

Dear all,

We're all still buzzing from the success of last week's Open Mobile Summit here in London. We had a tremendous crowd, and the press coverage has been incredible. Thanks to all that participated, especially our sponsors, for helping us make it happen.

Next stop San Francisco, for the Open Mobile Summit: Connecting Everything - and Appcelerate – November 2-4. Read on to find out more!

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San Francisco 2011 – first 18 speakers announced, featuring Kevin Rose!

Planning for our flagship event, The Open Mobile Summit 2012 San Francisco – and Appcelerate – is now well underway.

The website launched this week, and I'm delighted to announce the first 18 confirmed speakers:

- **Kevin Rose**, Founder, **Digg.com**
- **Paul Palmieri**, CEO, **Millennial Media**
- **Jim Eadie**, SVP, **MTV Networks**
- **Tim Chang**, MP, **Norwest Venture Partners**
- **Tom Conrad**, CTO, **Pandora**
- **Charaka Kithulegoda**, CIO, **ING Direct**
- **Charlene Li**, Founding Partner, **Altimeter Group**
- **Jeff Smith**, CEO, **Smule**
- **Cameron Clayton**, EVP Digital, **The Weather Channel**
- **Mike Putnam**, Director of Mobile Product, **TripAdvisor**
- **Dr Kim Larson**, SVP Technology Economics, **Deutsche Telekom**
- **Larry Weber**, Co-founder, **Weber Shandwick**
- **Robert Scoble**, Author, **Scobleizer**
- **Ron Hirson**, Co-founder and SVP, **Boku**

- **David Marcus**, Founder and CEO, **Zong**
- **Ken Denman**, CEO, **Openwave**
- **Dan Deeny**, Partner, **New Venture Partners**
- **Jim Lanzone**, President, **CBS Interactive**

As you can see the line-up is already looking stellar! We'll be adding many new speakers over the next few weeks.

We're looking to step the entire event up a notch this year, starting with a very strong CEO keynote line-up, following keynotes from Dan Hesse CEO Sprint and Stephen Elop CEO Nokia in the past 2 events – so watch this space!

Open Mobile Summit London – post event coverage

The Open Mobile Summit London took place last week, June 8-9 in London Victoria. This was our largest European event to date – we sold out 2 weeks ahead of time, and after opening 30 additional seats closed doors at a total community of 430 VIPs, including speakers. The seniority and influence of those participating also raised the bar on previous years making for a very powerful gathering indeed.

- Sponsors

I'd particularly like to thank our sponsors, whose support makes it possible for us to continue to deliver this thought leading industry conference.

In particular, Qualcomm and Nokia who sponsored at the Gold level again this year....Silver sponsors Vlingo, Millennial Media, Umber Systems, BlueVia, on and MACH ...as well as exhibitors and other sponsors Carrier IQ, GetJar, Boku and Zong. Together these companies brought tremendous diversity and expertise to the table, and their support of our independent industry gathering really is essential.

- Read all about it

The press attendance at this year's event was phenomenal. And the coverage wider still. Our tracking of the press coverage now runs to 11+ pages of links – the event featured in UK nationals the Financial Times, The Guardian, The Telegraph

and The Independent – in the Huffington Post, Forbes and the Wall Street Journal – was covered extensively by Bloomberg and Reuters – in the trade press from Fierce Wireless, New Media Age, Light Reading, V3, The Inquirer, Paid Content and MocoNews – and even in Japanese, Spanish and Swedish press.

You can see the press coverage (or, all that we have been able to track to date), online here: <http://www.openmobilesummit.com/lon11/press.aspx>

- Attendee feedback was magic!

