

The World's First Event Dedicated to Open Source for Mobile Devices

Learn From
Operator
Presentations

OPEN SOURCE IN MOBILE

7-8 November 2006

Amsterdam Marriott Hotel

Amsterdam | The Netherlands

The Business Models and Technology Choices for
Monetising Open Source in Mobile

High-Level Presentations by over
25 Key Innovators, including:

Mark Kent, Head of Technology Strategy, **BT Global**, UK

Patrick Chomet, Director of Terminal Platforms, Services and Innovation, **Vodafone**, France

Haila Wang, Chairman, **Linux Phone Standards Forum (LiPS)**; Chief Technology Officer, **France Telecom R&D Beijing**, China

Dr. Norman Lewis, Director of Technology Research, **Orange**, UK

Ari Jaaksi, Director of Open Source Software Operations, **Nokia**, Finland

Harald Welte, Consultant & Developer for **Linux kernel development**, Germany

Plus: Post-Conference Workshop
Thursday, 9th November 2006

**IP, Software Patents & Copyright Law:
Avoiding the Legal Pitfalls of Open Source**

Led By: Lawrence Rosen, Founding Partner, Rosenlaw & Einschlag

SEPARATELY
BOOKABLE

Participate In Moving The Mobile
Industry Forward:

- Inform your future strategy by discovering **how and why** mobile businesses are integrating Open Source
- Learn from the **business models, key strategies and future roadmaps** of the leading players in the Open Source Space
- Understand how Open Source can help **differentiate your mobile product** in today's competitive market
- Debate the key issues for Open Source in mobile, including **standardisation** and **security**
- Be inspired by successful **collaboration** between mobile industry and the open developer community
- **Meet and network** with the thought-leaders in Open Source for mobile

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LiPS
Linux Phone Standards Forum

TROLLTECH

Open Source – Open Standards – Open Community

www.informatm.com/opensource

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“Excellent industry views on status and direction and opportunities for networking at all levels.” PD, ARM Ltd (MAPOS 2005)

Discount for Operators & MicroISVs

Open Source in Mobile is the **World's first conference on the business case and technology choices** for all Open Source, including Linux and open source Java, in mobile devices. It is **your opportunity to shape the mobile industry...**

Maximise Your Time At Open Source In Mobile
NEW! Online Networking and Meeting System

As a pre-registered delegate of Open Source in Mobile, you will be automatically registered for Informa's online networking tool.



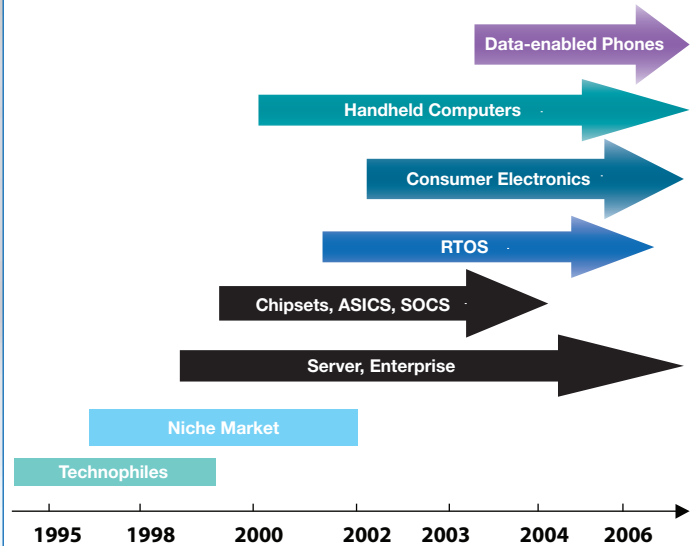
This secure system allows you to:

- ✓ Access the conference attendee list two weeks before the event, during the event and up to three months after:
- ✓ Interact with other participants online, send messages, and set up meetings at the conference – all in a secure, dedicated and private environment.
- ✓ Inform other participants of your work and interests by uploading your profile

Ensure you register early enough to take full advantage of this valuable networking tool!

