments, picture messaging, video messaging and movies

Dirk Hofmann

Director Consumer Marketing, Business Unit 3G & Convergence

Siemens

15:10 **Coffee**

15:40 **Balancing standardisation and differentiation at Telefónica Móviles**

- Developing handsets that allow interactivity and observance of standards yet leave scope for personalisation
- Overview of the implications of standardisation initiatives at the different fora (OMA, 3GPP, M-Services).
- Examples of personalisation and differentiation of services and platforms at Telefónica Móviles

Carlos Melendo

Handsets and Smart Cards Senior Manager

Telefónica Móviles

16:10 **Bluetooth: enhancing mobile service offerings**

- Understanding how Bluetooth can enhance service offerings for mobile operators
- Outlining future revenue opportunities for operators through bluetooth
- Evolutionary path of terminals and business drivers

Dr Alex Hum

Senior R&D Manager

Orange Imagineering

16:40 **Bluetooth - an alternative content delivery channel**

- Using Bluetooth and the PC to deliver content to the handset
- The dwindling significance of time critical content
- Cutting out the mobile operator as a content delivery channel
- Replacing the PDA with the Bluetooth enabled handset

Nick Hunn

Managing Director

TDK Systems Europe

17:10 **Questions and discussion**

17:25 **Summation of day one from conference chair**

Mobile Device Developments 2003

Day Two Thursday 2nd October 2003



09:00 **Opening remarks from the chair**

ENABLING 3G SERVICES

Handset development and the provision of 3G services

09:10 **Case study: Manx Telecom & trial 3G network**

- Experience of establishing the first 3G network in Europe to go live
- Key parameters and targets in the trial
- Which applications gave positive customer feedback?
- Lessons from the IOM 3G showcase

Richard Fletcher

3G Applications & Services Manager

Manx Telecom

09:50 **Transferring Samsung's expertise in Asia to the European mobile handset market**

- Key lessons in device development from the more developed 2.5G & 3G markets in Asia
- Leveraging Samsung's experience of developing handsets that work on Microsoft Smartphone, Palm and Symbian operating systems
- Key advances in handset strategy at Samsung
- How camera phones were launched in Asia and the implications for European operators
- Predicting the timeline for take-up of GPRS and UMTS handsets

Samsung *

10:20 **Coffee**

10:50 **Addressing the challenges for component vendors to deliver increasingly advanced feature sets and improved user experience on mobile handset solutions**

- Implications of increased data bandwidth and compelling application requirements
- Enabling design options - advantages and disadvantages
- Motorola's platform approach

Mike Phillips

Director of Marketing, Wireless and Broadband Systems Group EMEA

Motorola SPS

DRIVING DATA SERVICES THROUGH DEVICE DEVELOPMENT

11:30 **Developing content services and applications for Symbian Smartphones on 2.5G+ networks**

- Assessing functionality vs. compability in developing services for mobile devices
- Diversity of mobile devices and its implication to application development
- Introducing mobile video services in GPRS networks
- Case study: Sonera Colour service - mobile music, games, location based services, news, etc. for mobile phones with colour displays
- Turning the requirement for mobile digital rights management and P2P superdistribution into a significant business opportunity

Jukka Helin

Head of MediaLab

TeliaSonera

12:20 **Lunch**

13:30 **Developing mobile devices with both voice and data functionality**

- Focus on the XDA, convergence of voice and data services
- Key device considerations to drive data service uptake

- What needs to be compromised on a voice and data device
- Overcoming MMS interoperability and integration with legacy messaging systems

Neil Fletcher

Device Strategy

Mm02

14:10 **Bouygues Telecom's experience of wireless Java**

- Key factors and future opportunities of wireless Java
- MIDP status for Bouygues Telecom
- JAVA for i-mode TM
- Key features of i-mode handset design
- Assessing the advantages and disadvantages of the Java platform
- Wireless Java applications forecasts - examining take-up i-mode services
- Experience of working with i-mode alliance operators and NTT DoCoMo around i-mode handset specifications

