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Gold Sponsors:



The 4th Future of Wireless International Conference

The Møller Centre and Churchill College, Cambridge, 26th & 27th June 2012

Additional Sponsors:



Reshaping the Mobile Industry

In just over twenty-five years, the wireless industry has become wildly successful and delivered value for consumers through investing and innovating in technology and business models for voice and data services. In the process the industry has recruited two thirds of the world's population as customers and totally changed the way we communicate with each other. The industry is now in perhaps its most dynamic phase ever. Traditional players face many new challenges as the uptake of the mobile internet accelerates, the pressures on voice and SMS revenues from "Over The Top" (OTT) Internet brands increases, and consumer attention and brand value migrates to manufacturers and service providers who offer ecosystems of Smart Phones, Tablets, Apps and TV. Are we entering a new era of growth for operators and device manufacturers, or does the disruption caused by Internet brands, and the accompanying value transfer, threaten to undermine these traditional players' future, and perhaps the whole ecosystem around them?

Keynote Speakers:

Joe Barrett, Senior Director of Marketing, **Qualcomm** – "The Nature of Innovation in the Mobile Industry"

Olaf Swantee, CEO, **Everything Everywhere** – "Partnering for success in a 4G world"

Professor Chris Lowe, **University of Cambridge** – "mHealthcare: Opportunities, Challenges and Prospects"

Matthew Postgate, Head of Research & Development, **BBC** – "How is mobile broadband changing broadcasting?"

Colin Brereton, Partner, Global Communications Industry Practice, **PwC** - "Opportunities for reshaping the future of your industry?"

Wide Range of Formats

- Keynote Theatre for plenary sessions, hosting our top-class speakers, panel sessions and debate
- Interactive workshop sessions, focused on a range of specialist topics
- Innovation Hothouse to showcase next-generation start-ups
- International Business Zone for one-to-one meetings
- Exhibition Zone

New for 2012: The Cambridge Debate

This interactive session will explore and challenge who is driving today's fast and furious industry, and where we should look to in the future.

"This House believes that the future of Innovation in the Wireless Industry is within the Virtual rather than the Physical World"

Chaired by Peter Day,
Business Correspondent, BBC News at the BBC

Cambridge Wireless would also like to acknowledge and thank the following lead SIG Champions for their significant contribution to this conference agenda: Peter Whale of Qualcomm(Chair); Mike Grant of Caru Ventures; Dr John Haine of Cognovo; Anthony Berkeley of Velocix; Zahid Ghadialy of Explanotech and Kevin Coleman of Alliantus Ltd for his PR support.

Tuesday 26th June 2012

08:30 Registration over refreshments/exhibition

Session A-1: Opening of conference & Keynotes

09:30 Welcome from **Dr David Cleevly, FEng, FIET, Chairman, Cambridge Wireless**
Is the Wireless industry entering a new era of growth for all players, or will the disruption caused by Internet brands such as Google, Twitter and Facebook undermine its future? Representatives of the traditional “supply side” of the industry explore this dilemma.

09:30- 11:10

09:40 **Joe Barrett, Senior Director of Marketing, Qualcomm**
“The Nature of Innovation in the Mobile Industry”

Business Speed Networking

10:00 **Olaf Swantee, CEO, Everything Everywhere**
“Partnering for success in a 4G world”

Session A-2: Doing business internationally: An industry being reshaped by “OTT brands”

Chaired by Mike Grant, Founder, Caru Ventures

Once mobile networks properly supported IP communications, Internet companies expanded and changed their services to take advantage of the new medium and omni-present devices. A leading Internet provider explains their approach to the market and how it might change in the near future.

Limited places available

10:20 **Paul Taylor, Engineering Manager of Google**

10:35 **Panel Session with Speakers from Session A-1 and A-2**

11:05 **Refreshment Break**

Session A-3: The evolution of the device ecosystem

Chaired by Peter Whale, Director of Product Management, Qualcomm

What does the future hold for devices? Are they the crucible of innovation, or has innovation moved to apps and the cloud? Hear contrasting views of the future from our assembled experts.