The Roadmap of Linux Deployment to 2006
Understand How You Can Contribute To, And Benefit From, The Future of Open Source in Mobile

Source: MAPOS Report 3rd Edition, Informa Telecoms & Media

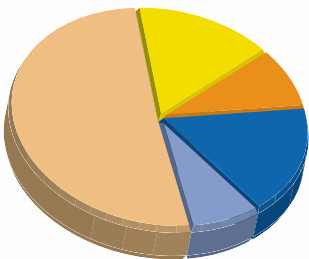


SPONSORSHIP AND NETWORKING OPPORTUNITIES AT OPEN SOURCE IN MOBILE

Don't miss this fantastic opportunity to demonstrate your expertise and provide solutions for potential clients and customers at Open Source in Mobile. Demonstrate your products, answer questions, help overcome challenges and meet your market face to face. There are numerous unique and creative sponsorship and exhibition opportunities available at Open Source in Mobile.

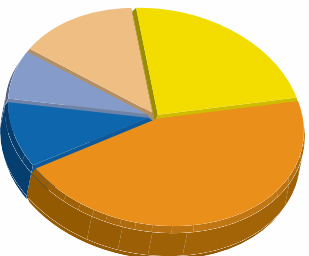
Contact **Zainab Baruwa** today to discuss the best options for you: **Tel: +44 (0) 20 7017 5244 • Email: zainab.baruwa@informa.com**

WHO WILL I MEET AT OPEN SOURCE IN MOBILE?



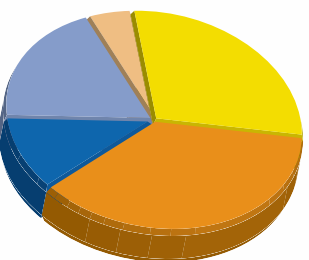
Senior Level Decision Makers

- 51% Board Level – CxO, EVP, Director Level
- 15% Analyst / Consultant / Journalist
- 9% Marketing / Sales
- 17% Project / Product Manager
- 8% Technical



Full Value Chain Representation

- 23% Operator
- 45% Software
- 10% Handset Components
- 8% Handset Manufacturers
- 14% Consult / Industry Bodies



International Participation

- 28% UK
- 37% Western Europe
- 11% Asia
- 19% North America
- 5% Middle East

Source: MAPOS Nov 2005



Open Source in Mobile

will be held in **The Amsterdam Marriott Hotel**, a 5-star venue in the cultural heart of Amsterdam

“The right people in the industry are there!” HJ, TAT (MAPOS 2005)

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“Excellent forum where key players are debating about the issues and challenges faced by the industry.” MW, Philips Semiconductors (MAPOS 2005)

Post-Conference Workshop – Thursday, 9th November 2006

The Amsterdam Marriott Hotel, The Netherlands

IP, Software Patents and Copyright Law: Avoiding the Legal Pitfalls of Open Source

Objectives

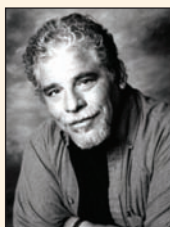
One of the unique strengths of the open source and free software movement is the open development model of software development. However, to successfully work within this model, a solid understanding of how open source licences and their legal foundations work is crucial.

This workshop is designed to guide you through all aspects of open source law. Workshop leader, Lawrence Rosen, and leading open source legal experts from around the world, will clearly explain the intellectual property laws that support open source licensing, review today's leading licenses and their application in the mobile arena, and help you make the best choices for your project or organization.

Who will benefit?

The day will benefit all professionals using or providing open source solutions; including developers, managers, users and lawyers.

Workshop Leader



Lawrence Rosen is both an attorney and a computer specialist. He is founding partner of Rosenlaw & Einschlag, a technology law firm with offices in Los Altos Hills and Ukiah, California, that specializes in intellectual property protection, licensing and business transactions for technology companies.

In addition to this law practice, Lawrence also served for many years as general counsel and secretary of the non-profit Open Source Initiative (OSI). He serves on the board of directors of International Characters and on the advisory boards of Black Duck Software, SpikeSource, and JasperSoft. He currently advises many open source companies and non-profit open source projects including Apache Software Foundation and the Python Software Foundation. He is a Lecturer in Law at Stanford Law School.

Lawrence's book, *Open Source Licensing: Software Freedom and Intellectual Property Law*, was published in 2004.

