

# MobileWorld 2009

The new wave of smartphones

25-26 August 2009

Grand Ballroom (5F), JW Marriott Seoul, Korea

## Connect to Future Mobile World

The IDG cordially invites you to be a part of the MobileWorld 2009, which is the largest mobile conference in Korea for the global industry. The event brings together and connects leaders for true information exchanges and action planning. We provide networking opportunities with the high-quality attendees of carriers, resellers, ISVs, integrators, and developers.

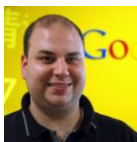
During the conference, the global leaders in the mobile industry will share real stories of success and failure, discuss the most current issues facing our industry within 4 tracks of mobile architecture, network, application and lifestyle focusing on smartphone issues. You have two days to be entertained, educated and facilitate new business and partnerships.

We look forward to welcoming you to MobileWorld 2009 on 25-26 August 2009.

### Key Speakers



**Glenn Lurie**  
President of Emerging  
Devices  
AT&T



**Tom Moss**  
Head of Android Asia Pacific  
Google



**Zeus Kerravala**  
Senior Vice President  
Yankee Group



**Sebastian-Justus Schmidt**  
Chief Executive Officer  
Spb Software



**Jane Moi**  
Director, Asia Pacific  
RIM



**Dong-Hoon Chang**  
Vice President,  
Head of Design Group  
Mobile Device Division  
Samsung Electronics



**Jin-Sung Choi**  
Vice President, Head, Mobile  
Communication Tech  
Research Lab  
LG Electronics



**Chan-Jin Lee**  
Chief Executive Officer  
Dreamwiz



**Han-Seok Ryu**  
President  
Smartplace



**Hak-In Hwang**  
Ph.D., Vice President,  
Convergence Components  
R&D Division  
Korea Electronics Technology  
Institute



**Byung-Kyu Choi**  
Director, Asia Pacific  
Salesforce.com



**Kyung-Soo Lee**  
Vice President, Convergence  
Wibro Biz  
KT



TBA  
HTC



Visit [conference.idg.co.kr/MobileWorld2009](http://conference.idg.co.kr/MobileWorld2009) to register.



### MEET WITH GLOBAL MOBILE LEADERS

Speak with a wide range of global industry experts and business leaders, and obtain a in-depth understanding of how to achieve greater success with mobility

### ENGAGE YOURSELF IN THE EVENT

MobileWorld 2009 encourages you with two way exchanges in place of one-way content. Take part in discussions and debates, ask many questions actively. Various networking opportunities are provided, and all participants are open to discuss to make you learn more.

### CHOOSE AMONG +24 SESSIONS

Take advantage of over 24 breakout sessions and speakers according to your specific interests and business needs. You will be able to draw a big picture to drive your success and equipped with the most current information.

### BE THE EXPERT

Attending at the largest mobile conference in Korea will update you the most current issues, comprehensive understanding, business ideas and connect you to the global smartphone network. You will be the expert when going back to your organization.

## Who Should Attend

CEO / CTO / CIO Planning Marketing Sales Product Development Device Development Business Development R&D	from	Mobile industry players including Handheld Wireless OS providers Application developers Wireless carriers Mobile data providers Software developers of wireless phone software solutions and deployments Mobile entertainment contents providers including games, music, movies and video Wireless accessory makers, vendors, and engineers of aftermarket solutions
CIO / CTO IT Development IT Strategy IT Planning	from	Enterprises looking to maximize productivity adopting enterprise mobility Enterprises interested in next generation mobile technologies

## Sponsor & Exhibition Opportunities

Sponsor or exhibit at the MobileWorld 2009, the largest and most influential mobility conference in Korea, will provide you the maximum market exposure and opportunities to brand your company.