11:50 **Rory O’Neill, Vice President of Software and Services EMEA, Research in Motion (RIM)**



12:10 **Richard Jacklin, Business Development Director, Anite**

12:30 Open Forum with the speakers and audience

12:45 **Lunch & Networking**
Kindly sponsored by Cambridge Consultants



Session A-4: Specialist Parallel Track Sessions

14:20	Track 1: Four Pathways to International Business Growth	Track 2: Utility or Valued Brand <i>Sponsored by Telindus</i>	Track 3: Bandwidth Hogs or Experience Innovators	Track 4: Where Next for Devices <i>Sponsored by Freescale</i>	Track 5: The continuing role of Intellectual Property
14:30	Paul Green, Technical and Marketing Director, Arkessa <i>“Ubiquitous Global Connections: challenges and pitfalls”</i>	Jean-Marie Stas, Marketing Intelligence Manager, Enterprise Business Unit, Telindus <i>“How can operators move away from the bitpipe provider and become a valued brand.”</i>	Kar-Ann Chew, Technology Strategy Manager, Vodafone <i>“Making friends and influencing operators – what is the relationship between OTT content and network providers.”</i>	Iain Davidson, Business Development, Freescale <i>“Future M2M – building in security and scalability”</i>	Robert Pocknell, Director, N & M Consulting <i>“The importance of Essential Patents to the industry and the future of the current regime”</i>
14:55	Finbarr Moynihan, Business Development Director (North America/Western Europe), MediaTek, USA/Europe <i>“Lessons learned in the journey from 2G feature phones for China to worldwide 3G Smartphones.”</i>	Mark Main, Lead Consultant, Analysys Mason Custom Research. <i>“What are the capacity challenges that operators are facing and can small cell network really overcome these challenges?”</i>	Mark Watts-Jones, Director for Social Mobile portfolio, Myriad <i>“Helping Operators address OTT Revenue Cannibalisation”</i>	Vincent Korstanje, VP Segment Marketing, ARM <i>“The Mobile Internet of everything”</i>	Matthew Gillard, Partner, Withers & Rogers LLP <i>“An overview of the current ‘patent wars’ and the interplay of essential and non-essential IPR”.</i>
15:20	Refreshment Break Kindly sponsored by IC-Group				
15:45	Maria Dramaloti-Taylor, Managing Partner, x.Million Capital Ventures <i>“Now that we have the technology and the opportunity how do we fund it”</i>	David Haszeldine, International Network Economics, Deutsche Telekom (UK) Ltd <i>“Economics of the network in a time of change”</i>	Anthony Berkeley, VP Business Development, Alcatel-Lucent <i>“Where is the audience? Does multiscreen really mean more viewers or just more streams”</i>	Dr Jenny Tillotson, Senior Research Fellow University of the Arts London <i>“Scent phone: sensory mobiles where different scents could be transmitted across devices for wellbeing, fashion, lifestyle and social networking”</i>	Mark Collins, Chief Operating Officer, Cognovo <i>“How to innovate and survive in the patent jungle.”</i>
16:10	Francis Charig, Chief Executive and Founder, Antix Labs <i>“Hear from a UK innovative technology SME representing a success story of how a UK company has successfully navigated the global marketplace.”</i>	Mark Neild, Head of Business Transformation Services, Nokia Siemens Networks <i>“When will GSM be turned off? – the reality of deploying LTE technology and managing legacy networks”</i>	Bo Olofsson, Director, Product Research Group, BSKyB <i>“Single service or Combination? Why content ownership is key to network evolution”</i>	Brian Robertson, Associate Director, Broadcom <i>“Embedded devices of the future” - How the embedded devices will help make a connected world giving a seamless experience to the users.”</i>	Helena van der Vegt, Senior Associate, Cambridge IP <i>“Wireless impact on the evolving patent landscape: Emerging strategies”</i>
16:35	Panel Session	Panel Session	Panel Session	Panel Session	Panel Session
17:00	Free time / Further networking Kindly sponsored by IC-Group				

Gala Dinner, St John's College, Cambridge

Drinks Reception

18:00 Networking Drinks Reception courtesy of Olswang

OLSWANG

Gala Dinner: The Hall, St John's College

Gala Dinner kindly sponsored by the Canadian High Commission

Canada

19:10 Seated for Dinner

19:20 Welcome from the Chair, **Dr David Cleevly, FEng, Chairman, Cambridge Wireless**

19:35 Welcome from the **Gala Dinner Sponsor**

19:40 Dinner served

21:00 After-dinner speaker, **Jim Maynard, President, Wavefront, Canada, followed by Q&A**

21:20 Chairman closes the Dinner; Further Networking until **22:00**

Wednesday 27th June 2012

08:30 Registration over refreshments/exhibitions

Session B-1: Welcome and Keynotes

09:30 Introduction from Chair, **Dr David Cleevly, FEng, Chairman, Cambridge Wireless**

09:30 – 11:10

09:35 **Professor Chris Lowe, University of Cambridge**
"mHealthcare: Opportunities, Challenges and Prospects"

09:55 **Matthew Postgate, Head of Research & Development, BBC**
"How is mobile broadband changing broadcasting?"

