

## A1 InnovationDays 2009 – Samstag, 26.9.2009

Bis 09:30 09:30 – 11:00	Eintreffen der Teilnehmer, Registrierung, Frühstück Begrüßung und Programmvorstellung					
	<b>A1</b>	<b>Alcatel-Lucent / touchatag</b>	<b>Ericsson</b>	<b>HTC</b>	<b>Nokia</b>	<b>MobileCamp</b>
11:00 – 13:00	<p><b>Fast Lane to Business - A1 als Kooperationspartner</b></p> <ul style="list-style-type: none"> <li>• Business Modelle</li> <li>• Kooperationsprodukte</li> <li>• Sales Channel</li> <li>• Solution Provider</li> <li>• Mobile Marketing</li> </ul> <p><i>Franz Kröpf, Leiter Marketing Innovation mobilkom austria</i></p> <p><b>Utilizing IMS – A1 als Kommunikationsdienstleister</b></p> <ul style="list-style-type: none"> <li>• API Framework</li> <li>• Accounting</li> <li>• Media Gateways</li> <li>• Geopresence</li> </ul> <p><i>Phat Huynh, Marketing Innovation mobilkom austria</i></p>	<ul style="list-style-type: none"> <li>• 11:00 – 12:00: <b>RFID/NFC service by touchatag, an overview</b> - NFC/RFID essentials - "internet of things" for consumers - democratization of the RFID market place - contactless payment, loyalty and communication solutions <i>Toon Coppens, Marketing Director touchatag</i></li> <li>• 12:00 – 13:00: <b>Hands-on RFID/NFC application development workshop using touchatag's online service</b> <i>Michael Elias, touchatag Developers Network Manager</i></li> </ul>	<ul style="list-style-type: none"> <li>• 11:00 – 12:00: <b>Introduction to Ericsson Developer Connection, Ericsson Labs, and Multimedia Marketplace</b> <i>Rolf Carlsson, Global Application Portfolio Manager</i></li> <li>• 12:00 – 13:00: <b>Service Development Studio (SDS)</b>. A Tool that provides a unique environment for software developers to design and test their applications. <i>Elena Fersman, Product Manager Developer Offerings</i></li> </ul>	<ul style="list-style-type: none"> <li>• 11:00 – 12:00: <b>Vom OEM-Hersteller zur Marke</b> <i>Lars-Christian Weisswange, Regional Director D-A-CH</i></li> <li>• 12:15 – 13:00: <b>Gesamt-konzeption für erfolgreiche Applikationen im Android Markt</b> Die richtige Idee: Setze ich auf's richtige Pferd <i>Fabien Röhlinger, HTC Experte</i></li> </ul>	<ul style="list-style-type: none"> <li>• 11:00 – 11:30: <b>From Rubber Boots to Internet Services</b> <i>Martin Hannes Giesswein, Head of Service Sales+Retail</i></li> <li>• 11:30 – 12:00: <b>Innovation trough Cooperation:</b> forum.nokia.com &amp; Ovi Store <i>Seppo Oksa, Head of Forum Nokia, EMEA</i></li> <li>• 12:00 – 12:50: <b>Innovation through Cooperation: Usecases from yellix and Indeed</b> 12:50 – 13:00: <b>Nokia Challenge</b></li> </ul>	<p>Die Sessionplanung für das MobileCamp wird am Samstag Vormittag durchgeführt.</p> <p><b>Themenvorschläge:</b></p> <ul style="list-style-type: none"> <li>• Ihr persönliches Medienportfolio am Handy, Yasssu</li> <li>• Vor- und Nachteile unterschiedlicher Vertriebswege, Appello</li> <li>• Mobile Authentication für Webservices – Motoky, Pucher/Gierlinger</li> <li>• Business Creativity, Fredrik Härén</li> <li>• Maps for LBS and the Geoweb, UnitedMaps</li> </ul>
13:00 – 14:00	<b>Lunch</b>					
