



# 4GWE™

4G WIRELESS EVOLUTION

## CONFERENCE

Welcome to The Event that is Everything 4G Wireless

**The Wireless Network is “bursting at the seams” and we are only on the surface of what is possible with Wireless Broadband.**

**Get to 4GWE and understand the issues:**

- **4G Technology Platforms** including WiMAX and LTE
- **4G Devices** – Going beyond today’s smartphone
- **4G Applications**; Video, Voice, messaging and more
- **Net Neutrality** – How will open be governed?
- **Broadband Stimulus** – Its potential to provide ubiquitous access
- **White Space** – its potential to deliver services and solve the “spectrum crisis”



**Sponsored By:**



## Why Attend the 4G Wireless Evolution in Miami?

If you are focused on strategies associated with 4G network technology, products and applications or are looking to invest in the future of the new core of networking, this event will provide you with opportunities to expand your knowledge base, meet your peers and identify potential partners.

## 4GWE Conference attendees will learn:

- The role of the network operator in delivering 4G features and functionality and how they will protect their revenue stream and continue to monetize their investments
- How the concept of an “Open Mobile Internet” can be governed and what that will mean to all stakeholders in the wireless industry.
- The hottest mobile device design trends, and how these will accommodate users growing mobility requirements.
- The major differences between the competing technologies of WiMAX and LTE
- What killer applications both the consumer and business customer will be looking for.
- The role of WiMAX in delivering service in rural and underserved locations.
- Alternative 4G delivery technologies; dual mode phones, WiFi, femtocells, and more.
- The technology and potential of utilizing White Spaces to deliver mobility solutions.
- How 4G will impact, social networking, content distribution and video capabilities.
- If Venture capitalists are ready to return to wireless ; where will they invest? The network, the device or in 4G applications?
- How Mobile Internet Device manufacturers will drive 4G demand and market share.
- Where impact of 4G will be the most contentious, the most beneficial and the most profitable.



## Who should attend:

Anyone that is looking to capitalize on the potential of 4G Wireless Broadband should attend 4GWE. 4GWE will gather together over 250 strategists, architects, business leaders and visionaries to map out our massively mobile future and determine how to meet the needs of the growing mobile consumer market.

## Company types who will derive the most benefit from this conference include:

- Mobile Network Operators
- Fixed Carriers
- Handset Manufacturers
- Mobile Internet Device Manufacturers
- Application Providers
- Investment Banking/Venture Capital/Private Equity
- Telecom Network Infrastructure Vendor
- Network Services Provider/ISP/ILEC/CLEC/WISP/MSO

## Platinum Sponsor



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## Keynote Presentations



Wednesday, January 20, 3:30 pm  
**Craig Walker**  
Group Product Manager,  
Real Time Communications Group  
Google Voice



Thursday, January 21, 9:15 am  
**Christopher Dean**  
CSO  
Skype



Wednesday, January 20, 4:00 pm  
**Jeffrey Rodman**  
Co-Founder and CTO  
Polycom



Thursday, January 21, 9:45 am  
**Danny Windham**  
Chief Executive Officer  
Digium



Wednesday, January 20, 4:30 pm  
**Mathew Oommen**  
Vice President, Device and  
Technology Development  
Sprint



Thursday, January 21, 10:15 am  
**Brian Higgins**  
Executive Director for Ecosystem  
Development Verizon Wireless





Wednesday - 01/20/10, 1:45-3:15pm - TRACK 2

## Lessons in Application Development

Are you married to the device when you build an application? We used to say you marry your database, now the question is how beholden are you to the device API? We asked our panel of Mobile Monday Miami members to discuss their experience in building applications for the device and the web. What are the lessons, what are the concerns and is there an opportunity lost when building for one vs. the other network platforms?

Presented by:

Davide Di Cillo, Apple Developer, ThirtyNine  
Florian Seroussi, Founder/Investor, TwitterFone Inc  
Jeffrey Saas, Vice President, Business Development, Myxer  
Edwin Hernandez, President & CEO, Rapid Mobile Technologies  
Doug Makishima, COO & VP of Mobile & Personal Communications Business Unit, D2 Technologies, Inc.

Wednesday - 01/20/10, 10:30-11:45am - TRACK 2

## WiMAX VS. LTE

The migration to LTE and WiMAX may not be an "either/or" discussion, but a story of blending. Service Providers must be ready to adopt an approach that will support the speeds and data throughput requirements that wireless customers will expect. This session will look at the real differences in these technologies and show how both carriers and consumers will adopt them. The session will examine the alternative technologies as well the migration issues that service providers must take into consideration when transitioning to a WiMAX or LTE platform. The session will also discuss how these two technologies will co-exist.

