

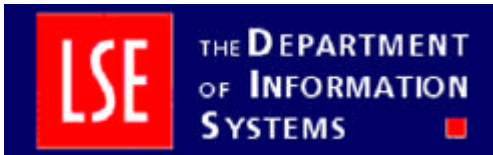
Citizen Mobile

Panel Debate

MORSE



Microsoft®



SMS Gateway by Kapow!



1. Steve Atkinson, chief technology officer, Morse
2. Hugh Davies, director of public relations, Microsoft
3. Jim Connor, director, CSTIM Ltd
4. Zahid Khan, Morebalance
5. Professor Kevin Warwick, University of Reading
6. Peter Brown, director of strategy business solutions, Orange
7. Steve Evans, CEO BT Mobile, British Telecom
8. Scarlet Pruitt, IDG News Service
9. John Higgins, director general, IntellectUK
10. Giles Lane, curator, Proboscis
11. Stephen Palmer, Emap Performance
12. Professor Gideon Kunda, Tel Aviv University
13. Stephen Parry, international manager, Vodafone

Steve Atkinson
Chief Technology Officer
Morse

Mobile financial retail services

Hugh Davies
Director of PR
Microsoft

Tomorrow's work
tomorrow' technology

Jim Connor
Director
CSTIM Limited

Zahid Khan
Morebalance

Maximising R.O.E.

Professor Kevin Warwick
University of Reading

Identity and ubiquitous
technologies

Peter Brown

Director of Strategy Business Solutions
Orange

Balancing hyper-organising and
dis-organising with mobile technologies
– a new social contract

The Future For Customers

“Always Best Connected”

Away from
Home or Office



Around the
Office



At Hot Spot



At Home



Mobile Network
GSM/GPRS & 3G
with Partner

Enterprise Networks
LAN & WiFi

Wireless Access
WiFi

Residential
Broadband Access
DSL & Cable

PSTN

Wireless Access
Bluetooth & Wi-Fi

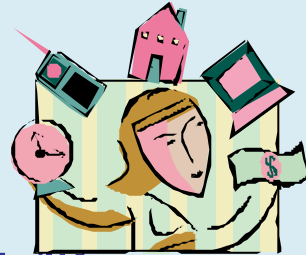
BT 21C
Network

For the User:

- Single Or Multiple Devices
- Integrated User Profile
- Single Number
- Single Voicemail
- Single Address Book



Balancing Work & Home Life in a Mobile Society



- Does ubiquitous availability help or hinder our work/life balance, or both?
- How can we control access in each environment?
- As mobile technologies become more pervasive and interactive (e.g. video calls) will we have to enforce
- Stronger boundaries?
- Do we know when to “turn off”?

John Higgins
Director General
IntellectUK

Giles Lane
Director
Proboscis

Experiencing the mobile world

Stephen Palmer

Emap Performance

Developing services for the mobile consume

- Will mobile become a significant medium for distribution of branded editorial content?
- What content will consumers want, be prepared to pay for and how will they use it
- How does this impact on current media routine and how does it change the value chain
- What new possibilities does mobile open for our brands, particularly in creating communities around the brand that can do things which existing media can't

Professor Gideon Kunda Tel Aviv University

Gurus, Hired Guns and Warm
Bodies –
Itinerant Experts in a Knowledge
Economy

Stephen Parry
International Manager
Group Public Policy
Vodafone

An international perspective on
mobile technologies