Contact:

Eddy Kim, Sponsor Manager

[Sungil\\_kim@idg.co.kr](mailto:Sungil_kim@idg.co.kr)

+82-2-558-6939

Tony Lee, Sponsor Manager

[tony\\_lee@idg.co.kr](mailto:tony_lee@idg.co.kr)

+82-2-558-6924

## Speaking Opportunities

Speaking at the MobileWorld 2009 will provide you a chance to have benefits to your personal and organizational reputation in the market by increasing your exposure to top decision makers across various industries. Please share your expert advices and knowledge with your peers.

Contact:

Julie Kim, Senior Producer

[Julie\\_kim@idg.co.kr](mailto:Julie_kim@idg.co.kr)

+82-2-558-6926



Visit [conference.idg.co.kr/MobileWorld2009](http://conference.idg.co.kr/MobileWorld2009) to register.



## Sponsor & Supporters

### Silver Sponsor



Spb Software is a leading brand in mobile software and is renowned for designing solutions that enhance the experience of mobile users. Since 2001, Spb has shipped millions of licenses to our direct end-users and through partnerships with 22 handset makers and 7 network operators around the world. Our mission is to continue delivering excellence to the mobile software market and help users get the most from their network connection and do more with their handsets. Spb is an international company with its headquarters in St. Petersburg, Russia and supported by offices in Taiwan, Hong Kong, Thailand and USA.



Salesforce.com is the enterprise cloud computing company. The company's portfolio of Salesforce CRM has revolutionized the ways that companies collaborate and communicate with their customers across sales, marketing and service. The company's Force.com Platform enables customers, partners and developers to quickly build powerful business to run every part of the enterprise in the cloud. Based on salesforce.com's real-time, multi-tenant architecture, Salesforce CRM and Force.com offer the fastest path to customer success with cloud computing.

### Association Partner



GSA represents leading GSM/3G/WCDMA-HSPA/LTE suppliers worldwide. Industry professionals globally use [www.gsacom.com](http://www.gsacom.com) as a key resource for authoritative information, market facts and objective analysis. Interaction with operators is facilitated by the Operators Zone, GSA Mobile Broadband Forum and other activities. GSA also advises regulators/policy-makers on the optimum conditions for market development.



Hong Kong Wireless Technology Industry Association (WTIA) is a non-profit trade association in Hong Kong to promote the development, usage and awareness of wireless technology applications in Hong Kong; and to enhance communication and partnership between different types of companies in the wireless technology industry. WTIA has over 150 company members from local and overseas. To know more about WTIA, please visit [www.hkwtia.org](http://www.hkwtia.org).

### Media Partners



Telecoms Korea (<http://telecomskorea.com>) is an online English news channel reporting mobile and broadband market news of Korea, the biggest IT powerhouse in the world, faster than any other news channel. When you join TelecomsKorea.com, the world's No. 1 English news source related to the Korean wireless, handset, and broadband industry, you'll enjoy a variety of services as well as up-to-the-minute content.



Founded in 2001, Wireless Watch Japan is the original, independent resource dedicated to covering Japan's mobile industry in English. Our membership includes executives, analysts, engineers, marketers, developers and researchers from Fortune 500 companies worldwide. A division of Mobiky, the company also organizes Mobile Monday Tokyo networking events and operates Mobile Intelligence guided missions while offering related research and consulting services.



WIP makes the path easier for mobile developers, reduces cycle times and increases innovation in the mobile ecosystem. This is accomplished through events like WIP Jam Sessions, the WIPwiki.com resource portal for mobile developers and tools like the WIP Connector Quiz for connecting to the right partners in the ecosystem. WIP also partners with wireless organizations and Developer Programs around the world. [www.wipconnector.com](http://www.wipconnector.com).



GlobalPlatform is the international smart card specification body and its proven technical specifications for cards, devices and systems are known as *the* standard for smart card infrastructure. GlobalPlatform is a member driven association with cross-industry representation from all world continents. For more information about GlobalPlatform, visit: [www.globalplatform.org](http://www.globalplatform.org).



