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Mobile Monday Oy
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- Helsinki/Turku
- London
- Paris
- Rome/Milan
- Austin
- Boston
- Los Angeles
- New York City
- Silicon Valley
- San Diego
- Seattle
- Toronto
- Vancouver
- Tokyo
- Singapore
- Kuala Lumpur
- Melbourne
- Beijing
- Hong Kong
- St. Petersburg/Moscow
- Stockholm/Gothenburg
- Madrid/Barcelona
- Manila
- Mumbai
- Seoul
- Germany
- Brazil
- Kuwait/Middle East



About MobileMonday

Objectives are:

- Bringing together local, national and international players working in the mobile industry
- Facilitating networking, cooperation, partnerships and business development
- Promoting innovation and sharing in the mobility sector from startups to large companies to research organizations.

It consists of

- A regular event held on Mondays (once a month) in a relaxed and creative atmosphere
- An industry-focused and casual networking opportunity
- Organized around 2 to 4 presentations by local or foreign companies, startups, researchers, visionaries, investors...
- A community gathered around a website, providing connection with other chapters, presentation materials and member feedback

Summit Partners



This program was brought to you by ACE Law – www.ancelaw.fi

ACE LAW is a professional law firm focused on intellectual property rights (IPR), corporate law and finance law. Our mission is to help our clients reach their business objectives by securing the elements of their success.

Our way of serving our clients is strongly business-minded: efficient, flexible, and result-oriented. We see business jurisprudence not only as a means of risk management, but also as a strategic tool for the top management in achieving competitive advantage over competitors. Therefore, we offer options and alternatives, in addition to advising and practical solutions. We can serve our clients in Finland and abroad cost efficiently through our international network of business partners and of counsels with the certainty that comes with experience.

We base our service on professionalism, result-orientation, and on acting on customer's term by committing ourselves to the customer's business needs. Our values are based upon high professional and ethical principles, continuous learning, customer satisfaction, and mutual respect.

MobileMonday
Executive Morning

9:00–13:00 HALL F

This year's Global Summit begins with straight talk from some of the best thinkers in the business during the MobileMonday Executive Morning.

- 9:00 A MoMo Global Hello
- 9:10 **Future Challenges for the Mobile Operator Business Model**
Mark Newman, Informa Telecoms and Media
- 9:30 **Operator Panel:** Mark Newman (moderator), Harri Koponen, Watanija; Jonas Kjellberg, Skype; Matti Vikkula, Elisa; Daniel Appelquist, Vodafone
- 10:30 Break
- 11:00 **Content Panel:** Dr. Madan Mohad Rao (moderator), Anssi Vanjoki, Nokia; Ted Cohen, EMI; Simon Bureau, Vectis; Peter Vesterbacka, HP
- 12:00 Lunch in Halls B and C

MobileMonday Trends

13:00–17:30 HALL F

Networks are converging, mobile devices continue to provide more multi-media experiences, television is going mobile. What's next? MobileMonday's guest speakers take on the challenge of helping us keep track of the changes.

- 13:00 A MoMo Global Hello (Hall E)
- 13:15 **MobileMonday Global View featuring Business Opportunities Worldwide**
Marjaana Karjalainen, Finpro
 - MoMo St Petersburg/Moscow, Update from Mikael Novikov
 - MoMo Beijing, Update from Benjamin Joffe
 - MoMo Paris, Update from Veronique Routin
 - MoMo New York, Update from Lubna Dajani
- 14:00 Break
- 14:30 Introduction by Trends host Marjaana Karjalainen, Finpro
- 14:45 **Random Walks on the Mobile Internet**
Christian Lindholm, Yahoo
- 15:15 Break
- 15:30 **Open Source Changes the Game in Mobile Email**
Fabrizio Capobianco, Funambol
- 16:00 Break
- 16:15 **Latest Trends in Mobile Multimedia**
Jussi Wacklin, Nokia
- 16:45 Break
- 17:00 Mikael Jungner, YLE Finnish Broadcasting Company

MobileMonday Profit

13:00–17:30 HALL G

Yes, competition is tough all over. So what's new? Companies in the industry continue to fine tune their business strategies. The variety of their approaches to improving their bottom line is limited only by their imagination and daring.

