

Trade Show Traveler's Guide to Mobile World Congress 2010

By Ed Finegold

If you're lucky enough to find yourself in Barcelona in mid-February for Mobile World Congress, you might want to plan a schedule that lets you score career points while entertaining you just enough. This year's agenda is full of expected topics like mobile broadband, apps, and LTE. There are a few surprises, like an 80s pop-celebrity sighting, and a some must-sees, like the dream team of Asia-Pac carrier executive panels.

MWC's Exhibitor list is massive, so make sure you grab a map when you arrive and mark your targets off. Leave plenty of time between sessions and



content of the MWC event. The App Lounge sounds like it's worth checking out. MWC's website describes it as "a retreat for attendees and developers to relax, meet with fellow attendees, and catch up on the day's news via our media partner and sponsor publications. In addition, attendees can enjoy happy hour Monday to



meetings to maneuver through traffic, greet old friends and colleagues, and to horde swag "for your kids."

If apps are your thing, check out App Planet, which is one of those events that occurs during and in the

Wednesday between 18:00 and 19:00 at the Damm Bar located directly opposite the App Lounge."

A full calendar looks good from afar, so here's our picks for your agenda. All you need to do is sit in a few sessions and listen; or copy our recommends

into your Outlook and scribble some fake notes on a legal pad. Either way, here are Pipeline's top picks from MWC 2010's conference agenda:

MONDAY FEB 15

Morning: Don't miss a panel at 9:15 on Mobile Money Transfers that includes Telefonica, Vodafone and Orange to kick off the week. When in doubt in a meeting, you can always dazzle colleagues with a pithy quote from Vodafone's Cenk Serdar, Chief VAS Management Officer.

Afternoon: If you want to hit a museum or see the sights, Monday's the day to do it. A lightweight schedule Monday afternoon screams "hit the beach."

Afternoon: If you want to learn more about how content creators see the telecom industry, then check out Rob Wells, Senior VP – Digital for Universal at 14:40 in "Mobile Entertainment Matters- Part 1" and then run to "Strategies for Growth – Segments and Pricing" to see Alejandro Romero, VP Digital Media, MTV at 15:15.

Late Afternoon: Eric Schmidt, Chairman & CEO, Google will grace the conference with his presence at 17:45. Pay homage, or get a glass of wine.

WEDNESDAY FEB 17

Morning: If you want to sleep in a bit, just make sure you catch the 10 am panel discussion, part of the morning keynote. COO for Telefonica and CEO of Adobe will talk about apps.



TUESDAY FEB 16

Morning: Refreshed from Monday's recreation, catch the 9 am keynote on Tuesday. Chief Executives from Vodafone and Alcatel-Lucent talk about LTE and mobile's Internet-driven future.

Late Morning: BONUS PICK: The 11 am keynote delivers China Unicom's President, KDDI's President and Chairman, and Huawei's Chairman. If you skip the rest of the conference, don't skip this session.

Morning: BONUS PICK: The wild boys are calling on their way back from the fire, and Duran Duran's Nick Rhodes leads the keynote on "Mobile Entertainment and Lifestyle" at 11 am. Leave your old Duran Duran concert tees at home please.

Afternoon: Check out AT&T CTO John Donovan at 14:00 in "Network Breaking Point!" Or, talk app geek stuff with AT&T, and CEOs from Telenor Connexion and Jasper Wireless, in "Embedded Mobile: Sowing the Seeds for Future Growth."

THURSDAY FEB 18

Morning: Catch the 9:30 am Keynote entitled “Ready for the Launch of Next Generation Mobile Networks” and hear France Telecom, China Mobile, and Cox Communications tell you why they think they are.

Late Morning: Catch Edward Kershaw, VP Mobile, Nielsen at 11:35 in “Mobile Advertising” and learn more about the kinds of analytics buyers expect to see as they plan ad campaigns.

By 12:30 on Thursday you’re either ready to pack up for the airport, or need to rest up for one more night in Barcelona’s renowned club scene. Either way, feel confident you’ve seen what there is to see and use this time for last-minute meetings or pure vacation. May your goings, intrepid traveler, be safe and prosperous.

Publisher’s note: Pipeline’s primary purpose is to present service providers with critical industry information relevant to driving profitability and delivering the latest generation of communication services. In each issue of Pipeline we discuss OSS and BSS solutions and their role in advancing communications technology. If you’re a service provider at the Mobile World Congress event it may be well worth your time to seek out some of the following companies, who offer solutions in the realms of OSS and BSS to help improve your network operations and increase your bottom line. Enjoy Barcelona.

See next page for booth information.



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Accanto Systems, Stand 1J37
Acision, Stand 8A93, Stand 8A86
Acme Packet, Stand AV80
Aepona, Stand 2F08
Agilent Technologies, Stand 8A77
Aktavara AB, Stand 2F13
Allot Communications, Stand 2C72, Stand 2B76
Amdocs, Stand 8B101
Amdocs jNetX, Stand 1J45
Anritsu, Stand 1B31
Arantech, Stand 1F17
Aricent, Stand AV67, Stand 1F38, Stand CY07
Ascom Network Testing Inc, Stand 1C05
Astellia, Stand 2F49, Stand 1B12
Bridgewater Systems, Stand 1F47
CBOSS, Stand 1D06
Cerillion Technologies Ltd, Stand 2D65
Comarch, Stand 1F20
Comptel Corporation, Stand 1C06
Comverse, Stand 8B83
Convergys, Stand AV57, Stand 8B70
Evolving Systems, Suite 3.1HS98
FTS, Stand 2B92
Harris Stratex Networks, Stand 2F27
HP, Stand 7C18
IBM, Stand 1C31, Stand CY17
Intec, Stand 8A67
Kabira Technologies, Stand 1F33
Metratech, Stand 2J63
NEC Corporation (NetCracker), Stand 8A125, Stand 8C32
NetScout Systems, Inc, Stand 7C47
Nexus Telecom AG, Stand 1J36
Nokia Siemens Networks, Stand 8C01, Stand 8C03
Openet, Stand AV84
Optimi, Stand 8B81
Oracle, Stand AV44
Orga Systems GmbH, Stand 8B130
Polystar, Stand 2E18
Redknee, Stand 1E37
SAP, Stand 2D82
Sophia Antipolis/Team Cote d'Azur, Stand 2F49
Spirent Communications, Stand 1C14
Tekelec, Stand 1F44
Tektronix Communications, Stand 1B56
Telcordia, Stand 2A73
Trade Wings, Stand 2A124
Transverse, Suite 3.1HS40
Ventraq, Suite 4.7HS47
Volubill, Stand 1B18
WeDo Technologies, Stand 1J31
Wipro Technologies, Stand AV21