Cedric Nicolas

i-mode Roadmap & Expertise Manager

Bouygues Telecom

&

Christophe Nivelet

Advanced Projects Manager

Bouygues Telecom

14:50 **Incorporating wireless Java capabilities into handset design**

- Examples of the current use of wireless Java
- Key factors and future opportunities of wireless Java
- Assessing the advantages and disadvantages of the Java platform
- Wireless Java applications forecasts - examining take-up of services
- Harnessing wireless Java as an effective bridge to 3G

Gabor Weiner

Strategic Alliances Manager

Sun Microsystems

15:20 **Coffee**

15:40 **Shifting brand values in the mobile industry**

- How network operators can claw back brand equity from handset manufacturers
- The role of personalisation in device strategy
- Content services and targeted development for the consumer and enterprise markets
- New market entrants, phone applications and Java games

Doug Goodwin

Business Development Director

Tao Group

16:10 **'Phoneware': real market impact for operators and manufacturers**

- Mass market phones or 'smartphones' - what does the future hold?
- The roles of operating systems, execution environments and phone middleware in the changing data phone market
- Market overview of developments in the mobile device software industry
- Real-life implications for operators and manufacturers

Brian Dally

Director Product Marketing, Client Software

Openwave Systems

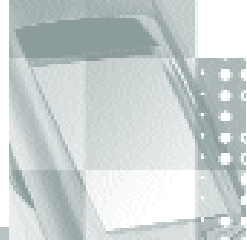
16:40 **Questions and discussion**

17:00 **Close of conference**

* invited subject to confirmation

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Enabling the convergence of voice, data, video & picture capabilities



Pre-Conference Interactive Workshop

Changing Customer Needs For 2.5G & 3G Services

Tuesday 30th September 2003

Led by: Tomi T Ahonen - Independent 3G consultant & author - books: m-profits, Services for UMTS & 3G marketing

09.00 Registration

Customer need evolution

Recent research findings, end-user studies, theories; discussion

Segmenting the market

Traditional, evolution, future of telecoms segmentation; discussion

Business vs Residential Early Adopter customers

Chicken and Egg, B2C, P2P, B2B, B2E, M2M; discussion

How services evolve, building addiction

SMS to WAP to GPRS to 3G and beyond; discussion

12.30 Lunch

13.40 Service creation for profit - The Five M's

Movement, Moment, Me, Money & Machines; discussion

Early money opportunities

Mobile phone and absolute competitive advantage; discussion

Totally new service ideas

Recent examples creative innovation in mobile telecoms; discussion

Case examples: Japan, Korea, Norway, Finland

Discussion; further sources of information

16:30 End of workshop

Your Workshop Leader:

Tomi T Ahonen is an independent 3G consultant and bestselling author based in London. Previously he has been employed by three operators in Finland and USA where his accomplishments include creating the world's first fixed-mobile service bundle and setting the world record for taking market share from the incumbent. He then worked for Nokia developing mobile internet gateways, running segmentation, heading Nokia's 3G Business Consultancy, and overseeing Nokia's 3G Research Centre. Presenting at over 60 conferences on six continents and lecturing on 3G business at Oxford University, Tomi has been quoted on 3G topics in over 100 periodicals including the Wall Street Journal, the Economist, Total Telecom and 3G Mobile. With many years of telecoms standardisation work, Tomi is currently involved in IEEE's preliminary work on how services evolve from 3G to 4G. His books are m-Profits: Making Money from 3G; Services for UMTS; and 3G Marketing. Tomi holds an MBA from St Johns NY.

For more see www.tomiaahonen.com

Schedule: The workshop will run from 9.00 until 4:30 with lunch and refreshments at appropriate intervals

Promotional Opportunities

Mobile Device Developments 2003

The 'Mobile Device Developments 2003' event covers the key issues concerned with ensuring continued revenue growth in the handset market and increased take-up of data services.

