



MobileMonday Global Peer Awards 2007

At Espacio Movistar - Barcelona

February 12, 2007

Hosted by

Telefonica



MOVISTAR

Premium Partners



Mobile Monday Global Peer Awards Program

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2:00 pm – Registration and pre-networking

3:00 pm - MobileMonday & Sponsors Welcoming message

MoMo Barcelona Welcoming message
Welcome from MOMO GLOBAL
Welcome from our sponsors
Introduction Jury members by host MC Caroline Lewko

3:30 pm – Start of the presentations

(3 slides/3 minutes elevator pitch per speaker + jury intervention)

Bangalore - mChek - <http://www.mchek.com>
Bangkok - CryptoGraf - <http://www.cryptograf.com/>
Barcelona - MyStrands - <http://www.mystrands.com>
Beijing - Silk Road Telecommunication - <http://www.srt.com.cn/en/>
Boston - Skyhook Wireless - <http://www.loki.com/>
Brussels - Ontrack Navigation - <http://www.ontracknavigation.com/>
Delhi - Wirkle - <http://www.wirkle.com/>
Geneva - Plazes - <http://www.plazes.com/>
Helsinki - UpCode - <http://www.upcode.fi/>
Italy - Barefoot Software - <http://www.barefootsoft.com/>
Istanbul - Done - <http://www.donetr.com/>
Kuala Lumpur - Mutiara - <http://www.imutiara.com>
London - Reporo - <http://www.reporo.com/>
Melbourne - Locatrix - <http://www.locatrix.com/>
Munich - GoFresh - <http://www.gofresh.de/>
Paris - Realeyes3D - <http://www.realeyes3d.com/>
Silicon Valley - Mobile Complete - <http://www.mobilecomplete.com/>
Singapore - Tagit - <http://tagit.tv/>
Shanghai - mInfo - <http://www.minfo.com/en/aboutus/intro.aspx/>
St Petersburg - Jamango - <http://www.jamango.com/>
Tokyo - Naviblog - <http://www.naviblog.jp/>
Ukraine - Nival Online - <http://www.nivalonline.com/>
Vancouver - RX Networks - <http://www.rxnetworks.ca/>
Washington, DC - Rave Wireless - <http://www.ravewireless.com/>

5:30 pm - Networking Cocktail

7:00 pm – Awards

MobileMonday Chapters Award
Carnival of the Mobilists Host of the Year Award
Jury Award introduced by **Reitek**
Audience Award

7:30 pm - Closing doors

Global Peer Awards Competition

24 start-up companies, nominated by Mobile Monday chapters from around the world, will compete to win this year's MobileMonday Global Peer Award title. These are best-in-breed companies who have demonstrated exceptionally innovative mobile technologies, services and concepts. It's a great chance to discover something new! But fasten your seatbelts because the tempo is quick. Companies will have only a few short minutes to show off before the whistle blows!

Host of the Year by Carnival of Mobilists



The Mobilists, as they like to call themselves, is a group of top-notch bloggers writing on mobility, who have an enormous impact on the blogging community and have done a lot to bridge, reveal and support the latest in mobile innovations. Their Carnival of the Mobilists is a weekly celebration of the best mobile writing from the previous week, hosted by a different blogger every time and they'll be announcing their Host of the Year at the event.

The winning blogger will receive a complimentary trip to Helsinki for the MobileMonday Global Summit in May. The Carnival of the Mobilists is sponsored by Khosla Ventures.

Carnival of the Mobilists - <http://mobili.st>
Khosla Ventures - <http://www.khoslaventures.com>

The Global Peer Award Winner — Jury Favourite hosted by Reitek

The first global peer award winner will be selected and announced by the expert jury after a short deliberation.

The Global Peer Award Winner — Audience Favourite

The audience will select the second global peer award winner once the live SMS voting round is closed. The SMS voting system is provided by **Digital Ramblas**.

The Global Peer Award Winner — Community Favourite

The third and final global peer award winner will be selected by MobileMonday chapter organizers in a live voting format, which is sure to add excitement and suspense to an already fun-packed event.

Venue – Espacio Movistar

Telefónica Móviles, the mobile arm of Telefónica Group, opened its **Espacio Movistar** in Barcelona in September 2006. This innovative, multidisciplinary, next-generation venue has been conceived to bring people closer to the latest creative trends in technology, music, art, cinema and entertainment - especially the young.

This space is a step further to consolidate Movistar as a reference brand associated to innovation, creativity, entertainment, communication and fun.