ChinaNewswire.com & Xinwengao.com - China's leading press release distribution platform provides English-language corporate press releases at [www.chinanewswire.com](http://www.chinanewswire.com) and Chinese-language at [www.xinwengao.com](http://www.xinwengao.com). Xinwengao mean "press release" in Chinese -- ChinaNewswire.com & Xinwengao.com are the best way for companies to share their latest information with stakeholders around the world. Website: <http://www.chinanewswire.com/>



ChinaTechNews.com: Operating since 1999, ChinaTechNews.com is the only daily English-language China-focused technology news website in the world. Every business day we deliver thousands of words of insider info and news about mobile, computing, telecom, software, Internet, games, security, digital, advertising, and electronics sectors! Visit ChinaTechNews.com for more information. Website: <http://www.chinatechnews.com/>



ChinaWirelessNews.com is the only English-language daily provider of pure mobile news and information about the booming wireless sector in China. Covering telecommunications, RFID, handsets, 3G, 4G, standards, new Chinese regulations, and hundreds of other different wireless-related topics, we deliver the most updated news to busy technology professionals. Website: <http://www.chinawirelessnews.com/>



Visit [conference.idg.co.kr/MobileWorld2009](http://conference.idg.co.kr/MobileWorld2009) to register.



## 25<sup>th</sup> August 2009

- 08:00-09:00 Registration
- 09:00-09:10 Welcoming address by the organizer & Opening remarks from the chairperson

### KEYNOTES

- 09:10-09:50 Global mobile trends: Bridging devices and open networks  
**Zeus Kerravala** Senior Vice President **Yankee Group**
- 09:50-10:30 FMC: Enterprise mobility adoption – opportunities and challenges
- 10:30-10:50 Morning refreshments and Networking break
- 10:50-11:30 Global 4G outlook and market adoption
- 11:30-12:10 The future of mobile device
- 12:10-13:30 Networking luncheon

### Track 1

#### DEVICE & ARCHITECTURE

- 13:30-14:10 More contents, less power: effective power management  
**Hak-In Hwang** Ph.D., Vice President, Convergence Components R&D Division **Korea Electronics Technology Institute**
- 14:10-14:50 How to hit right balance between security & innovation?
- 14:50-15:10 Afternoon refreshments and Networking break
- 15:10-15:50 Coping with mass data on smart mobile devices
- 15:50-16:30 Ensuring the high availability of your mobile server  
**Glenn Lurie** President of Emerging Devices **AT&T**

### Track 2

#### NETWORK

- Efficiently planning and ensuring a smooth migration from 3G to 4G networks  
**Jin-Sung Choi** Vice President, Head, Mobile Communication Tech Research Lab **LG Electronics**
- Exploiting opportunities and challenges of LTE implementation for next generation connectivity
- Afternoon refreshments and Networking break
- Mobile convergence: 4Screen 3S strategy  
**Kyung-Soo Lee** Vice President, Convergence Wibro Biz **KT**
- High speed mobile network solution

## 26<sup>th</sup> August 2009

- 08:00-09:00 Registration
- 09:00-09:10 Welcoming address by the organizer & Opening remarks from the chairperson

### KEYNOTES

- 09:10-09:50 Future of the application environment
- 09:50-10:30 Android: Openness and Innovation  
**Tom Moss** Head of Android Asia Pacific **Google**
- 10:30-10:50 Morning refreshments and Networking break
- 10:50-11:30 Innovating in an open mobile world (Mobile innovation marketplace)
- 11:30-12:10 Enterprise lifestyle innovation through smartphones
- 12:10-13:30 Networking luncheon

### Track 1

#### APPLICATION & SOFTWARE

- 13:30-14:10 Next generation user interface design  
**Dong-Hoon Chang** Vice President, Head of Design Group Mobile Device Division **Samsung Electronics**
- 14:10-14:50 Usability / User interface / User environment  
**Sebastian-Justus Schmidt** Chief Executive Officer **Spb Software**
- 14:50-15:10 Afternoon refreshments and Networking break
- 15:10-15:50 SaaS application usages through mobile devices  
**Byung Kyu Choi** Director, Asia Pacific **Salesforce.com**
- 15:50-16:30 The advance of application mobile market place  
**Han-Seok Ryu** President **Smartplace**

