

M-Days 2010 – European Media and Mobile Experts Meet at the BMW Welt in Munich

Well-known International Speakers and English-Speaking Panels Focus on the Future of the Mobile Industry as well as on Application and Smartphone Trends

On 28th and 29th January 1,400 representatives of the mobile industry start the mobile year 2010 at the BMW Welt in Munich with one of Europe's biggest mobile events: The international congress and trade fair M-Days – the home of MOBILE - offers deep insights into current and future trends in mobile technologies and marketing. International speakers from enterprises such as Qualcomm (UK), Rubberduck Media Lab (Norway), Intel Corporation, Futuretext, Southend United Football Club (UK), BBC worldwide (UK), Out There Media (US), Fjordnet Ltd (UK/F), Screen Digest (UK), Keynote Systems (Silicon Valley, USA) and SiMobil from Slovenia provide a comprehensive overview of upcoming developments. The M-Days are the ideal platform for the exchange of ideas between German and international partners.

Erding, 11th January 2010: The mobile industry will be at home in Munich when the international congress and trade fair M-Days – the Home of MOBILE takes place for the fifth time at the BMW Welt on 28th and 29th January.

Due to their enormous success in the last few years, the M-Days attract speakers, exhibitors and visitors from all over the world – the congress and trade fair has become a well-established platform for the international mobile industry. The fifth M-Days offer three simultaneous series of presentations, one of them especially for English-speaking audiences.

The first highlight of the congress will be the keynote of an authority in digital measurement, Gian Fulgoni from Chicago, co-founder of comScore Inc., dealing with "The Mobile Media Ecosystem – How Mobile is Changing the Game" on 28th January. Fulgoni says: "2009 was undoubtedly a big year for mobile, and 2010 will no doubt be an even bigger, more exciting one. Increased mobile usage patterns and the rapid evolution of the way consumers interface with their mobile devices are currently changing the world."

M-Days: First Day

On 28th January there will be three English-speaking panels:

11.30 am - 01.00 pm

Mobile Trends 2020, Mobile Research and App-Commerce: What Comes Next in Europe?

Google activities send out a clear signal to the market: mobile is different and mobile is hot. The advance of touchscreen devices, app stores and new advertising approaches/formats are all coming together in a new kind of interactive mobile internet, a brave new place, where new content, new experiences and even new mobile search services will set the bar e. g. for mobile commerce, mobile video and TV.

In this session trend scout Monty C. M. Metzger, Ahead of Time, gives an overview of mobile communication trends 2020. Peter Broekroelofs, Service2Media, provides insights into the changing rules of mobile commerce. Ola Svartberg, Rubberduck Media Lab, shows how the "iPhone puts Mobile-TV in the Picture". The panel is moderated by analyst Peggy Anne Salz, Founder of MSearchGroove

02.00 pm - 03.30 pm

Mobile Advertising & Media Trends in Europe and Around the World

This session explores what different markets can learn from each other about mobile advertising and what is working in the market. It shows in which countries mobile advertising has been applied successfully for the past two years and how the rapidly-growing markets of Central and Eastern Europe and those of Asia-Pacific implement their mobile advertising strategies and make profit, even amidst the global financial crisis.

The panel opens with the key speech of Tom Bohmann, Vice President BCC UK. Industry representatives such as Kerstin Trikalitis, managing director, Out There Media, Mark Davies, marketing manager, Southend United Football Club, Michael Schade, managing director, Fishlab Entertainment, and a representative of Ogilvy UK will share their experience and expertise with the audience. The panel is moderated by Mark Wächter, managing director of MWC.mobi and MMA Global Board of Directors & chairman BVDW Section Mobile.

04.00 pm - 05.30 pm

Needs and Problems in the East-European Market

For most German and European companies Eastern European countries are an interesting growth market. This session focuses on the needs and problems, working business models and also the chances in this region. Learn from experts and their experiences in the Alps and Eastern regions.

Mirko Nedeljkovic, managing director, mineus)(s.r.o., Prague, Thomas Kicker, marketing

manager of **tele.ring**, and Peter Pavic, managing director of Croatian SiMobil and Styria Media, will contribute to this panel. The south-east expert Harald Winkelhofer, IQ Mobile GmbH, Austria, will moderate this session.

Mobile Media Night, 8.00 pm: During the Mobile Media Night visitors have the opportunity to meet mobile experts to exchange ideas and initiate cooperations.