Agenda

Derivative Works in Open Source and Copyright Law

- When is your software a derivative work of open source software?
- What do different open source licenses say about derivative works?
- How can you avoid disclosing your source code?

Patents in Open Source

- What is the state of the law around the world regarding software patents?
- Licensing patents for open source software
- Using patents for defensive purposes in open source licenses
- The new language of patent covenants in open source and open standards

Best Practices for Open Source Development

- Recognizing and reducing risk in open source development
- Implementing effective controls without inhibiting creativity
- Contributing to open source projects

Round Table Discussion

Open discussion for all participants and audience on the issues raised during the day

A panel of leading specialists from wireless operators, handset manufacturers and leading software developers, will lead each workshop session.

Timings

09.30	Registration	14.00	Session Two
10.00	Start of Workshop	16.30	Round Table Discussion
13.00	Lunch	17.00	Close of Workshop

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STRATEGIC REPORT

Mobile Application Platforms & Operating Systems – 3rd edition

The third edition of **Mobile Application Platforms and Operating Systems** analyses the technologies behind the different mobile terminal software platforms available, their future usage and revenue potential as well as the major players' strategies and standardisation initiatives. This Strategic Report will enable you to gather essential information in order to invest profitably in this still expanding and increasingly complex mobile handset segment.

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Conference Day One – Tuesday 7th November 2006

Examining Why and How Open Source Can be Commercially Developed for Mobile

Chair: **Bernard Golden**, Author of *Succeeding with Open Source*; CEO, **Navica**, USA

09.00 Speed Networking:

A chance to get to know your peers before the start of the conference in a relaxed and informal atmosphere.



09.10 Chair's Introduction

Assessing the Business Case for Open Source in Mobile

09.15 Examining the Benefits of Open Source for Carrier and MVNO

- How the high flexibility of Linux can allow faster penetration to all market tiers
- Linux's role in enhanced user experience and customer management
- The benefits of large application libraries – increasing service uptake and consumer experience. Evaluating the opportunities for applications development

Patrick Chomet, Director of Terminal Platforms, Services and Innovation, **Vodafone**, France

09.45 Can Open Source give Real Competitive Advantage to Mobile Devices?

- Examining the decision to develop Linux-based smartphones – the advantages of Linux over OS alternatives
- How far can Linux reduce BOM and development costs, compared to open architectures?
- Evaluating the potential of Linux across Entry and Mid-Tier Handsets

A Senior Representative, **Panasonic Mobile Communications**, Japan

10.15 The Business Case for Open Source in Mobile

Greg Besio, Corporate Vice President, Software, Mobile Devices Business, **Motorola**, USA

10.45 Refreshments and Networking Break

11.10 Key Drivers to Open Source: Examining BT's Decision to Build an Open Platform

- Analysis of the role of Open Source in BT
- The business case behind BT's decision to migrate to open source
- The cost of "vendor lock-in" – BT's experience of reducing exit costs with the open source Firebird program

Mark Kent, Head of Technology Strategy, **BT Global**, UK

Devising the Optimum Business Models for Open Source in the Mobile Space

11.40 Achieving Sustainable Revenue through Open Source: The 'Red Hat' Model for Mobile

- Developing the optimum licensing model for open source in mobile – examining the "Red Hat" Dual Licensing model and its implementation in the mobile ecosystem
- Case study: A La Mobile's experience of licensing and business models in open source
- How will business models evolve as the market for open source in mobile grows?
- Is it possible to succeed commercially without losing community support?

Pauline Alker, Co-Founder and President, **A La Mobile**

12.10 Driving Mobile Innovation With Open Platforms and an Open Development Community

- Considering the open, modular environment of Linux versus the closed environment of proprietary systems – examining the scope for customisation
- Examining the benefits of Linux as an open platform
- Accelerating the development of new applications with a global open source developer community

Adam Lawson, Product Director, Qtopia, **Trolltech ASA**, Norway

12.40 Networking Lunch

13.50 Evaluating the Business Models for Open Source Software in Mobile

- Assessment of the business models necessary to succeed in developing a product with open source
- How these business models are working, and will continue to work, in the mobile industry
- The Open Source Maturity Model: Strategy for evaluating and selecting open source software