14:00 – 17:00	<ul style="list-style-type: none"> <li>• <b>Vodafone - Mobile Widgets:</b> shorten development effort by building browser based mobile widgets (W3C standards)</li> <li>• <b>Vodafone - Mobile Widgets Workshop:</b> Advanced hands-on session - we will build a mobile widget and explain the Vodafone Widget Manager <i>Markus Kucborski, Vodafone Internet Services - New Product Development</i></li> </ul>	<ul style="list-style-type: none"> <li>• 14:00 – 15:00: <b>Play an NFC based City game</b> - Participate in a multiple-choice quiz on Vienna using NFC phones and tags - The winners will receive a touchatag RFID starter package</li> <li>• 15:00 – 16:00: <b>RFID/NFC service by touchatag, an overview</b> <i>Toon Coppens, Marketing Director touchatag</i></li> <li>• 16:00 – 17:00: <b>Hands-on RFID/NFC application development workshop using touchatag's online service</b> <i>Michael Elias, touchatag Developers Network Manager</i></li> </ul>	<ul style="list-style-type: none"> <li>• 14:00 – 15:00: <b>More insights on Service Development Studio.</b> <i>Elena Fersman, PM Developer Offerings</i></li> <li>• 15:00 – 16:00: <b>Introduction to Ericsson Telco 2.0 concept</b> by exposing telecom network via lightweight REST API. Demos showing how teleco-capabilities can be used to develop innovative Widgets <i>Leon Liao, SIG System Manager</i></li> <li>• 16:00 – 17:00: <b>Service creation and integration</b> using telecom assets to create applications and mash-ups in a Web 2.0 environment <i>Leon Liao</i></li> </ul>	<p><b>Gesamtkonzeption für erfolgreiche Applikationen im Android Markt:</b></p> <ul style="list-style-type: none"> <li>• Der richtige Aufbau: Was muss ich beachten?</li> <li>• Der Weg zum Kunden: Markteintrittsstrategien auswählen, Marketing, Pricing <i>Fabien Röhlinger, HTC Experte</i></li> </ul>	<ul style="list-style-type: none"> <li>• 14:00-14:50: <b>Ovi Store opportunities</b> <i>Jure Sustersic, Business Development Manager</i></li> <li>• 15:00-15:50: <b>Tools, support and benefits available through Forum Nokia</b> <i>Sami Viitanen, Senior Technical Consultant</i></li> <li>• 16:00-16:50: <b>Ovi APIs &amp; Open Screen Project &amp; Ct</b> <i>Jure Sustersic: Business Development Manager</i></li> </ul>	<ul style="list-style-type: none"> <li>• Intelligente Presence Enabler für zukünftige, mobile Dienste, FTW The Cloud goes Mobile, FTW</li> <li>• Mobile Massive Multiplayer Games, CipSoft GmbH</li> <li>• Location-based Games, Tourality</li> <li>• Your Next Mobile Interaction, USECON</li> </ul> <p>Infos zu weiteren Sessions auf <a href="http://www.mobilecamp.at">www.mobilecamp.at</a></p>
Ab 17:00	<b>Networking mit Buffet</b>					

## A1 InnovationDays 2009 – Sonntag, 27.9.2009

Ab 09:00	Eintreffen der Teilnehmer, Frühstück					
	A1	Alcatel-Lucent / touchatag	Ericsson	HTC	Nokia	MobileCamp
10:00 – 13:00	<b>Usecon - "Von der Benutzer-Idee zum Erfolgsprodukt"</b> <ul style="list-style-type: none"> <li>Systematische Innovation mit Benutzern</li> <li>Von der Idee zum Design. Usability und User Experience Evaluation.