Here's what some of the attendees had to say -

- "Great event Robin. Some fantastic presentations. I look forward to the next event!" Antony Ribot, Co-founder, **ribot**
- "Once again a great summit full of great content, conversations and networking. Can't wait 'til the next event" Jon Fleming, BD Mobile, **Amazon**
- "Very good – enlightening for the most. Excellent content in the discussion, good mix of players in the ecosystem" Scott McKenzie, Core Communications Strategy Lead, **Vodafone**
- "The combination of interesting speakers lively debate and new business contacts at Open Mobile Summit London 2011 means I will definitely come again" Nathan Clapton, VP Mobile, **Trip Advisor**
- "An insightful and enlightening conference delivered in bite sized chunks" Sam Carrington, Senior New Media Business Manager, **ITV**

We strive to deliver the best conference in mobile, Internet and media – so it's great to hear when we do a good job!

- Highlights

Stephen Elop, CEO Nokia's keynote was undoubtedly the highlight of the event – Stephen shared with attendees and press a frank analysis of the current market dynamics, and a clear strategy to put Nokia back in the race against Apple and Google. Adobe's CTO Kevin Lynch gave a very compelling vision of the future featuring location-aware apps, with an exciting live demo of flash and html5 running across a variety of tablets. You can hear the audio from both keynotes, and access Kevin Lynch's slides [online here](#) (you can also see video of Kevin in

this [Telegraph story](#))

In the same morning, Motorola's Christy Wyatt, LG's Yongseok Jang and Steve Walker of Sony Ericsson shared their thoughts on the future of devices. And Richard Windsor of Nomura's sharp analysis of the market dynamics and the values of the major OEMs framed the entire morning eloquently – his slides are [essential reading!](#)

Other highlights – Peter Vesterbacka Mighty Eagle Rovio shared his plans for Angry Birds world domination across film, merchandising and more – announcing plans to launch an Angry birds cook book, much to the delight of the press. Aaron Rubenson, Amazon's app store lead shared their plans to monetize Android, and catch Apple – in the morning Keynote panel with Peter Vesterbacka, Orange head Olaf Swantee, and Rainer Deutschmann SVP and board member of Deutsche Telekom.

Claire Tavernier, Fremantle Media's Senior Executive Vice President for digital joined a panel with YouTube's head of mobile product, Playfish founder Kristian Segerstrale and Endemol worldwide brands explored the future of entertainment in a multi-screen media world – and FT's Rob Grimshaw joined Rick Levine SVP Consumer Publishing Conde Nast to explore the role of tablets in the future of publishing. And Layar, Trip Advisor, Last fm, BBC, we7 and mig 33 brought apps expertise to the table exploring location, social, the cloud, html5 – and of course – monetization.

That's just a sampling of some of the highlights – there is way too much to do the 80+ speakers justice here – but you can:

[Access presentations and audio recordings here](#)

[Read the press coverage here](#)

[See what attendees thought here](#)

[See the photos here](#)

Scaling the exhibition in San Francisco, for 2011

The demand to attend and exhibit at the Open Mobile Summit and Appcelerate 2011 has mushroomed – with a constant stream of enquiries at more than 5x the normal voracity since our smash hit North American event last November.

As a result, we're building out a full scale exhibition this year. We've space for 30 exhibitors, and it's filling fast! If you have a product, solution or technology innovation to showcase, make sure you're featured on the show floor this year. Contact robin@openmobilemedia.com and james@openmobilemedia.com for more information.

We've also created a series of zones within the exhibit – they are: Payments, Advertising, Enterprise, App Platforms and Tools, Innovation and Devices. Companies wishing to sponsors should note that we are wrapping up the agenda in the next 5-6 weeks, so any sponsoring companies that would like to participate in the conference agenda need to reach out now.

Confirmed to date:

Platinum: Intel

Gold: Ericsson

Appcelerate: Google

Silver: Openwave, SanDisk, Texas Instruments, Umber Systems

Bronze: Millennial Media, Gemalto

Other: Boku, Zong

That's it for this month. There's way too much going on over here for me to keep up with, let alone re-verberate! Thanks again to all who helped make the London event a smash hit – and thanks to those working with us to make the Open Mobile Summit San Francisco, and Appcelerate 2011, THE killer event in the industry calendar this fall

Best

Robin