

**Joint 'Handset and Location Special Interest Group'
16th July 2009**

'Is Location on the Map? Monetizing Location Based Services'

Championed by David Bartlett of Pyxidium Ltd, Nigel Wall of Shadow Creek Consulting, Peter Hazlett of Nokia Corporation from the Location Based Systems/Services SIG and Abhi Naha of Onyx Innovation and Peter Whale of Qualcomm from the Handset SIG



Venue – Bango Plc, 5 Westbrook Centre, Milton Road, Cambridge, CB4 1YG

AGENDA

14:00 **Registration & Refreshments**

14:30 **Welcome from our Sponsor, Andy Bovingdon, VP Product Marketing, Bango Plc**

14.40 **Welcome from Chair David Bartlett, Pyxidium Ltd and Location Based Systems/Services SIG Champion**
Introducing the debate:
"This house believes that location-aware services can only be monetised through mobile advertising"

14:50 **Proposer - Andy Bovingdon, Bango plc**
"The value of location – and why location is best monetized through advertising"

15.05 **Opposer - Stuart Strickland, Stuart Strickland Consulting**
"Why Location-aware services cannot be monetized through advertising"

15:20 **Proposition Seconder – Mark Oakden, Pocket Places**
"What to see and do? Experiences from the leisure and tourism industry"
This talk will share the experiences from a number of mobile leisure and tourism projects that have been running for some while and will cover both the type of location based services that tourists find useful and some lessons learnt regarding revenue generation.

15:35 **Opposition Seconder – Ian Curran, o2**
"How to achieve revenue from mobile location aware services"

15:50 **Open Debate**

16.20 **Wrap up session: Peter Whale, Qualcomm Europe**

16.30 **Complete Evaluation Forms - Networking over tea / coffee**

17.15 **Event Closes**

SIG Champion Profiles

Location Based Systems/Services SIG Champions

David Bartlett, Pyxidium Limited

David Bartlett has specialist knowledge in the fields of location technology, wireless communications and digital imaging. He runs his own business, Pyxidium Limited, which provides system design, modelling, simulation, IPR, competitive analysis and innovation services to small and large organisations. For more information please visit www.pyxidium.co.uk

Nigel Wall, Location and Timing KTN

Nigel Wall has been an independent consultant for 7 years (Shadow Creek Consulting), with a focus on Intelligent Transport Systems. Prior to this he held a number of key roles within BT, including leading mobile data research. He now works for a variety of public and private sector clients, including acting as a Technology Translator for the Location & Timing Knowledge Transfer Network, and Monitoring Officer for PARTICIPATE. For more information please visit www.locationktn.com

Handset SIG Champions

Peter Hazlett, Nokia Corporation

Peter Hazlett is a Marketing and Business Development professional with 12 years experience in the mobile operating system and telecommunications industry. With a long career at Symbian and more recently Nokia, Peter specialises in mobile software development, applications and services, and maintains a specialist interest in Location Based Services. For more information please visit www.nokia.com

Abhi Naha

Abhi Naha is a Vice President and board member of Onyx a Swiss based 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.onyxinnovation.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