

## Mobile World Congress, Barcelona, 27th Feb – 1st Mar 2012

The ICT KTN, Cambridge Wireless, Mobile Monday London, the IET, Department for Business, Innovation & Skills (BIS) and UK Trade & Investment are partnering to bring a comprehensive presence at this year's Mobile World Congress. UKTI will have a stand in a prominent position in the main avenue, which is on route to all the main areas of the exhibition and conference.

On the UKTI stand, SME companies, who have won a space through the ICT KTN Mobile World Competition, will be represented to showcase a solution, service or product. The ICT KTN is also working with partners to showcase leading UK companies / technology solutions.

In Hall 8, UK Trade & Investment and the ICT KTN will be running a series of thought leadership seminars, addressing key conference themes and industry challenges to help promote business, collaboration, innovation and investment opportunities. The schedule is as follows:

Monday 27, February		Tuesday 28, February		Wednesday 29, February	
		10:00 - 10:30	Networking and refreshments	10:00 - 10:30	Networking and refreshments
		10:30 - 12:00	<b>Cyber Security in the Mobile World</b>	10:30 - 12:00	<b>Smart UK UK's most innovative mobile company finals</b>
12:30 - 13:30	Networking & refreshments	12:00 - 13:00	Networking & refreshments	12:00 - 13:00	Networking & refreshments
13:30 - 15:30	<b>Enabling the Future Internet through M2M and IoT technologies and services</b>	13:00 - 15:30	<b>ICT Solutions to cover major events, stadiums and high density coverage</b>	13:00 - 15:30	<b>LTE design and deployment: MIMO and Spectrum challenges</b>
15:30 - 16:00	Networking & refreshments	15:30 - 16:00	Networking & refreshments	15:30 - 15:45	Networking & refreshments
16:00 - 17:30	<b>Monetising mobile through loyalty systems, augmented reality and image innovation</b>	16:00 - 17:30	<b>Leveraging Mobile for health and fitness applications and services</b>	15:45 - 17:45	<b>Energy efficiency challenges and dynamic end to end carbon foot-printing</b>
17:30 - 18:00	Networking & refreshments	17:30 - 18:00	Networking & refreshments	17:45 - 18:00	Networking & refreshments

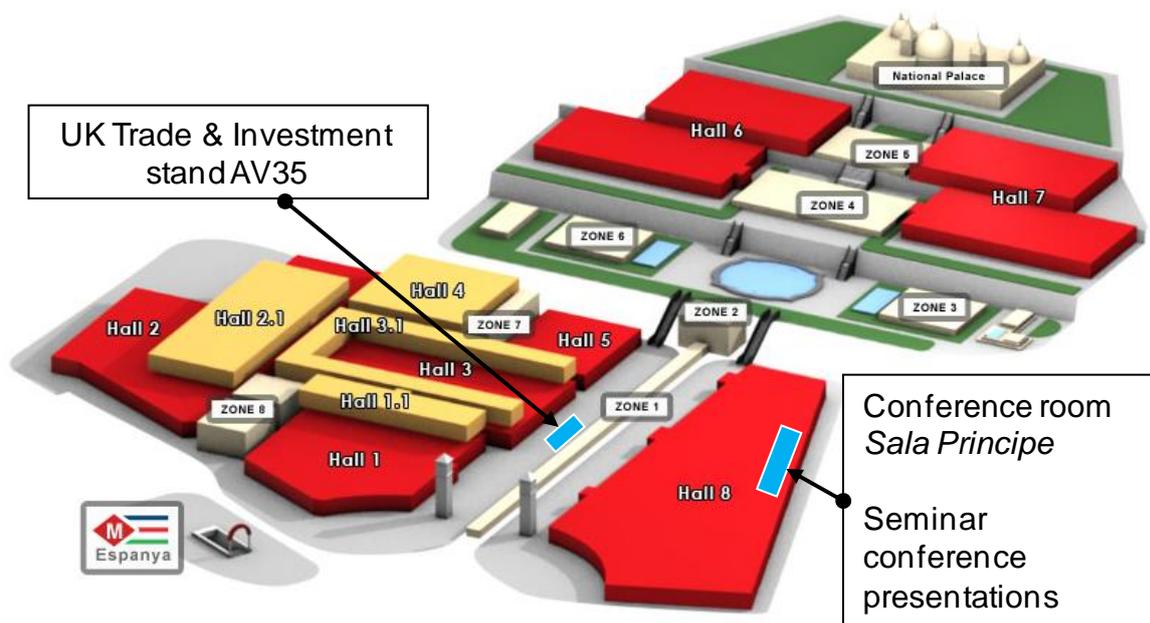
The seminars are open to all **MWC attendees**, but places are limited. Please register in advance, see specific sessions below to register prior to going to Mobile World Congress. For further information on the ICT KTN and UKTI seminars, please contact: Stuart Revell [stuart.revell@ictktn.org.uk](mailto:stuart.revell@ictktn.org.uk) Mob +44 (0) 7836 512787

