

Handset Special Interest Group
15th July 2010

'Life the Terminal and Everything? The Impact of LTE on Wireless Ecosystems'

Championed by Abhi Naha of Powermat and Peter Whale of Qualcomm

Sponsored by:  **ARM** Low-Power Leadership and  **QUALCOMM**

Venue; ARM, 110 Fulbourn Road, Cambridge, CB1 9NJ

AGENDA

10:00	Registration & Refreshments
10:30	Introduction to the Handset SIG from Peter Whale of Qualcomm and SIG Champion
10:40	Keynote talk: Mike Grant, Analysys Mason
11:00	Q&A
11:05	Ben Timmons, Business Development Director, Qualcomm "Making it Happen – how and when LTE will appear in Mobile Devices"
11:25	Q&A
11:30	Laurence Bryant, Director of Mobile Solutions, ARM "Mobile Computer Platforms for LTE Devices" A presentation on the conditions shaping the future mobile platforms that will be connected to LTE networks, the impact on processing requirements and the connected devices
11:50	Q&A
12:30	Lunch and Networking
13:30	Alfonso Della Fera, Senior Manager for International Standards in the Industry Relations & Roaming Division, Telecom Italia "The Impact of LTE: New Services or more Bandwidth or....."
13:50	Q&A
13:55	Parallel workshop sessions (<i>participants have to pre-register for their area of interest</i>)
	Option 1. What do future LTE devices look like? Chaired by Abhi Naha of Powermat
	<ul style="list-style-type: none">• Will consider traditional "hold in your hand" handsets, as well as other data-rich devices (netbooks, ereaders, not-yet-thought-of devices)• What are the key technical challenges (eg performance, power consumption, complexity)• What might a handset roadmap look like for the next 2-3 years to optimise devices?• What about machine-to-machine applications – is this a technology issue?• We will be applying the no-hype yardstick of "why would I want to buy one?"
	Option 2. What new services are enabled by LTE? Chaired by Peter Whale of Qualcomm
	<ul style="list-style-type: none">• Access to Cloud-based services• What's the killer service beyond web browsing?• What role for augmented reality?• What does the service/application ecosystem need to look like?• We will be applying the no-hype yardstick of "isn't it just a bigger bit-pipe?"
15:00	Refreshments
15:20	Report from each Group
15:50	Closing remarks & Fill in Evaluation Forms
16:00	Event Closes

With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event

Profile of Sponsors

Qualcomm

As the world's largest 3G chipset provider, Qualcomm is committed to the development and advancement of 3G technology. With offices throughout Europe, Qualcomm works closely with numerous operators, manufacturers and developers to enable the successful commercial roll-out of compelling, feature-rich 3G WCDMA (UMTS) and HSDPA/HSUPA services across the region. Qualcomm is a developer and supplier of comprehensive chipsets and system software supporting high-speed mobile broadband networks, as well as multi-mode/multi-band solutions. Qualcomm's chipsets integrate a wide range of compelling capabilities, including 3D hardware-accelerated graphics and the Company's gpsOne® solution, the world's most broadly deployed Assisted-GPS technology. For more information please visit: www.qualcomm.com

ARM

ARM designs the technology that lies at the heart of advanced digital products, from wireless, networking and consumer entertainment solutions to imaging, automotive, security and storage devices. ARM's comprehensive product offering includes 32-bit RISC microprocessors, graphics processors, enabling software, cell libraries, embedded memories, high-speed connectivity products, peripherals and development tools. Combined with comprehensive design services, training, support and maintenance, and the company's broad Partner community, they provide a total system solution that offers a fast, reliable path to market for leading electronics companies. For more information please visit: www.arm.com

Profiles of our SIG Champions

Abhi Naha, Powermat

Abhi Naha is Director of Powermat who specialise in wireless power charging for mobile devices. Abhi Naha was recently Vice President and board member of Onyx a luxury mobile handset manufacturer.

Previously he held the post of Chief Sales & Marketing Officer for Idem. Idem is a Finnish handset design firm with over 100 million handsets in the market from four of the top Tier 1 Handset Oems in the world. Prior to that he was a senior manager at a Silicon Valley mobile touchscreen and user interface technology provider, Synaptics.

Abhi Naha is an Ex Chairman of the UK based charity 'Beatbullying', Vice President and board member of the Communications and Manufacturing Association of India and consultant to some of the leading investment firms in the world in the area of mobile user interface technologies.

Abhi Naha holds a MBA from Aston Business School and BSc (Honours) degree in Electronics Engineering from Leicester University. For more information please visit: www.powermat.com

Peter Whale of Qualcomm Europe

Peter Whale is Director of Product Management for Xiam Technologies Ltd, a Qualcomm company, working in the field of content discovery and personal recommendations for mobile content and services. Peter has a long track record of conceiving, developing and marketing successful technology-based solutions, working within a number of innovative Cambridge-based and International organisations. Peter is a board member of Cambridge Wireless, and a champion of the Cambridge Wireless Handset SIG. For more information please visit: www.qualcomm.com

Speaker Profiles

Mike Grant, Analysys Mason

Mike leads Analysys Mason's Global Media and Services practice. The practice assists organisations across the media value chain achieve their goals in a converging media and telecoms landscape, providing advice on corporate strategy, policy development and M&A. Mike is currently advising clients on issues including connected TV, mobile media, and content monetisation online. Over 20 years in industry and consulting, Mike was behind the introduction of 3D graphics into the mobile industry, and established one of the world's leading mobile gaming companies. Mike is a Cranfield MBA. For further information please visit www.analysysmason.com

Alfonso Della Fera, Telecom Italia

Alfonso is Senior Manager for International Standards in the Industry Relations & Roaming Division of Telecom Italia. He has been working in the Telecommunications industry for the past 15 years where he built a solid teleco experience covering different roles in different companies from hardware manufacturers to Telecom Italia. Within Telecom Italia he started as OSS Manager, then before moving to his current position, worked in the Marketing Business Innovation Department where he was a Senior Manager for Product Innovation. Alfonso is the Chairman of the IREF (Interworking and Roaming Expert Group) of the GSM Association. He holds a Masters Degree in Electronics Engineering from the University of Naples and an MBA from the Profingest/Alma Management School of Bologna. For further information please visit: www.telecomitalia.it

Ben Timmons, Senior Director of Business Development Director, Qualcomm CD MA Technologies

Ben joined Qualcomm in October 2002 and is responsible for marketing Qualcomm's chipset products and software in the UK. He works with operators, customers and other partners to ensure that QCT helps their customers deliver the best possible mobile devices using OCT's highly integrated and feature-rich solutions. Previously Ben has worked at O2 plc; Cable & Wireless Mobile; Mercury Communications and the LEK Partnership. He has an MA in Economics from Queens' College Cambridge. For further information please visit www.qualcomm.com

Laurence Bryant, Director of Mobile Solutions, ARM

Currently leading the Mobile Marketing Team co-ordinating the activities for ARM within the mobile market segment. Laurence joined ARM in 2006 as European Segment Manager. Prior to this he worked in the consumer and communications industry for 12 years in various management and engineering roles for Infineon, Atmel and Toshiba. For further information please visit: www.arm.com