Bernard Golden, Author of *Succeeding with Open Source*; CEO, **Navica**, USA

14.20 Can, and How, Will Open Source Succeed in the Mobile Space? Comparing Mobile's Challenges with Open Source in the PC Environment

- The Principals of Open Source and how they can be compatible with business strategy
- How can open source work economically? What can be learned from the PC experience?
- The role of open source licensing in sustaining the business ecosystem

Bruce Perens, Vice President, **SourceLabs**, USA

Device Focus: Drawing on Open Source's Potential in the Fixed Mobile Convergence Market

14.50 The Case for Using Open Source OS in Developing an Innovative Dual-Mode Device

- The business case for Linux in a WiFi/Cellular phone – key advantages
- Examining the development process: the unique challenges of Linux OS for WiFi
- capability and how these were overcome
- Feedback on the first device roll-outs: how far has Linux provided product advantage for operator and consumer?

A Senior Representative, **Wengo, Neuf Cegetel**, France

Examining the Role of Open Source in Fulfilling User and Vendor Requirements

15.20 Understanding the Operator's Requirements for Open Source in Mobile

- How open source can be best managed to enable new user propositions
- Maximising the advantage of the modular nature of Linux
- Operator requirements in device branding: the need for customisation
- What the market demands in terms of service innovation and device functionality – how can open source rise to these requirements?

Dr. Norman Lewis, Director of Technology Research, **Orange**, UK

15.50 Refreshments and Networking Break

16.15 The Business Case for Sharing Innovation: Sun's Strategy for Open Source

A Senior Representative, **Sun Microsystems**, USA

16.45 Mystery Guest Speaker: Optimising the Potential of Open Source in Mobile – New Device Showcase

An Asian ODM is confirmed to reveal an innovative new device, which showcases how Open Source can optimize device functionality. The mystery speaker, who led the research and development behind the device, will discuss the development process team, examine business strategy, and explore the needs of the target market for this device.

Developments are currently confidential, please see www.informatm.com/opensource for further details

17.15 Interactive Panel Discussion

What do Operators, Manufacturers and Handset Users Want from Open Source?

- How open is "Open"? Do we need Open Source UI, API and applications platforms; or all the way down the stack to driver and kernel?
- Who will drive the movement towards this? Operator, Manufacturer, Consumer or Open Source Community?
- Can the needs of Operator, Manufacturer and User be compatible? How best can we meet their requirements?

Chair: **Adam Lawson**, Product Director, Qtopia, **Trolltech ASA**, Norway

Dr. Norman Lewis, Director of Technology Research, **Orange**, UK

Mikko Röntynen, Head of Product Marketing, **Nokia Mobile Software Platforms**, Finland

Mystery Guest Speaker

Greg Besio, Corporate Vice President, Software, Mobile Devices Business, **Motorola**, USA
A Senior Representative, **Black Duck Software Inc.**, USA

18.00 Networking Drinks Reception

Drinks Reception

All participants of Open Source in Mobile are invited to an exclusive drinks reception at the close of Day One. This informal gathering will give you the chance to discuss the day's issues with speakers and delegates in a relaxed setting.

TROLLTECH



Conference Day Two – Wednesday 8th November 2006

Chair: Tony Cripps, Service Manager, Wireless Software, **Ovum**, UK

09.00 **Chair's Introduction**

Achieving the Standardisation Needed to Drive Open Source For Mobile Forward

09.10 **Examining the Benefits of Linux Standardisation to the Whole Mobile Ecosystem**

OPERATOR

- Examining the role of Linux standardisation in facilitating both device and software innovation
- How far have standards for Linux in mobile come? What must be achieved?
- How will standards bodies and industry alliances work to gain the maximum benefit of standardisation?