**Business
Speed
Networking**

Session B-2: Innovation Hothouse: Pitching to a Global Market and Growing Business Internationally, Sponsored by Rohde & Schwarz

10:20 **Chaired by Kevin Coleman, Project Director, 'Discovering Start-Ups'**

10:25 Introduction from Session Sponsor, **Anton Messmer, Director of Subdivision, Mobile Radio Testers, Rohde & Schwarz**

10:35 **Innovation Hothouse – Featuring Discovering Start-ups 2011 competition winners**

**Limited places
available**

- **Mindings, Stuart Arnott**, Founder/Director
- **Advanced Balance Systems Ltd, Joshua Wies**, Director & Chartered Physiotherapist
- **Qiqqa, James Jardine**, Founder
- **Blue Wireless Technology Ltd, Henry Nurser**, CEO/Founder
- **Proxama Ltd, Neil Garner**, CEO



10:55 **Refreshments & Networking**

Session B-3: Policy Panel – Reshaping regulatory frameworks for a connected world

11:40 **Panel Session in association with ICT Knowledge Transfer Network**

Chaired by Stuart Revell, Chairman, ICT KTN Wireless Technology & Spectrum Working Group

How should spectrum and service regulation evolve to cope with the explosion in data traffic and new types of businesses offering service?

Panellists:

- **Dr Joe Butler, Director of Spectrum Technology, Ofcom**
- **Rupert Cazalet, Head of Public Affairs, Airwave Solutions Ltd**
- **Dr Andy Hudson, Head of Spectrum Policy, Vodafone**
- **Jeppe Jepsen, Director of International Business Relations, Motorola Solutions**

Open Forum



12:40 **Lunch & Networking**

Kindly sponsored by The Technology Partnership Group (TTP)



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Session B-4: Keynote

Chaired by Peter Whale, Director of Product Management, Qualcomm

14:10 **Colin Brereton, Partner, Global Communications Industry Practice, PwC**

"Opportunities for reshaping the future of your industry?"

The Cambridge Debate: *"This House believes that the future of Innovation in the Wireless Industry is within the Virtual rather than the Physical World."*

14:35 **Chaired by Peter Day, Business Correspondent for BBCNews**

For? The centre of gravity of innovation in the mobile industry has moved to the Internet and the Cloud. With the phenomenal success of mobile apps, along with on-line stores vending all-digital content, the device is becoming commoditised. A smart phone is a blank slate on to which Internet-speed startups and web companies such as Facebook, Google and Twitter innovate. Most of the innovation in networks and devices is virtualized in software anyway. The future is all about apps, content and services, accessed whenever and wherever they are needed.

Against? Industry growth and value is cultivated and realized because of innovation in "actual" physical materials, hardware components, advanced chipsets, manufacturing expertise, and elegant product design. Interacting with the physical world through sensors opens up significant new innovation fronts in areas such as wireless healthcare and the Internet of Things. Inherent, long lasting value results from design, engineering and manufacturing expertise, the management of scarcity in areas such as radio spectrum and energy, and the expertise to manage complex network infrastructure. Players in the physical world will always have the key role in innovation.

14:40 **For: Ray Anderson, CEO, Bango**

14:50 **Against: David Wood, Chief Technology Architect, Accenture Mobility**

15:00 **Open forum**

15:45 **Audience vote**

Closing remarks

15:50 Closing remarks with **Peter Whale, Director of Product Management, Qualcomm**

16:00 Conference concludes/complete feedback forms

With the permission of the speakers presentations slides will be made available 48 hours after the conference

Breakout Track Options – Delegates can choose one of following options on the afternoon of the Tuesday 26th June.