- 13:00 A MoMo Global Hello (Hall E)
- 13:15 **MobileMonday Global View** featuring Hansen Yip, Finpro Hong Kong
 - MoMo New Delhi, Update from Sailesh Gurubhagavatula
 - MoMo Rome/Milan, Update from Gianmauro Calafiore & Jaana Heikkilä
 - MoMo Bangkok, Update from Callum Laing
- 14:00 Break

- 14:30 Introduction by Profit host Mark Newman, Informa
- 14:45 Seppo Laaksonen, Sysopen Digia
- 15:15 Break
- 15:30 **New generation wireless enterprise solutions**
Veli Holm, Smartphone Solutions
- 16:00 Break
- 16:15 **Business Models and the Evolving Value Chain in Mobile Internet**
Björn Zethraeus, Ericsson
- 16:45 Break
- 17:00 **Yrityksen mobiiliratkaisut tänään ja operaattorikentän muutoksen vaikutus tuleviin ratkaisuihin**
Juha Korsimaa, Fujitsu



MobileMonday Fun

13:00–17:30 HALL H

The girls and boys just wanted to have fun. MobileMonday founders may have had this in the back of their minds when they began meeting at their favorite bar. They managed to do a little bit of work and a lot of networking. They all agreed that in the mobile industry, fun is one thing that money CAN buy! This seminar's guest speakers will give us a sampling of the exciting products that are entering the market.

- 13:00 A MoMo Global Hello (Hall E)
- 13:15 **MobileMonday Global View** featuring Miika Nevalainen, Finpro Silicon Valley
 - MoMo Tokyo, Update from Daniel Scuka and Lars Cosh-Ishii
 - MoMo London, Update from Dan Appelquist
 - MoMo Kuala Lumpur, Update from RamG
 - MoMo Vancouver, Update from Stephanie Rieger
- 14:00 Break
- 14:30 Introduction by Fun host Claude Florin, HP
- 14:45 **Mobile video is taking off with Innovative services**
Claude Florin, HP
- 15:15 Break
- 15:30 **Sports instruments for boosting the active lifestyle**
Eero Punkka, Suunto
- 16:00 Break
- 16:15 Jarmo Eskelinen, Forum Virium
- 16:45 Break
- 17:00 **The potential to create and publish your own TV**
Rodrigo Sepulveda Schulz

The Global Peer Awards
Party with Kemopetrol

17:30–21:00 WANHA SATAMA

The Global Peer Awards will seamlessly lead into the Global Peer Awards Party. The strong melodies and hypnotic grooves of popular Finnish band Kemopetrol will provide the entertainment as guests continue to enjoy drinks and a buffet in a fun Mobile Monday atmosphere. The Global Peer Awards are generously supported by Nokia and Next Ventures.

Global Peer Awards B2C Finalists
Finland: Weatherman
Japan: Digital Garage
France: vpod.tv
Great Britain: ShoZu
Canada: ComVu
Italy: Digital Magics
Hong Kong: Mobile Gamer

Global Peer Awards B2B Finalists
Japan: Opera
Finland: Navicore
Italy: Giunti Labs
Hong Kong: Cherrypicks

MobileMonday Demohalls

13:00–17:30 HALLS B, C AND E

Want something a little different? Then visit the MobileMonday demohalls - a new addition to this year's Global Summit. Up close and personal you will meet exhibiting companies and Global Peer Awards finalists. Try out their hottest products and services, discover their latest buzz and do a little business.