The event will be a meeting point for telecom operators, MVNO's, handset manufacturers and applications developers. In the current highly competitive wireless sector, 'Mobile Device Developments 2003' has unrivalled opportunities to promote your companies products and services to a highly targeted client base. Bespoke exhibition and sponsorship packages are available on a first come first served basis.

If you would like more information on the range of sponsorship or exhibition possibilities for 'Mobile Device Developments 2003' please contact Andrew Oliver.

Andrew Oliver

Tel: +44 (0) 208 767 6711

Email: andrew.oliver@visiongain.com

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About Siemens Mobile

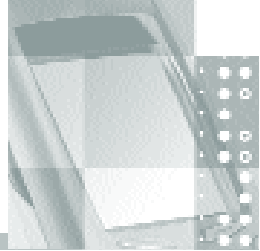
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You can access further information about Siemens IC Mobile on the Internet at

<http://www.siemens-mobile.com>

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Conference Background

The current mobile device market is characterised by a number of new dynamics, with new market entrants and technological advances resulting in an acceleration of device diversity. Canalis estimate an increase in handset shipments (EMEA only) in Q1 2003 to be a massive 125% increase over Q1 2002. They particularly note an increase in sales of devices running the Symbian OS, resulting in a 53% share of total devices shipped. This would indicate a strong European market for Smartphone devices.

With the advent of content and data services and the evolution of GPRS and UMTS capabilities consumers now have markedly different handset requirements. The onus is on handset manufacturers to optimise functionality and advanced features whilst the operator seeks to achieve the best possible synergy between content and terminal. With an increasingly high saturation rate in Europe, the challenge is to shorten handset replacement cycles and segment the business and leisure markets so that consumers use more than one device.

This event will examine ways to improve your wireless handset strategy through accelerated convergence of data and voice functions together with video and picture capabilities. The conference will provide a forum for mobile operators, MVNO's, handset manufacturers and software developers to discuss the issues that are currently defining the wireless industry.

Who should attend

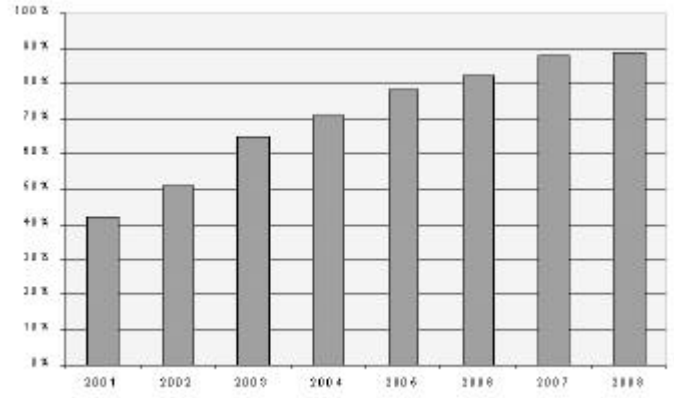
Companies

- Mobile Operators
- Handset Manufacturers
- MVNO's
- Application Developers
- Terminal Component Suppliers
- Mobile OS/Platform Vendors
- Multimedia Software Developers
- Consultants

Job titles

- VP - UMTS Implementation
- VP/Director Product Innovation
- VP Smartphones
- GPRS & UMTS Project Directors
- Device Specialist
- VP Application & Services
- VP/Director New Technologies
- Business Development Director
- Director 3G Strategy
- Head of 3G Taskforce
- VP Product Marketing
- Director Product Development

Replacement Handset Shipments (% of total)



Source: visiongain

Supporting Publication:

3G Bulletin
visiongain's flagship newsletter



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Mobile Device Developments 2003

2 day international conference & workshop

1st & 2nd October 2003

Venue: Kensington Marriott Hotel

147 Cromwell Rd, London SW5 0TH



Conf. code - b2bc

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