Track 1: 'Four pathways to international business growth: Technology, Opportunity, Funding and Relationships'


Chaired by John Davies of UK Trade & Investment

This session explores key success factors/issues and challenges for international business growth within the sector. There will be four keynote speakers covering the following pathways/topics, followed by an interactive open forum/debate: Technology – Hear from a UK innovative technology SME representing a success story of how a UK company has successfully navigated the global marketplace; Opportunity – Hear from an International multi-national company involved in high value opportunities in communications infrastructure with experience of how to introduce innovative and often disruptive technology into market solutions across the global value chain; Funding – Hear from an experienced International VC/Angel providing experience and guidance on how SME's can access funding and what the VC is looking for in entrepreneurs and business growth opportunities; Strategic Relationships – Hear from a large corporate enterprise about the importance of business networks and strategic relationships in doing business globally.

Track 2: Utility or Valued Brand? – 'The future role of the mobile operator'

Chaired by Cambridge Wireless SIG Champion Mark Neild of Nokia Siemens Networks

Mobile operators invented the wireless business based on their exclusive spectrum licences, and created enormous brand value as they recruited [two-third's] of the world's population as customers. Since the launch of the Smartphone and the rise of mobile "apps" their position is under threat as data volume surges, new brands such as Apple, Android and Facebook usurp their position, and consumers switch allegiance based on tariffs and perceived quality of service and coverage. How can the operators reassert their dominance using new approaches and technology?

Track 2 sponsored by:  **telindus**
Belgacom ICT

Track 3: Bandwidth Hogs or Experience Innovators – 'Where do OTT companies fit in the future of services?'


Chaired by Cambridge Wireless SIG Champion Anthony Berkeley of Velocix

As the traditional role of the operator as provider of network access and traditional services such as telephony and SMS is challenged, will operators become dumb "packet conveyors" or will they be the future distributors for everything we can consume? Today, as users consume services from Facebook, Google and Twitter, operator brands are perhaps being submerged. This session will explore the relationships, business models and partnerships between OTT companies and network operators. Who is in charge of the consumer experience? Delivering the best user experience; Why being in charge of content is the next business evolution? Making friends and influencing operators – the business relationship between OTT content and the challenge of delivering content The OTT perspective – what are OTT services looking for from networks – friends or foes?

Track 4: Where Next for Devices – 'Technologies for Next Generation User Experiences'

Chaired by Cambridge Wireless SIG Champion Zahid Ghadialy of Explanotech

Remember the days before the iPhone? Mobile devices seemed to have a somewhat familiar and predictable evolution path, with improving cameras, more multimedia and higher bandwidth data pipes for a lower price point. Now we are in the brave new world of smart phones, tablets, quad-core processors, touch user interfaces, immersive multimedia experiences and an always-on connected lifestyle with many thousands of apps to engage with. So where next for the connected device? In this thought-provoking session we examine a number of disruptive technologies which have the potential to radically change how we engage with our devices, what they look like and what we do with them in the coming years. As computing power in a small form-factor continues to increase, there is significant focus on new user experience approaches which can enable us to interact with rich content and services in new ways. Come and form your own view on which of these emerging technologies could become an important part of the roadmap for future devices.

Track4 sponsored by:  **freescale**

Track 5: The continuing role of Intellectual Property

Chaired by Cambridge Wireless SIG Champion Dr John Haine of Cognovo Ltd

Recent eye-watering deals for large companies' patent portfolios, and high-profile lawsuits for infringement, may create the impression that patents have only just become important parts of the wireless landscape. In truth though, since the inception of GSM, patents and IP policies have played a key role in the growth of the industry. This session will explore some of this background, how the situation may be changing, and some of the strategies for new entrants to continue to innovate.

About Cambridge Wireless - www.cambridgewireless.co.uk

Cambridge Wireless is a leading industry forum and vibrant community with a rapidly expanding network of companies actively involved in the development and application of wireless technologies. In addition to high level networking dinners, educational events and business development activities, Cambridge Wireless runs an annual Future of Wireless International Conference along with the Discovering Start-Ups initiative to support emerging, innovative wireless companies. Over 15 Special Interest Groups focused on specific technologies and market sectors, also provide opportunities for members to meet, form partnerships to exploit new commercial opportunities, and share knowledge and information about the latest industry trends and hot topics. Cambridge Wireless has partnerships with other leading industry clusters and organisations around the world to extend its international reach and to keep members up to date with the latest global developments and business opportunities.