M-Days: Second Day

Mobile Fragmentation: Yet another OS, Browser and App Store on the Mobile Market?

The key-session provides an overview of the rapid changes in information technology and mobile communication. The vision for the future of mobile communication is a fully interconnected world in which every citizen will access, create and use content. Mobile offers a myriad of functions. Every day thousands of features are added to ease the consumer's life. Yet mobile as a platform and channel is becoming increasingly complex. Fragmentation absorbs developing resources and causes confusion amongst consumers. What effects will mobile have on the micro- and macro-economy and the society in general? What is the best way to limit fragmentation and complexity?

Ajit Jaokar, founder of the London research institute and publishing house Futuretext, opens the keynote session. Jaokar is a highly respected commentator and author of the book "Open Mobile: Understanding the Impact of Open Mobile". Also contributing to the panel is Wolfgang Petersen, director developer relations division Europe, Middle East and Africa, Intel Corporation. He is responsible for developing and managing Intel's DRD strategy and programs across EMEA mature and emerging markets. Colm Healy, vice president of Qualcomm (UK), speaks on the topic "Mobile Applications – Beyond the First Wave" and Anuj Khanna, founder & CEO of Wireless Expertise Ltd (UK), presents the study "The Future of Mobile Application Storefronts". Dr Rainer Deutschmann, senior vice president mobile products, Deutsche Telekom AG, provides input on mobile communication around the world. The panel is moderated by Mark Wächter, managing director of MWC.mobi and MMA Global Board of Directors & chairman BVDW Section Mobile.

There will be two English-speaking panels on 29th January:

11.30 am - 01.00 pm

Session: M-Social/Content/App

Customers: Mobile Performance, Perspectives of Applications and Successful Content Networks

One of the biggest challenges in the mobile market today is to ensure a satisfying end user experience for mobile applications on hundreds of different mobile handsets operating over different networks. The trend towards social media and mobile communication makes consumers more demanding. What makes an app perfect? What functionalities are crucial for the success of a network-community? How can be ensured that mobile content consistently works on different devices in Europe, Asia and America? What is "good performance" with regard to applications?

Mobile communication designer Christian Lindholm, managing partner of Fjordnet Ltd., presents the keynote: "2010 Mobile Trends: How to design a perfect app". Tony Perez, solution consultant, Keynote Systems (Silicon Valley), informs about his experiences in mobile application testing. Ulrik Jensen, European director of Gedda-Headz A/S from Denmark, presents the success story of his company's mobile gaming community. Dr Torsten Wingenter, global coordination social media marketing at Lufthansa, talks about experiences with the Miles & More user app.

11.30 am - 01.00 pm

Session: International Topics

Ronan de Renesse, senior analyst and head of mobile media, Screen Digest (UK), opens the session with a study on "Current Analytics of the Mobile Market". Alexander Zudin, CEO Paragon Software (SHDD), presents the latest mobile trends in app commerce and provides examples of mobile productivity applications for handheld devices. Stephane Gantchev, business development director Central and Eastern Europe and co-founder of Mobile Monday, Sofia, shows how to build advertising inventories through customer loyalty programs. Andrew Bud, executive chairman of mBlox (UK), explains future business models of mobile services such as mobile payment, ticketing, sender-pays and smart pipe enablers. Representatives of Nokia and 12snap demonstrate aspects of mobile marketing from tactical to strategic marketing.

Development Session

The session focuses on "Developing on Android and Symbian" and is moderated by Simon Tennant, CEO, Buddycloud. It shows where Android fits into the mobile ecosystem and how network operators, developers and users respond to the operating systems Android and Symbian. The session provides some hints on how to develop successful android products from design and screenshot mockups to coding and release. It also deals with aspects like designing for user-generated content and location awareness.

If you would like to attend and register for the fifth M-Days in Munich or need further information on the congress and trade fair, please visit <http://www.m-days.com/englisch/hauptseiten/congress.htm>

M-Days Organizer - 11 Prozent Communication

11 Prozent Communication, located in Erding, Germany, has established itself as a neutral communication platform for brands, media and the mobile and digital entertainment worlds. The consulting agency provides companies with detailed and extensive information on the e-game and

mobile markets. In addition, 11 Prozent organizes events (www.gfm-world.de, www.m-days.com, www.mobile-content-days.de), does PR work and is the publisher of GfM Nachrichten (www.gfm-nachrichten.de), a periodical dealing with mobile, eGames, IPTV and social media.