How to get there?

Espacio Movistar is a large **white tent** located left of the “blue triangle” building at **the Forum**. Use this new Barcelona landmark as reference when trying to reach the event.

Street: Taulat, s/n (Parc del Fòrum)



By taxi:

From anywhere in the city ask for the “Espacio Movistar en el Forum”. That should get you there in 10-15 minutes.

From the 3GSM World Congress by Public Transport:

If you come from the show the fastest way is to catch the **metro** (25 minutes from Pl. Espanya). Take the **red line (L1) towards Fondo**. Then you have two choices:

Get off at “**Urquinaona**” and –without exiting- change to the **yellow line (L4)** towards “La Pau”. Then get out at “**El Maresme – Fòrum**”. Coming out of the metro, look for the “blue triangle” building.

Exit at “**Glòries**” and look for a **Tram stop**, the railtracks will help you find one ;-). **Take T4 direction “Estacio de Sant Adrià”** and get off at “**Forum**”. This ride down the “Diagonal” gives you a great tour of the 22@ district of Barcelona and you may find it a nice break from the crowded metro.

Master of Ceremony

Caroline Lewko, CEO of the Wireless Industry Partnership (WIP) is our MC host and will moderate in-between presenters and companies.

Caroline Lewko is CEO of the Wireless Industry Partnership (WIP), an international community and business resource that showcases emerging wireless companies and connects them to industry leaders, customers and investors to accelerate their time to market. Caroline founded the Wireless Innovation Network of BC (WINBC) in 2001 and is its current Chair. She is also currently leading the development of a Wireless Technology Centre in collaboration with the Bell Canada's 2010 Innovation Centre. Caroline's career in the wireless industry spans more than ten years during which time she advised and funded over 200 companies in wireless, IT and the new media sector, providing due diligence for funding, identifying business models, strategic alliances and competitive intelligence. Investors and C level executives for insights and advice seek her out. <http://www.wipconnector.com>

Jury

The jury consists of some of the most recognized mobile industry experts and thinkers:

- * **Carlos Domingo**, General Director, Telefonica R&D
- * **Carlo Longino**, analyst, Techdirt Corporate Intelligence
- * **Daniel Appelquist**, Senior Technology Strategist Vodafone Group R&D
- * **Kelly Goto**, principal at gotomedia, LLC
- * **Michel Wendell**, General Partner, Nexit Ventures
- * **Oliver Starr**, serial entrepreneur, editor MobileCrunch
- * **Peter Vesterbacka**, founder of Some Bazaar
- * **Russell Buckley**, Managing Director, AdMob Europe

Carlos Domingo - General Director, Telefonica R&D

Carlos Domingo is the general director of Telefónica R+D labs in Barcelona where he manages a team of more than 200 professionals that do research and development for the Telefónica group on the areas of Multimedia, Internet and speech technologies. Carlos holds a master in computer science from the Tokyo Institute of Technology, a PhD in computer science from the Polytechnic University of Catalonia and postgraduate studies in business administration from Stanford University. Originally from Barcelona, Carlos has developed his career in Japan and the US, first as a researcher and engineering manager and then as the CEO of several software start-ups, LizardTech, Extensis and Celartem Technologies, before returning recently to his hometown to join Telefónica. <http://www.tid.es/>

Carlo Longino, analyst, Techdirt Corporate Intelligence

Carlo specializes in following the mobile industry, and he also blogs about it at MobHappy.com. Previously, he was the executive editor of TheFeature.com, the well-known mobile site supported by Nokia. His particular interests lie in tracking the intersection of business and technology by following innovative, creative ideas, products and solutions, and examining how they can succeed in the market. At Techdirt, this means providing clients with customized real-time analysis and insight into their industries, markets and competitors. On MobHappy, this generally entails playing with mobile phones and new applications and services. Carlo lives in Austin, Texas. <http://www.techdirt.com/>

Daniel Appelquist, Senior Technology Strategist, Vodafone Group R&D

Daniel focuses on Web and mobile Web topics. He represents Vodafone in the W3C and in the Mobile Web Initiative, which he helped create, and within which he chairs the Mobile Web Best Practices Working Group. He has also been involved with the development of dotMobi, the mobile top-level domain. Before joining Vodafone, Daniel was a pioneer in the field of Web content and the use of XML. Dan also founded Mobile Monday London and co-organized the immensely successful Mobile2.0 event in San Francisco. <http://www.torgo.com/blog/>