</li> </ul> <i>Michael Bechinie, Senior Consultant</i> <i>Tina Thron, Consultant</i> <i>Peter Strassl, Senior Consultant</i>	<ul style="list-style-type: none"> <li>10:00 – 11:00: <b>RFID/NFC service by touchatag, an overview</b> <i>Toon Coppens, Marketing Director touchatag</i></li> <li>11:00 – 12:00: <b>Hands-on RFID/NFC application development workshop using touchatag's online service</b> <i>Michael Elias, touchatag Developers Network Manager</i></li> <li>12:00 – 13:00: <b>Play an NFC based City game</b> - Participate in a multiple-choice quiz on Vienna using NFC phones and tags</li> </ul>	<ul style="list-style-type: none"> <li>10:00 – 13:00: <b>Getting started with Service Development Studio (SDS)</b> A tool that provides a unique environment for software developers to design and test their applications. <i>Elena Fersman, Product Manager Developer Offering</i></li> <li>10:00 – 13:00: <b>Introduction to Ericsson Telco 2.0 concept Part 2</b> <i>Leon Liao, SIG System Manager</i></li> </ul>	<b>Gesamtkonzeption für erfolgreiche Applikationen im Android Markt</b> <ul style="list-style-type: none"> <li>Die richtige Idee: Setze ich auf's richtige Pferd?</li> <li>Der richtige Aufbau: Was muss ich beachten? <i>Fabien Röhlinger, HTC Experte</i></li> </ul>	<ul style="list-style-type: none"> <li>10:00-10:50: <b>Tools, support and benefits available through Forum Nokia</b> <i>Sami Viitanen, Senior Technical Consultant</i></li> <li>11:00-11:50: <b>Ovi Store opportunities</b> <i>Jure Sustersic, Business Development Manager</i></li> <li>12:00-12:50: <b>Innovation through Cooperation: Usecases from yellix and Indeed</b></li> </ul>	Die Sessionplanung für das MobileCamp wird am Sonntag Vormittag durchgeführt. <b>Themenvorschläge:</b> <ul style="list-style-type: none"> <li>Ihr persönliches Medienportfolio am Handy, Yasssu</li> <li>Vor- und Nachteile unterschiedlicher Vertriebswege, Appello</li> <li>Mobile Authentication für Webservices – Motoky, Pucher/Gierlinger</li> <li>Business Creativity, Fredrik Härén</li> <li>Maps for LBS and the Geoweb, UnitedMaps</li> </ul>
13:00 – 14:00	<b>Lunch</b>					
14:00 – 15:00	<b>Devstrom – Zusammenarbeit mit A1</b> Das A1 WebPhone - vom Entwicklerwettbewerb der A1 InnovationDays08 zum fertigen Produkt <i>Roland Pucher, Devstrom</i> <i>Sebastian Gierlinger, Devstrom</i>	<b>Play an NFC based City game</b> - Participate in a multiple-choice quiz on Vienna using NFC phones and tags - The winners will receive a touchatag RFID starter package	<b>Summary, outlook on further engagement, Q&amp;A session. Hands-on Demos.</b> <i>Rolf Carlsson, Global Application Portfolio Manager</i> <i>Leon Liao, SIG System Manager</i> <i>Elena Fersman, Product Manager Developer Offerings</i> <i>Rene Eres, Director Service Delivery &amp; Provisioning</i> <i>Yangling Ytterberg, Developer Communication Manager</i>	<b>Gesamtkonzeption für erfolgreiche Applikationen im Android Market</b> Der Weg zum Kunden: Markteintrittsstrategien, Marketing & Pricing <i>Fabien Röhlinger, HTC Experte</i>	<b>Ovi APIs &amp; Open Screen Project &amp; Ct</b> <i>Jure Sustersic, Business Development Manager</i>	<ul style="list-style-type: none"> <li>Intelligente Presence Enabler für zukünftige, mobile Dienste, FTW</li> <li>The Cloud goes Mobile, FTW</li> <li>Mobile Massive Multiplayer Games, CipSoft GmbH</li> <li>Location-based Games, Tourality</li> <li>Your Next Mobile Interaction, USECON</li> </ul> Infos zu weiteren Sessions auf <a href="http://www.mobilecamp.at">www.mobilecamp.at</a>
Ab 16:00	<b>Wrap Up</b>					