### Track 2

#### MOBILE LIFESTYLE

- Mobile Innovation: New business opportunities  
**Chan-Jin Lee** Chief Executive Officer **Dreamwiz**
- LBS: Building value with mobile navigation
- Afternoon refreshments and Networking break
- Is there more room for mobile social networks?
- Mobile transaction: building more value on the mobile banking and payments





## Conference Registration

### MobileWorld 2009

August 25-26, 2009

Grand Ballroom (5F), JW Marriott Seoul Korea

#### 1. Type of Registration

Email : amy\_mk@idg.co.kr

Fax : +82 2 558 6955

#### 2. Registration

	Price/person
Two-Day Pass	<input type="checkbox"/> USD 500

#### 3. Registration Information

1. Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email : \_\_\_\_\_

2. Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email : \_\_\_\_\_

3. Name: \_\_\_\_\_

Position: \_\_\_\_\_

Email : \_\_\_\_\_

✓ Organization : \_\_\_\_\_

✓ Address : \_\_\_\_\_

✓ Town : \_\_\_\_\_ State : \_\_\_\_\_ Postcode : \_\_\_\_\_

✓ Tel : ( ) \_\_\_\_\_ Fax : ( ) \_\_\_\_\_

✓ Nature of Business : \_\_\_\_\_

✓ Company Size :  1-9  10-24  25-49  50-99  
 100-249  250-499  500-999  1000+

#### ✓ Authorization

Signatory must be authorized to sign on behalf of contracting organization

Name : \_\_\_\_\_

Position : \_\_\_\_\_

Signature : \_\_\_\_\_ Date : / /

#### 4. Payment Method

Payment is required within 5 working days on receipt of invoice

##### Bank Transfer

✓ Beneficiary Bank : Shinhan Bank  
 ✓ Account No. : 140-008-112932  
 ✓ Beneficiary Name : IDG Korea

※ Important Notice: Your organization name should be noted when the transfer is made.

##### Check Payment

Pay available to IDG Korea

※ **Confirmation Details:** After receiving payment, a receipt will be issued. If you do not receive a letter outlining conference details two weeks prior to the event, please contact the Conference Coordinator at IDG Korea conferences.

※ **Please note your place is not guaranteed until your payment has been received**

#### 5. Other Information and Inquires

##### 1. Registration

Amy Kim TEL : +82 2 558 6076  
 Email : amy\_mk@idg.co.kr

##### 2. Sponsorship & Sales

Eddy Kim TEL : +82 2 558 6939  
 Email : sungil\_kim@idg.co.kr

Tony Lee TEL : +82 2 558 6924  
 Email : tony\_lee@idg.co.kr

##### 3. Operation & Other inquiries

Jasmin Kim TEL : +82 2 558 6997  
 Email : jasmin\_kim@idg.co.kr

##### ✓ Hotel Accommodation

Accommodation is not included in the conference fee. For inquiries, please contact at +82 2 558 6997

#### Terms & Conditions

1. Cancellation & Refund: The full conference fee is non-refundable. If you cannot attend the conference in any reason, we recommend you to register for representatives by August 24<sup>th</sup>.  
 2. The conference may change due to unforeseen circumstances without notice. IDG Korea reserves the right to alter venue, time & date, speakers, locations and/or to divide and merge conferences. IDG Korea has no responsibility for any loss or damage to property belonging to, nor for any personal injury incurred by, attendees at our conference, whether within the conference venue or otherwise.

3. Copyright: All intellectual property rights in all materials produced or distributed by IDG Korea in connection with this event is expressly reserved and any unauthorized duplication, publication or distribution is prohibited.  
 4. Collected client's information is safely recorded in IDG Korea's database. The information is not transferred or provided to others except developing and serving IDG Korea's products and services.  
 5. Other issues which are not defined in terms and conditions shall be governed by the law of Korea