HALL B

Sysopen Digia Demo 13:15-13:30
Kielikone Demo 13:30-13:45
Nokia Demo 13:45-14:00
Aina Group Demo 14:00-14:15
F-Secure Demo 14:15-14:30
Kielikone Demo 14:30-14:45
Opera Demo 14:45-15:00
F-Secure Demo 15:00-15:15
Sysopen Digia Demo 15:15-15:30
Nokia Software Market Demo 15:30-15:45
Aina Demo 15:45-16:00
Nokia Demo 16:00-16:15
Kielikone Demo 16:15-16:30
Aina Group Demo 16:30-16:45
Opera Demo 16:45-17:00
Nokia Software Market Demo 17:00-17:15
Sysopen Digia Demo 17:15-17:30

HALL C

HP Demo 13:15-13:30
Socialight Demo 13:30-13:45
Smartphone Solutions Demo 13:45-14:00
Bluegiga/Plenware Demo 14:00-14:15
CBOSS Demo 14:15-14:30
Finpro Briefing 14:30-14:45
UK Trade & Investment Briefing 14:45-15:00
Bluegiga/Plenware Demo 15:00-15:15
HP Demo 15:15-15:30
Fujitsu Demo 15:30-15:45
Socialight Demo 15:45-16:00
Smartphone Solutions Demo 16:00-16:15
CBOSS Demo 16:15-16:30
Fujitsu Demo 16:30-16:45
UK Trade & Investment Briefing 16:45-17:00
Finpro Briefing 17:00-17:15
Smartphone Solutions Demo 17:15-17:30

HALL E (Global Peer Awards finalists)

Japan B2B: Opera 13:15-13:30
Finland B2B: Navicore 13:30-13:45
Italy B2B: Giunti Interactive Labs 13:45-14:00
UK B2C: Cognima 14:00-14:15
Japan B2C: Digital Garage 14:15-14:30
France B2C: vpod.tv 14:30-14:45
Finland B2C: Weatherman 14:45-15:00
Italy B2C: Digital Magics 15:00-15:15
Canada B2C: ComVu 15:15-15:30
UK B2C: Cognima 15:30-15:45
Japan B2C: Digital Garage 15:45-16:00
France B2C: vpod.tv 16:00-16:15
Finland B2C: Weatherman 16:15-16:30
Canada B2C: ComVu 16:30-16:45
Italy B2C: Digital Magics 16:45-17:00
Japan B2B: Opera 17:00-17:10
Finland B2B: Navicore 17:10-17:20
Italy B2B: Giunti Interactive Labs 17:20-17:30

The MoMo Story

It's just another Monday evening. For many, the most disliked working day has come to an end, but for a growing number of mobile enthusiasts, the week's most awaited event is just starting. In over 20 mobile hotspots around globe, MobileMonday puts on events every month that bring together industry influencers from amongst its roughly 25 thousand members to set trends, debate developments, foster cooperation and cross-boarder business development, and to profoundly network with peers locally and globally.

The remarkable MoMo phenomenon began almost by accident in Helsinki, Finland during the chilly autumn of 2000. Vesa-Matti 'Vesku' Paananen, a well-known Finnish mobile visionary, invited more than fifty mobile innovators to an Irish pub for an informal get-together and perhaps a warming drink. The only suitable time? You guessed it, Monday evening. After meeting many new faces and discussing the latest in mobility, the group decided to continue meeting on the first Monday of each month – and MobileMonday was born. Tokyo and Silicon Valley were the first MobileMonday groups to be established outside Finland in the autumn of 2004. In 2006, the number of MoMo groups has swelled to over twenty and new groups are being launched all the time. March saw launches in Beijing and Hong Kong, April enjoys launches in Boston and Kuala Lumpur, while we have launches in Barcelona and Bangkok to look forward to in May. Jari Tammisto, a leader of the global MobileMonday concept, sees such a high level of interest that there could be 50 MoMo groups with 100 thousand members by 2007. And according to Tammisto, these 100 thousand people are only the tip of the iceberg if you count the people that participate in MobileMonday discussion groups, read news or contribute to blogs. "The MobileMonday concept is a kind of 'open source forum', a counter-force to other existing organizations," explains Tammisto. "Most industry associations drive very important industry initiatives. But their challenge is how to interact those initiatives with the community beyond their member representatives. Individuals participating in our events

and discussion groups do so because of their personal interest and not because it is their duty as a company representative. That is why the meetings are more informal, fun and also valuable on a personal level. Even after some 55 MoMo events in Helsinki, we still seem to get tens of new faces coming to each event."

