

Hi there,

Welcome to the August edition of the Open Mobile Media newsletter.

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***Open Mobile Summit San Francisco: First 50 tickets sold in 4 days!**

We launched registration for the Open Mobile Summit last week, and sold out of our ‘first 50 at 50%’ launch offer in 4 days! This was quite unexpected, and is a strong indication of the demand for this year’s event – looks like we’ll sell out well ahead of time this year. And it’s a great group of people that have signed up – many CEO, SVP titles – from well known market players.

Unfortunately our registration system was unable to handle the amount of simultaneous requests when we launched the offer, and crashed. I do apologise to anyone who missed the offer as a result.

By way of compensation, we’re releasing a further 30 full conference passes at 33% off the retail pricing – a saving of \$600 in total. Use VIP code: THIRTY when you [register here](#):

*** New speakers confirmed for Open Mobile Summit: Dan Hesse joins keynote line-up**

The latest speakers confirmed, since last month include:

New Keynotes speakers announced:

- Dan Hesse, CEO, Sprint
- Hilary Schneider, EVP, Yahoo!
- Sanjiv Ahuja, CEO, LightSquared

In “Devices, Electronics and Silicon”:

- Alain Mutricy, SVP Motorola
- Jason Mackenzie, President HTC Americas
- Omar Khan, Chief Strategy Officer, Samsung
- Mike Bell, VP, Intel

In “Carriers”:

- Danny Bowman, President ISG, Sprint
- Erik Halberg, President Mobility Services, TeliaSonera
- Daniel Gurrola, VP Strategy Consumer, Orange

From the Media & Publishing world:

- Chris Ahearn, President Reuters Media, Thompson Reuters

In Internet and Mobile Apps:

- Sam Altman, CEO, Loopt
- Barak Berkowitz, Managing Director, Wolfram Alpha

Finally, new speakers from “Agency & Brands”

- Alan Cohen, CEO, Omnicom Digital (OMD) USA
- Nancy Hill, President, 4A’s
- Will Pinnell, Head of Mobile, Travelocity
- Nathan Maehren, Head of Mobile Channels, Target
- Jinee Ellis, VP, Wells Fargo Mobile
- Steve Yankovitch, VP Mobile and Platforms, ebay

These are just the latest additions to the speakership, since last month’s newsletter. [You can see the complete line-up of ALL the speakers here](#)

A number of new sponsors have also come on board this month. Intel are our Gold sponsors, and at the Silver level we have support from Aepona, Newbay, NSN Openwave, Opera, Oracle, TAT, Texas Instruments and Aepona, with Mozilla sponsoring one of the lunches, and WindRiver joining the exhibits.

*** Appcelerate: Connecting the wireless establishment with application innovators**

The Open Mobile Summit has always been about creating a ‘whole ecosystem’ conversation, and connecting the power players from the wireless establishment with the innovators and entrepreneurs in the ecosystem. With Appcelerate we’re extending those opportunities, by creating a more accessible day focused specifically on the ‘now’ of application development.

We hope this will help operators, publishers and media houses, and mobile device and software platform leaders put their strategies in context of what developers want, need and are doing, today.

And give the start-ups and innovators the opportunity to do business with heavyweight industry players that can help them secure distribution and future revenues.

Tickets to “Appcelerate” on November 10th are available as part of the 3 day full conference Open Mobile Summit package, or can be purchased as a stand-alone day (for just \$395 before Sept 24) [You can register here](#):

***Appcelerate: Agenda preview**

Whilst the first 2 days of the Open Mobile Summit are very much focused on the 30,000 ft strategic conversation, and the future of the entire mobile Internet ecosystem, Appcelerate on Day 3 is firmly grounded in the now.

This not yet another ‘best app’ competition. Neither is it a technical event explaining ‘how to’ develop for particular platforms. And it’s not a series of panels on overplayed discussion themes. This is an opportunity to learn from the heroes of the application development scene. To share best practices in building, monetizing and distributing apps via real life examples from those who have led the way to date.

The whole thing kicks off with an Opening Panel on “The Changing Landscape for App Development” setting the stage on the big picture issues of platform evolution, the future of the OS, the role of the carrier, trends in app search, discovery and monetization.

Then, on come the App idols. Confirmed to date include:

- Jeff Smith, CEO, Smule
- Keith Lee, CEO, Booyah
- Jeff Sellinger, Co-Founder & CTO, Shopkick

- Jen Herman, Director of FarmVille mobile, Zynga
- Neil Young, CEO, ngmoco
- Hiroki Oohashi, CEO, NTT Solmare
- Randy Breen, CEO, SGN
- Calvin Carter, CEO, Bottle Rocket
- Chuck Goldberg, CEO, Apperian

They'll share the secrets to their success in solving specific challenges such as 'building with agility', 'building with precision', 'building for the iPad', 'building for enterprise users' 'transitioning from free to premium', 'making money with advertising', 'making money via virtual goods', 'the rules of engagement for sticky apps' and much more.

In between these App idol case studies will be hands-on Breakout Sessions led by experts from all corners of the application ecosystem.

Plus, scheduled time to visit the Appcelerate Garage – where innovators will showcase the latest development tools including

- Mobile platforms and app stores
- Application frameworks
- Porting platforms and services
- Mobile Advertising
- Mobile Payment solutions

Sponsors and demo companies confirmed to date include Google, GetJar and ON. Many more in the pipeline – watch this space!

*** And finally: Monthly open mobile news round-up**

- The end to flat rate? Volume, or value-based pricing looks certain to be the future for LTE networks, whilst Virgin Mobile bucks the trend simplifying pricing to a single flat rate broadband package.
- US pre-paid carrier Cricket (formerly Leap Wireless) launches 2 smartphones, announces it will push its own app store on all its smartphones regardless of the platform, and launches its own music service
- Verizon and Google make waves, with a set of proposals to congress for an 'open internet law', AT&T calls the suggestions 'reasonable', public interest groups urge FCC to take net neutrality action
- "Internet of things" grows: We're approaching the 5th billion end point to the Internet
- The battle to own the content in the cloud continues: Facebook launches 'Places'
- Operators Wholesale Application Community (WAC) announces company formation, leadership and business model
- LightSquared is launched – a brand new, nationwide wholesale-only 4G LTE network – promising to be a disruptive force in North American telecoms (and CEO agrees to speak at Open Mobile Summit in SF on Nov 8th!)

We'll be discussing all of these issues and their impact on the ecosystem at the Open Mobile Summit San Francisco Nov 8-10. The agenda launches next week so watch this space. Meanwhile, the next 30 tickets are on sale at 30% discount – [click here to register your place today \(but not all at once this time please!\)](#)

That's all for this month. Enjoy the end-of summer holidays, and here's to a great Autumn / Fall!

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The Open Mobile Summit '10 SF - Nov 8-10

Where Internet and wireless world-leaders meet

<http://www.openmobilesummit.com>