Kelly Goto, principal at gotomedia, LLC

As an evangelist for "design ethnography", Kelly Goto is dedicated to understanding how real people integrate products and services into their daily lives. Goto is principal of gotomedia, LLC, a global leader in research-driven, people-friendly interface design for web, mobile and product solutions for clients including Seiko Epson Japan, Adobe, NetIQ, WebEx and CNET. Her book, Web Redesign 2.0: Workflow That Works is a standard for user-centered design principles. Goto is also the editor of gotomobile.com, a leading online publication on mobile user experience and serves on the national board of the AIGA Centre for Brand Experience. <http://www.gotomedia.com/>

Michel Wendell, General Partner, Nexit Ventures

Michel Wendell has 20 years of broad experience in launching and managing international Infocom companies. By advising successful start-ups and billion-dollar market leaders in Finland, Sweden, France and the United States, Mr. Wendell has gained a thorough understanding of the changing dynamics of globalizing markets and rapidly developing technologies. <http://www.nexitventures.com/>

Oliver Starr, serial entrepreneur, editor MobileCrunch

Oliver Starr is a serial entrepreneur with experience in technology, wireless and fibre optic telecommunications, mass distribution, e-commerce, and biotechnology and alternative medicine. Besides running MobileCrunch - from the TechCrunch Network, he's also the Senior Vice President of Business Development as well as the Chief Mobility Officer and Corporate Blogger for the Foldera Corporation. Foldera is a web 2.0 company that allows individuals as well as businesses of all sizes to experience an unparalleled level of efficiency in the organization of projects and activities as well as a new degree of freedom and flexibility to collaborate, organize groups and utilize all digital technology more effectively. Prior to MobileCrunch Oliver was the author of The Mobile Technology Weblog, which he grew from 250,000 hits per month to over 650,000 hits per month with 2.5 million unique visits through the end of 2005. <http://www.mobilecrunch.com>

Peter Vesterbacka, founder of Some Bazaar

Before Some Bazaar, a new venture generator, Peter spent 14 years at HP in various communications industry related roles ranging from sales to business development and marketing in both regional and global capacity. Peter also set up the HP Mobile E-Services Bazaar, an initiative to position HP at the centre of the mobile services ecosystem and to drive innovation in the mobile industry. The HP Bazaar program expanded rapidly into a global program with 600+ participating companies and was described as an industry benchmark by BoozAllenHamilton. Peter is also the initiator and co-founder of MobileMonday, the biggest mobile community out there. OMA and Liberty Alliance are some other industry initiatives that Peter has been actively involved in. <http://somebazaar.com>

Russell Buckley, Managing Director, AdMob Europe

Russell is one of the leading experts on mobile marketing in the world, having overseen nearly 2,000 campaigns since 2000. Russell is the co-author of MobHappy, one of the most popular mobile marketing and mobile technology blogs

on the web. Before joining AdMob, Russell spent over 15 years working in marketing, including advising leading brands such as Coca-Cola, Diageo, Texaco and Mars. In 2000, he was recruited to be Director of Marketing of UK-based mobile marketing start up, ZagMe, one of the leading pioneers in mobile advertising. Russell learned about AdMob soon after the launch and immediately saw the potential. He gave up his consulting practice to join the Founder Omar Hamoui and launch AdMob in the European market. <http://www.admob.com/>

About

The MobileMonday community is organizing the MobileMonday Global Peer Awards 2007 during the 3GSM World Congress in Barcelona collaboratively. Hosted by MoMo Barcelona, MoMo Italy, MoMo Helsinki, MoMo London and MoMo New York have also taken active roles.

Hosted by



Premium Partners



Silver Partner



Institutional Partners

Barcelona Media, Ajuntament de Barcelona and CIDEM — Generalitat de Catalunya, provide invaluable additional support.



Additional links

Mobile Monday

MobileMonday Oy - <http://www.mobilemonday.net>

Peer Awards website - <http://peerawards.mobilemonday.net>

MobileMonday Barcelona - <http://www.mobilemondaybarcelona.com>

Partners

Telefónica Movistar - <http://www.movistar.com>

22@Barcelona - <http://www.22barcelona.com/>

Reitek - <http://www.reitek.com>

Nexit Ventures - <http://www.nexitventures.com/>

Institutional Partners

Barcelona Media – Innovation Centre - <http://www.barcelonamedia.org>

CIDEM - Generalitat de Catalunya - <http://www.cidem.com>

Ajuntament de Barcelona - <http://www.bcn.cat>

