

DAY 1 - 16.06.2011

v. 1.0

 **MOBILE 2.0** 
openIDEAS

imagine & build
the future of mobile
barcelona, 16 -17 of June



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BlueVia
A global initiative of *Telefonica*

 **BlackBerry**

 **Intel AppUp**
developer program


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Auditorium

9.00	Registration starts
9.30 - 9.45	Welcome , Introduction
9.45 - 10.00	Opening Keynote Carlos Domingo, Telefónica I+D
10.00 - 11.00	Panel - the future of mobile Daniel Gurrola, Orange Peter Vesterbacka, Angry Birds Carlos Domingo, Telefónica I+D Jacques van Niekerk, MIH Internet Group, MIH SWAT Moderated by Martin Duval, Bluenove
11.00 - 11.30	Coffee break
11.30 - 13.00	OpenIDEAS on Entertainment <ul style="list-style-type: none">• Keynote by Peter Vesterbacka, Angry Birds• Panel, moderated by Volker Hirsch, Scoreloop Hermés Piqué, Robot Media Caroline Drucker, SoundCloud Matthias Sala, Gbanga• App Pitches
13.00 - 14.00	Lunch
14.00 - 15.30	OpenIDEAS on Open Data / Cities <ul style="list-style-type: none">• Keynote by Usman Haque, Haque Design + Research Ltd• Panel, moderated by Esteve Almirall, ESADE – UPF Usman Haque, Haque Design + Research Ltd Di-Ann Eisnor, Waze Jyri Engestrom, Ditto. Assaf Biderman, SENSEable City Laboratory at MIT• App Pitches
15.30	Coffee break
16.00 - 16.15	Keynote by Andy Goodman, Fjord
16.15 - 16.30	Keynote by Jacques van Niekerk, MIH Internet Group, MIH SWAT
16.30 - 17.00	OpenIDEAS on Education <ul style="list-style-type: none">• Keynote by Colin McElwee, Worldreader.org• Keynote by Gladys Chacartegui / Luis Villarejo, Universitat Oberta de Catalunya
17.00 - 18.15	AppCircus
18.15 - 20.00	Networking Cocktail

	Auditorium (BizTrack)	blue room (DevTrack)	green room (DevTrack)	red room (DevTrack)	yellow room (DevTrack)
8.30	Registration starts				
9.00 - 9.15	Welcome , Introduction				
9.15 - 9.30	Keynote - Developer Economics 2011 Eli Camilleri, Vision Mobile				
9.30 - 10.30	Opening Panel Jose Valles, BlueVia Sanyu Kiruluta, BlackBerry Petra Söderling, Mobile BrainBank Leandro Mario Cino, Intel Moderated by Eli Camilleri, Vision Mobile				
10.30 - 11.00	Coffee break				
11.00 - 12.00	Hear it from the mobile CEOs Talmon Marco, Viber Ian Andrew Bell, Tingle Matthias Sala, Gbanga Ed Maklouf, Siine	App Store Optimization (ASO)t Stefan Bielau, Stefan Bielau Consulting	Intel AppUp Application Lab Leandro Mario Cino + Stylianou Costas	Doing More with BlackBerry Messenger Sanyu Kiruluta, Research In Motion	A quickstart into cross-platform HTML5 mobile development Nikolai Onken, uxebu
12.00 - 13.00	Insights on the Mobile App Economy Reimund Schmal, Nuance Andrew Berglund, Andrew Inc. Cédric Giorgi, Seismic Volker Hirsch, Scoreloop	Monetizing Apps with BlueVia Martinez Ortiz Andres Leonardo, Telefonica O2 UK	reserved for Intel	Monetization & Analytics In App Stores Vincent Hoogsteder + Ruben Heerdink, Distimo	Building Social Media Enabled Apps on Android Alberto Alonso Ruibal, Mobialia
13.00 - 14.00	Lunch				
14.00 - 15.00	Insights on the Mobile App Economy Fadi Bishara, BlackBox Vincent Hoogsteder, Distimo Tom Hume, Future Platforms	Coding Network-as-a-Service APIs with BlueVia Martinez Ortiz Andres Leonardo, Telefonica O2 UK	reserved for Intel	Develop for the BlackBerry PlayBook Sanyu Kiruluta, Research In Motion	
15.00 - 16.00	Hear it from the mobile CEOs Jochen Doppelhammer, Yuilop John Roberts, Qustodian	Performance Marketing for Mobile Apps Stefan Bielau, Stefan Bielau Consulting	Intel AppUp Application Lab Leandro Mario Cino + Stylianou Costas	Using OpenStreetMap data for Location Based Service Apps Philipp Kandal, skobler	
16.00 - 16.30	Wrap up of the day				
16.30 - 18.00	Networking Cocktail				