

Open Mobile Newsletter October Edition

Dear all,

Welcome to the October edition of the Open Mobile Media newsletter – and the last newsletter this side of our second annual San Francisco event!

In this edition:

* Final reminder for OMS San Francisco Nov 4-5: Conference - and hotel rooms - nearing capacity. Act now!

* Focus: The dawn of a new era in mobile computing.

* Announcing: 140 Characters

* Open mobile watch

* Open Mobile Summit San Francisco

With just 3 weeks to go until the Open Mobile Summit SF, we have less than 50 places left, and an attendee list to die for!

Excuse me for bragging, but we're very excited :)

On a serious note: If you are planning to attend and need accommodation, we have twice exceeded the conference room block and are now approaching capacity issues for bedrooms. San Francisco can be busy this time of year and the hotel is right on Union Square, so please be sure to book a room ASAP if you need one.

More exciting news from the Summit:

- New speaker additions include Julius Knapp, Chief Engineering and Technology at the FCC; Hope F. Cochran, SVP Finance, Clearwire, Dan Ford VP Oracle, and Henry Bailey VP SAP.

- This week we're launching the "Spotlight on" schedule, featuring Jim Ryan SVP Motricity and Fabrizio Capobianco CEO Funambol, amongst others.

- New sponsors: Welcome to Motricity, our new Platinum sponsor, and new Silver sponsors SAP, Qualcomm and Openwave Systems.

As always, you can get the very latest information at
<http://www.openmobilesummit.com>

The dawn of a new era in mobile computing

Sounds like the tagline from an Intel ad doesn't it? But you know what, I really believe we are at the dawn of a new era in mobile computing.

Many people have spotted the parallel between today's open mobile Internet revolution and the late 90's revolution in Internet content. It's hard not to see it, especially if you were involved in the industry in those heady days.

Most recently, Rich Wong, who is co-chairing the Open Mobile Summit for the second year running in November, referenced it in his post CTIA wrap here: <http://venturebeat.com/2009/10/08/from-ctia-the-rise-of-open-mobile-and-congratulations-android-team/>

The late 90s move away from the walled content gardens of Compuserve and Reuters to open Internet content, and the search for models to monetize this content; the transformation of AOL from a paid content provider into an ISP model, and the race for media giants to get into the Internet game - are all echoed by today's market happenings.

But the open mobile revolution is about more than mobile, Internet and media convergence, and the applications / content layer. It's also about convergence of mobile and PC, and the emergence of a new class of devices.

For that we can look back to parallels in an even earlier era - the emergence of the personal computing industry in the 1980s.

There was a comic drama on TV in the UK last night called MicroMen, charting the battle between British inventor Clive Sinclair and Chris Curry of Acorn computers, which reminded me of this. The first 'home computers' in the UK were the Spectrum ZX (Sinclair), Commodore 64 and BBC Micro (created by Acorn).

I was a teenager back then, and eagerly part of this 'revolution in home computing.' My mother was delighted, convinced I was destined to be a computer programmer. The reality was simply many lost hours playing the latest adventure game on my BBC B (64k no less). These 'home computers' were really nothing more than gaming machines...but they were revolutionary in their time, and they evolved into what we know now as the PC. Despite Acorn's early successes with the BBC Micro (and its ARM processor), along came IBM and the Wintel alliance, and the rest is history.

Today, as PCs become smaller and more mobile, and phones become smarter and more like computers we are now entering the age of the mobile (not just nomadic) computer, and a new battle is being fought over who will dominate this space.

A friend in the silicon industry asked me the other day who I thought would win: PC or Phone manufacturers. I don't have the answer - and I'm not even sure if there is one - but the question I asked him to think about was: Can Dell produce better phones than Nokia can produce computers?

Whatever the answer, you can be sure there are some serious bets being laid today on which of the great computing and phone giants will emerge victorious. ARM and Qualcomm v Intel. Nokia v Dell. Microsoft v Symbian v Android.

Part of the answer lies in the shifting centre of value in the space. While form factor is still an important driver of consumer demand, the fact is that phones are becoming computers, and that means that the battleground for device success is

shifting increasingly from hardware to software.

And not just operating software. Content / application availability is also a key weapon in the battle (just as game availability for the Spectrum ZX and the BBC Micro impacted their desirability). The question is, for how long? That depends very much on how open the ecosystem becomes, and whether the App Store model is the end game, or a temporary stop on the way to a full open, browser-based mobile Internet ecosystem. Because in an Internet ecosystem, power moves from the desktop to the cloud.

Lastly it helps to remember the battle for control of the mobile computing market will not only be fought in the developed world. A large part of the future mobile computing market is likely to be the developing world, where wireless carriers, OEMs and software players have the opportunity to deliver what will be for many people their first personal computing experience and first Internet experience. The different dynamics of these markets will naturally favour different players than in the developed world.

At the Summit next month, Brian Modoff, a leading Analyst at Deutsche Bank will be tackling the big picture issues head on in the panel "PC meets Phone" featuring Intel, Nokia and Acer. And Kevin Fitchard Editor of Telephony will explore the software issues in 'Future of the OS' featuring Google, Symbian, Qualcomm and LiMo Foundation.

Meanwhile, Chetan Sharma leads Opera, w3c, Access, Real Networks INQ Mobile in an exploration of 'Apps in the Cloud' and we close the conference with the panel 'App Store: Fad or Future.

Interested in this fast changing area and / or have something to share? Talk to me – we're in research mode for the 2010 events now and I expect it to be an area of increasing significance in Open Mobile Media events going forwards.

Meanwhile, this is the dawn of a new era in mobile computing – you heard it here first ;-)

140 Characters conference

My good friend Jeff Pulver has launched an exciting new event with a groundbreaking format that enjoyed huge success in NYC this past June.

At #140conf, Jeff brings 140 real life 'characters' to the stage to explore the emerging real-time Internet (what he calls "The State of NOW") and the systemic changes which the worldwide adoption of twitter is having on society.

Jeff believes the change we are experiencing is deep rooted and in the years ahead, billions of dollars of opportunity will be there for the first movers in this emerging industry.

The next event is in LA, October 27/28.

<http://lax.140conf.com>

After that they come to London, November 17th at the O2 Indigo.
<http://london.140conf.com>

If you would like to register for either event and save 25% register with VIP code openmobile.

Open Mobile Watch

This month's open mobile happenings:

- Chairman Genachowski announced he would uphold the principles of net neutrality in wireless
- The Korean government clears the way for the iPhone
- Orange gets UK contract for iPhone ending O2 exclusivity
- Kindle device finally coming to Europe
- Motorola resigns its board seat on LiMo Foundation to focus on Android
- Android steals the show at CTIA: US carriers AT&T, Sprint and Verizon announce they are moving to Android, T-Mobile launches more devices, and Dell and Kyocera join the Android OEMs

That's all for now. Look forward to meeting many of you in San Francisco at the Open Mobile Summit '09 in just 3 weeks!

Best,

Robin Batt
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The Open Mobile Summit 09
[nr http://www.openmobilesummit.com/](http://www.openmobilesummit.com/)
San Francisco, November 4-5

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