Haila Wang, Chairman, **Linux Phone Standards Forum (LiPS)**; Chief Technology Officer, **France Telecom R&D Beijing Ltd**, China

09.40 **Why, and How, the Mobile Ecosystem will Move Towards Community-Based Standards in Handset Development and Deployment Platforms**

- Achieving a unified Linux mobile software stack : fighting fragmentation bottom-up and top-down
- Working with the open source community and creating new communities around mobile Linux
- The roles of handset OEMs, operators and other mobile ecosystem participants
- Lessons learned and best practices from Carrier Grade Linux and the Linux Standards Base

Bill Weinberg, Senior Technology Analyst and OSDL Representative to the **Mobile Linux Initiative**, USA

10.10 **Interactive Panel Discussion**
Does the Mobile Industry Need a Unified Linux Framework? Can, and Will, this be Achieved?

OPERATOR

- Would a fully standardised platform offer real benefit? To who? – Carrier, large-scale OEM, niche device manufacturer, small independent vendor... or the entire value chain?
- Can industry consortia lead the way to a unified framework? Or is Linux too far fragmented, with too many competing interests, for the level of standardisation we would require?
- Is standardisation at API level all we really need?

Haila Wang, Chairman, **Linux Phone Standards Forum (LiPS)**; Chief Technology Officer, **France Telecom R&D Beijing Ltd**, China

Patrick Chomet, Director of Terminal Platforms, Services and Innovation, **Vodafone**

Bill Weinberg, Senior Technology Analyst and OSDL Representative to the **Mobile Linux Initiative**, USA

Willms Buhse, Vice Chair, **Open Mobile Alliance**, Germany

10.55 **Networking Break and Exhibition Visit**

Developing Models for Successful Collaboration in an Open Development Community

11.25 **Developing the Maemo Platform with the Open Source Community**

- Nokia's experience of building the Maemo platform for the 770 internet tablet, without commercial Linux distributions
- Making the decision to develop with the Linux community – the key benefits and drivers
- Nokia's experiences on working directly with communities
- Solving the unique development challenges of building a “free” platform: selecting and managing the quality of code

Ari Jaaksi, Director of Open Source Software Operations, **Nokia**, Finland

11.55 **Playing to our Strengths: Partnering with Open Source to Create High Value**

- Combining open source and commercial software – The strategy behind ACCESS/PalmSource's platform development
- Delivering Open Source's advantages in user experience and ease of use
- For a compelling product, how much can open source do? What parts require commercial software -- and why?

Mike Kelley, Senior VP of Engineering, **PalmSource**, an Access company, USA

12.25 **Interactive Panel Discussion**

How Can Collaboration between the Mobile Industry and the Open Developer Community be Achieved and Sustained?

- How can the mobile industry encourage the support of, and benefit from, the “Free Software” community?
- What are the business and royalty models to best achieve collaboration?
- Can the aims of the mobile industry and open community ever truly be compatible? Has, and can, a beneficial compromise be reached?

Ari Jaaksi, Director of Open Source Software Operations, **Nokia**, USA

Harald Welte, Consultant & Developer for **Linux kernel development**, Germany

A Representative, **The GNOME Project** Global

A Representative, **MontaVista Software**, USA

Ralph Mueller, Director of Ecosystem Development, **Eclipse Foundation**, Europe

13.10 **Networking Lunch**

Enhancing Device Functionality through Open Source Innovation in Hardware and Embedded OS

14.20 **Can Virtualization Pave the Way to Embedded Open Source Advantage?**

- Analysis of the need for Open Source and Linux in mobile hardware
- Examining what virtualization is, and how it can function at the embedded and real-time level
- How virtualization can enable legacy OS and Linux to run simultaneously – assessing the advantages, and the challenges in the mobile device

Michel Gien, CEO, **Jaluna**, France

14.50 **Achieving the Reference Design for a Complete, Affordable Linux Phone**

- Success in porting Linux on to the chipset: the development process
- The benefits in terms of ROI and BOM of a complete Linux stack
- Providing customisation and flexibility at all levels, and for all tiers of devices: Upgradeability and scalability
- Examining ease of integration and time to market advantage

Jean-Luc Botto, Co-Founder and Director of Technology, **Purple Labs**, UK

Ensuring Mobile Security in an Open Environment: Protecting the User, Content and Network

15.20 **Using Hardware Security Extensions with Open Source Software to Optimise the Security of Mobile Platforms**

- Identifying the challenges of security and system integrity in mobile platforms
- Examining platform choices to ensure the security of embedded open source solutions
- Developing secure solutions such as DRM

Philippe Robin, Product Manager for Linux, **ARM**, UK

15.50 **Refreshments and Networking Break**

16.20 **Why Security in a Linux Mobile Environment Will be Most Successfully Addressed Through TPM (Trusted Platform Module) Services**

- An examination of the asset protection needed within a Linux mobile environment
- Discussion of the “Root of Trust” concept and how this can be applied in mobile devices
- Security assessment of a TPM-enabled Linux platform – how does this compare to the security gained through alternative solutions?