Please visit [www.mobileworldcongress.com](http://www.mobileworldcongress.com) for further information on, travel, accommodation, registration and passes for the main show. The UKTI and ICT KTN seminars will take place as part of the main show in Hall 8 at Mobile World Congress

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and therefore you must have registered for the main show and have a valid pass to attend.

### Where to find us:



### Session 1:

#### Enabling the Future Internet through M2M and IoT technologies and services

Date: Monday 27<sup>th</sup> February 2012

Time: 13:30 to 15:30 (12:30 for networking)

It has been predicted that by 2020 there will be a rise from 6 billion (present day) to 50 billion digitally identifiable, potentially linked, electronic devices on this planet. This proliferation of digitally identifiable devices and the concurrent dramatic increase in pervasive data is creating disruptive opportunities and possibilities. This session will examine Machine to Machine (M2M) and Internet of Things (IoT) topologies, systems and the challenges related to the sheer scale of connected objects and open data systems. It will also cover cross cutting ICT challenges to enable adjacent sector markets such as Energy, Modern Built Environment, Assisted Living & Healthcare and Transportation. Confirmed Speakers:

- Geoff McCormick, Session Chair, The Alloy
- Usman Haque, Founder/CEO, Pachube.com
- Marc Sauter, Head of Global M2M Business Development, Vodafone
- Paul Egan, Business Development, Neul

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- Nigel Chadwick, Director, Stream Communications Ltd.
- Grant Notman, Head of Sales & Marketing, Wood & Douglas
- Panel session with all speakers

Secure your place by registering in advance:

[MWC 2012 - Session 1: Enabling the Future Internet through M2M and IoT technologies and Services](#)

### **Session 2:**

#### **Monetising mobile: loyalty systems, augmented reality and image innovation**

Date: Monday 27<sup>th</sup> February 2012

Time: 16:00 to 17:30 (15:30 for networking)

Consumers and customers are increasingly demanding and expecting to engage with brands through mobile. Retailers and brands are looking to develop mobile strategies to develop their businesses and meet these demands and expectations. This session will examine the technology and business opportunities to provide the capability to deliver and manage mobile loyalty systems, image recognition, augmented reality and contactless systems as part of a multi-channel approach. Each of the speakers will present case studies and the speaking sessions will be followed by a panel Q&A to explore further opportunities in the rapidly expanding market. Confirmed Speakers:

- Daniel Appelquist, Head of Product Management, BlueVia Telefónica Digital (Chair)
- Hugh Cockwill, COO, Mobilize Systems
- Jess Butcher, CMO and co-founder, Blippar
- Neil Garner, CEO, Proxama
- Martina King, CEO, Aurasma
- Panel session to include speakers plus:
  - Charlie Liu, CTO, Sony China

Secure your place by registering in advance:

[MWC 2012 - Session 2: Monetising Mobile: Loyalty Systems, Augmented Reality and Image Innovation](#)

### **Session 3: Cyber Security in the Mobile World**

Date: Tuesday 28<sup>th</sup> February 2012

Time: 10:30 to 12:00 (10:00 for networking)

It is critical for all companies that they can do business in a safe way. 2011 saw major cyber-attacks against multi-national companies, including mobile phone and telecoms

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companies. M2M, small cells and other technologies are going to vastly increase the number of connected devices over the next few years, increasing the exposure of companies and individuals to a cyber-attack. All of these rely on maintaining the security and stability of mobile networks. With the continuing development of the “internet of things” it is vital that end users are secure. This session will discuss what is meant by “Cyber Security” for mobile devices and networks, what the future holds in terms of threats, how real those threats are and what security could be put in place to secure technologies, businesses and customers. Confirmed Speakers:

- David Rogers, Mobile Technology, Cyber Security & Standards, BIS (session chair)
  - Introduction to the UK Cyber Security Strategy
- Iain Davidson, Business Development, Freescale Semiconductors UK Ltd Freescale
  - Machines that talk (M2M and IoT)..... can you Trust 'em?
- Charles Brookson, Chair, GSMA Security Group
  - Mobile platform fraud: 2G through to LTE and LTE advanced
- Gabriel Waller, Head of Security Technologies, NSN Research
- Phillip Mills, Centre for Secure Information Technologies, Queens University, Belfast
  - Security infrastructure technology: future research overview, safeguarding the trustworthiness of information.
- Andy Gent, CEO, Revector
  - Avoiding mobile network fraud – an international perspective
- Panel session with all speakers

Secure your place by registering in advance:

[MWC 2012 - Session 3: Cyber Security in the Mobile World](#)

#### **Session 4:**

#### **ICT Solutions to cover major events, stadiums and high density coverage**

Date: Tuesday 28<sup>th</sup> February 2012

Time: 13:00 to 15:30 (12:30 for networking)

2012 will be a defining moment, when the eyes of the world will be firmly focused on the UK. There is the first Diamond Jubilee since 1897; the largest ever series of cultural events in Festival 2012, where the UK will showcase its arts and creativity; and then on July 27th there will be the Opening Ceremony of the 30th Olympiad. These events provide a platform to demonstrate the rich diversity of technologies being brought together in the UK to deliver a world-class experience to the global business and consumer audience.

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The session at MWC will feature presentations from companies with experience of delivering solutions to major events and projects. They will also consider how lessons learned from past events can be applied to future large scale projects and major sporting events such as Sochi and the Rio World Cup in 2014 and the Olympics in 2016.

- Introduction and session moderation – Stuart Revell, ICT KTN
- Delivering London 2012, ICT enabling the Games – Gerry Pennell, CIO, London Organising Committee of the Olympic Games (LOCOG)
- Stadium mobile phone coverage for major sporting events – Andrew Conway, Head of Radio Engineering, O2 Telefonica UK
- High density coverage solutions Dr. Stuart Mitchell, Senior Consultant, iWireless Solutions
- Multi-platform web solutions for sport – Hugo Sharman, deltatre Media
- Transforming Fan Engagement with Connected Stadium Wi-Fi: A High Density Solution for Sports and Entertainment. Tina Gundersen, Technical Lead, Cisco Sports and Entertainment Solutions Group
- Panel session to include speakers plus:
  - Tigran Pogosyan, Deputy Chief Executive Officer for Strategic Projects, Megafon
  - Agustín Argelich, Director, ARGELICH INGENIEROS (Barcelona 1992)

Secure your place by registering in advance:

[MWC 2012 - Session 4: ICT Solutions to Cover Major Events, Stadiums and High Density Coverage](#)

### **Session 5: Leveraging Mobile for health and fitness applications and services**

Date: Tuesday 28<sup>th</sup> February 2012      Time: 16:00 to 17:30 (15:30 for networking)

One of the biggest challenges facing all countries is that of maintaining wellbeing, delivering care to those with chronic long term conditions and supporting vulnerable people in society. 21st century health and care services will increasingly rely on greater use of technology, delivering healthcare in a clinical setting, in the home, at work and during leisure time.

The need for more intelligent systems, lower operational expenditure and deployment costs, is driving new ways of thinking about how we create, use, and share data and information. This session will explore several aspects of Healthcare and Fitness solutions. The speakers assembled will present different parts of the eco-system and will investigate the key enablers, technologies and potential new systems for the next generation of advance connected Health Platforms. Confirmed Speakers:

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- Mike Short, Vice President, O2 Telefonica (Chair)
- Prof Guang-Zhong Yang, Imperial College London, ESPRIT London 2012 project
- Peter Lusty, Chief Executive, Geonovo
- Ekta Sood, Clinical Director, Hidalgo
- Panel session with all speakers

Secure your place by registering in advance:

[MWC 2012 - Session 5: Leveraging Mobile for Health and Fitness Applications and Services](#)

### **Session 6: Smart UK's most innovative mobile company finals**

Date: Wednesday 29<sup>th</sup> February 2012    Time: 10:30 to 12:00 (10:00 for networking)

The UK has traditionally been a leader in the mobile industry. Global giants like Vodafone and ARM are headquartered in the UK. The UK is also a hotbed of smaller, disruptive companies that can turn the industry on its head.