Commenting on the recent MobileMonday launch in Hong Kong, a participant had the following to say; "Attendance was great. MoMo reaches an amazingly large audience – from high-ranking government officials to R&D nerds. MoMo as platform offered a welcome discussion across industries in Hong Kong. Another astonishing success was media attendance – that ensured visibility beyond the event itself.

How this global success can be achieved and momentum sustained without a single employee on the MobileMonday payroll is quite remarkable. Even more remarkable is the dedication of the 100 or so volunteers who donate their time and energy toward organizing monthly meetings and toward developing local and global MoMo concepts.

Regardless of the open source principles applied or the donated resources used in its organization, concrete business value is created at every single event. Innovators are exposed to partners, customers and venture capitalists; new training programs are developed; online Trend Polls make headline news, and even regulatory authorities keep a close ear on the views of the MobileMonday community.

"In the coming years, the MobileMonday movement may develop into an extremely influential industry force. But rather than shooting for that goal, we are all just enjoying the energy our industry has regained." Concludes Tammisto, "So much is happening again and all of us in the MoMo network are right in the middle of it. What could be more fun?"

Featured Speakers

Mark Newman

Chief Research Officer, Informa Telecoms and Media

Mark Newman leads Informa Telecoms and Media's global research and business intelligence teams and activities. In this new role, Newman is responsible for developing Informa Telecoms and Media's thought leadership in the converging mobile, broadband and entertainment sectors.

Ted Cohen

Senior Vice President of Digital Development & Distribution, EMI Music

A 30-year industry veteran, Ted Cohen is Senior Vice President of Digital Development & Distribution for EMI Music, overseeing worldwide digital business development. Under Cohen's strategic guidance, EMI has led the industry with its initiatives in new technologies and new business models. Previous experience includes running a successful consulting practice, as well as senior management positions at Warner Bros. Records and Philips Media.

Christian Lindholm

Vice President, Global Mobile Products, Yahoo!

Christian Lindholm is the Vice President of Global Mobile Products for Yahoo!, leading the development of all mobile products and services for the company. As a visionary creator of software based products with extensive experience in the development of compelling user experiences, Christian is tasked with ensuring Yahoo! creates compelling mobile services for consumers. The mobile team at Yahoo! is focused on extending the company's core services beyond the desktop and offering engaging services with leading wireless providers.

Prior to joining Yahoo!, Christian worked at Nokia for ten years in a variety of roles. Most recently he was the Director of Multimedia Applications for the Nokia Ventures Organization. In this role he led the team which created the Nokia Lifeblog, a multimedia diary that enables users to seamlessly enjoy, share, keep, and find personal content on their phone, PC and share content via blogs on Internet or Flickr.

Seppo Laaksonen

Executive Vice President, Sysopen Digia

Executive Vice President and the company's deputy CEO. Responsible also for the Smartphone Business Division's day-to-day operations, he was previously in charge of Digia Inc.'s project and service businesses and product development as VP, Projects & Services (2001-2005). Before that, he worked for Novo Group Plc as R&D Manager (1998-2001) responsible for heading the development team and developing service concepts, Consultant at Ohjelmistoyhtiö Tiihonen Oy (1991-1998) and in application development duties at Tietotehdas Oy (1989-91).

Claude Florin

Multimedia Marketing Manager, OCBU, HP

Claude Florin is Strategic Marketing Manager HP's OpenCall Business Unit. He leads development of HP's video messaging and entertainment solutions for service providers worldwide.

During his career at Hewlett-Packard he launched the medical imaging systems program and served as Corporate R&D Manager for participation in European Commission communication research program, contributing to development of the Web at CERN and html at W3C. In 1997 he became Marketing Manager for HP's Communications Management Division, delivering Open-View the first GSM operator and launching HP's service provisioning solutions. In 1989 he joined Telecom Infrastructure Division, as Business Manager for IP convergent solutions. He engineered the largest worldwide Voice over IP network and most innovative triple play service provider.

Smile it's Monday!