Hadi Nahari, Security Architect, **MontaVista Software**, USA

16.50 **Interactive Panel Discussion**

How Can We Ensure Confidence in the Security of Open Source Solutions?

- Does Open Source increase the potential of vulnerabilities to malware and misuse?
- How does the security of Open Source really compare to Symbian and Microsoft architectures?
- How can we best meet operator and service provider need Network Security and DRM protection?
- Which technologies will secure Open Source for the mobile ecosystem?

David “Lefty” Schlesinger, Director, Open Source Technologies, **PalmSource**, USA

Mark Kent, Head of Technology Strategy, **BT Global**, UK

Andy Thompson, Managing Security Architect, **Capgemini**, UK

Michel Gien, CEO, Jaluna, Vice President, **LiPS Forum**, France

Ollie Whitehouse, Symantec Advanced Threat Research,

Symantec Corporation, USA

17.35 **End of Day Two**

TE/JB/DA/ZB/AS/TR

Customer Number

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Event Code
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TERMS AND CONDITIONS

FEES: The fee for the two day event is £1329. Price includes lunch, refreshments and conference documentation.

BTW: Under Dutch law delegates from all countries are required to pay BTW on any course taking place in The Netherlands. Delegates from outside The Netherlands may be entitled to reclaim this cost. Informa Telecoms and Media, in conjunction with Taxback International, the world's leading TAX recovery organization, can help you to make a significant reduction on your attendance costs.

CANCELLATIONS: Cancellations received in writing before 24 October 2006 will be subject to a service charge of £125. The full conference fees remain payable on and after 24 October 2006. Substitutions are welcome at any time. It may be necessary for reasons beyond the control of the organiser to alter the content and timing of the programme or the identity of the speakers. This contract is subject to Dutch Law.

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SPECIAL REQUIREMENTS

Please list below any special requirements you may have

STEP 1: DECIDE WHAT YOU WANT TO ATTEND (please tick option)

- Day One** 7th November 2006 Open Source in Mobile – Day One of Conference
- Day Two** 8th November 2006 Open Source in Mobile – Day Two of Conference
- Day Three** 9th November 2006 Post-Conference Workshop

STEP 2: WORK OUT THE PRICE (please tick option)

	Price Available for Registration before 5th September 2006	Price Available for Registration between 5th September 2006 and 10th October 2006	Price Available for Registration after 10th October 2006
Three Days	<input type="checkbox"/> £1799 + BTW@ 19% = £2140.81	<input type="checkbox"/> £1998 + BTW@ 19% = £2377.62	<input type="checkbox"/> £2099 + BTW@ 19% = £2497.81
Two Days	<input type="checkbox"/> £1169 + BTW@ 19% = £1391.11	<input type="checkbox"/> £1299 + BTW@ 19% = £1545.81	<input type="checkbox"/> £1329 + BTW@ 19% = £1581.51
One Day	<input type="checkbox"/> £719 + BTW@ 19% = £855.61	<input type="checkbox"/> £799 + BTW@ 19% = £950.81	<input type="checkbox"/> £839 + BTW@ 19% = £998.41

I am unable to attend, please reserve me _____ sets of conference documentation at £325 (plus VAT @ 17.5%) per set

- 50% Discount as I am a microISV
- 20% Discount as I am an Operator

Total £

Other discount, reference code _____

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Discounts are at the discretion of Informa Telecoms and Media and are not cumulative.

Delegates who do not pay with their booking are requested to provide a copy of their credit card / cheque details to help payment allocation. Staff at the event will request a credit card guarantee for delegates without proof of payment.

STEP 3: DELEGATE DETAILS (for ease, attach your business card) – Please photocopy form for multiple bookings!

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