The search is on for the UK's Most Innovative Mobile Companies with great ideas that have the potential to disrupt the mobile industry globally. It may be a new technology that can transform mobile phones across the world or a new use of established technology that will change what people do on their mobile phones. It may even be a new way of doing something in a simpler and more elegant fashion.

At this session we have brought together a judging panel that are experts in the mobile industry to make the decision about the UK's Most Innovative Mobile Companies. We will be sharing the names of the judges once the finalists have been shortlisted for a place at Mobile World Congress. The finalists will present at this event and the winner will be picked by the judges and be crowned during Mobile World Congress 2012.

Secure your place by registering in advance:

[MWC 2012 - Session 6: Smart UK's Most Innovative Mobile Company Finals](#)

### **Session 7: LTE design and deployment: MIMO and Spectrum challenges**

Date: Wednesday 29<sup>th</sup> February 2012    Time: 13:00 to 15:30 (12:30 for networking)

Delivering the higher data-rates offered by LTE and LTE advanced presents new design and spectrum challenges. The fast data rates have been promised but how can these be realised, this session looks at some of the challenges related to spectrum, radio planning, RAN implementation, mobile user and infrastructure design. Topics and speakers confirmed:

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- Session chaired by Geoff Varrall, Director and Board member, Cambridge Wireless
- Spectrum usage challenges
  - Steve Unger, CTO, Ofcom
- Solving the challenges through antenna innovation and collaborative networks
  - David Barker, CTO, Quintel
- Flexible high speed wireless backhaul solutions
  - Stuart Broome, CEO, Sub10 Systems
- SDR platforms for user equipment
  - Pascal Herczog, CTO, Cognovo
- Designing adaptable RAN equipment
  - Mark Knox, Systems Manager, Freescale Semiconductors UK Ltd.
- Social network platforms: Leveraging usage for radio planning decisions
  - Simon Chapman, Managing Director, Keima Wireless
- Panel session with all speakers

Secure your place by registering in advance:

[MWC 2012 - Session 7: LTE Design and Deployment: MIMO and Spectrum Challenges](#)

### **Session 8:**

#### **Energy efficiency challenges and dynamic end to end carbon foot-printing**

Date: Wednesday 29<sup>th</sup> February 2012      Time: 15:45 to 17:45 (15:30 for networking)

Energy use and costs continue to rise, creating the need for future network energy efficiency to be significantly improved to ensure energy use does not increase at the same growth rate as traffic running over the networks. At the same time the need for accurate carbon foot printing continues to present challenges to measure and actually use the data dynamically to optimise end to end usage. The key objective in developing new networks and services will be to optimise end user efficiency; drive down the energy consumption per bit transmitted and leverage ICT networks to drive more efficient energy usage optimisation in multiple sectors. This session will highlight some of the key themes that will emerge when addressing the needs of energy efficient networks and services; the speakers will present different aspects of energy related topics from an end user education, energy sector (utilities) challenges, ICT technologies and sub-component innovation that are well positioned to address this agenda. Speakers confirmed:

- Stuart Revell, Chairman ICT KTN Wireless Technology & Spectrum working group
  - Session Chair

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- Rick Hanks, Senior Manager, Accenture
  - Smart grids, metering and mobile network innovation
- Ahmed El-Rayis, COO and Co-Founder, Sofant Technologies
  - Smart antenna solutions enabling energy efficient RF links
- Simon Fletcher, R&D Manager, NEC Corporation UK
  - Green radio, small cells, off-grid and heterogeneous solutions
- Andreas Zachariah, CEO and Founder, CarbonDiem
  - Using mobiles to sense and compute your carbon footprints, dynamically aggregating individual carbon profiles, providing immediacy to enterprise emissions reporting.
- Pete Bishop, CTO, PowerOasis
  - Optimising off-grid power solutions, renewable energy and OPEX reduction
- John Naylor, CTO, Cambridge Broadband Networks Ltd.
  - Leveraging backhaul innovation to improve efficiency and drive down OPEX
- Panel session with all speakers

Secure your place by registering in advance:

[MWC 2012 - Session 8: Energy Efficiency Challenges and Dynamic End to End Carbon Foot-Printing](#)

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