- Are the speeds of WiMAX going to differentiate applications?
- Will 4G applications require more throughput?
- When will Interoperability be achieved for WiMAX?
- How will legal and commercial issues impact this evolution?

Presented by:

Mark Pagon, CEO and Founder, Xanadoo Company  
Paul Tornatta, Skycross

Wednesday - 01/20/10, 12:30-1:45pm - GENERAL SESSION

## Net Neutrality: Can Open be governed?

FCC Chairman Julius Genachowski, in an effort to safeguard the free and open Internet, has recently proposed formalizing six principles of network openness that would

apply to all platforms that access the Internet.

So now the question is "Can the concept of open be governed?" This panel of distinguished communications visionaries from Google, AT&T and leading communications law firms discuss how these principles will be incorporated into policy. This session will address questions such as what companies, services and devices will be subjected to these rules? And will the jurisdiction of the FCC have to be modified to enable these principles?

Presented by:

Glenn Richards (Moderator), Partner, Pillsbury Winthrop Shaw Pittman LLP  
Todd Daubert, Partner, Kelley Drye & Warren LLP  
Hank Hultquist, VP Federal Regulatory, AT&T  
Rick Whitt, Washington Telecom and Media Counsel, Google  
Mauricio Arango, Chief Architect, Sun Microsystems

Wednesday - 01/20/10, 1:45-3:15pm - TRACK 1

## Network Operators Prepare for the 200MB Lifestyle

With 4G, enormous new capability is coming to wireless networks. However, new applications will impose ever increasing demands on those networks. Video based applications will demand high levels of QoS and will consume significant bandwidth. The walled garden paradigm is changing with the advent of app stores, but may evolve to a paradigm where any third party device, and any third party app, not sanctioned by the network operator, could connect to the network. At the same time, network operators still retain a significant advantage since they can control QoS, and they have visibility into very valuable network intelligence and subscriber information, which, if used properly (by respecting privacy), enables them to offer richer and more personalized applications, and offers new opportunities for monetizing their investment.

How do network operators reap an attractive return on investment in 4G? How can they continue to differentiate and offer premium applications, which third party vendors cannot compete with?

Presented by:

Liliane Ofredo-Zreik (Moderator), CEO, The Sannine Group, LLC  
Stuart Elby, VP, Network Architecture and Enterprise Technology, Verizon Wireless  
Kittur Nagesh, Director, Service Provider Marketing -- Mobility, Cisco

Wednesday - 01/20/10, 1:45-3-15am - TRACK 1

## 4G Mobile Ventures

Where is capital going to be deployed for new start ups and for new technologies? What are the pain points in deploying 4G and how do they relate to angel investments, venture capital spends and possible mergers and acquisitions? This panel examines the opportunities in front of us and the value in exploiting these opportunities.

Presented by:

Scott Snyder (Moderator), Chief Executive Officer and President, Decision Strategies International  
Dan Deeney, Partner, New Venture Partners  
Anton Wahlman, [anton-wahlman.blogspot.com](http://anton-wahlman.blogspot.com)  
Andreas Koch, Senior Director of Service Provider Strategy and Marketing, Juniper Networks

Thursday - 01/21/10, 1:00-2:15pm - TRACK 1

## Designing Devices for Success

4G will provide consumers and business professionals with even more mobility, if their devices will allow. What design trends are we seeing in devices that will accommodate the users mobility requirements? How will 4G capabilities affect device characteristics and design? How will limitations of power, size and usability be accommodated? Will smartphones or netbooks become tomorrow's preferred device, and why? Or will we see a whole new category of Personal Communicators ("Beam me up, Scotty.")?

Presented by:

David H. Yedwab (Moderator), Partner, Market Strategy & Analytics Partners  
Shawn Molodow, Director, Market Development, Clearwire  
Patrick Scannell, Director, Market Development, Clearwire  
Alan Duric, Co Founder & CTO, Telio

Thursday - 01/21/10, 1:00-2:15pm - TRACK 2

## The Future of Mobile Video

Mobile Video Applications will benefit from 4G's increased bandwidth and ubiquity. Mobile video applications range from one-way content consumption (i.e. mobile TV) to real-time, bi-directional video. This session will examine the demand for wireless video applications and whether or not 4G technology will make real-time, two-way video a common element in our day to day communications. Is 4G's big and ubiquitous pipe enough to drive a breakthrough in demand for real-time video? What does "video everywhere" mean for the device and how will the devices drive demand for wireless video applications? Do we need new set of application

tools and standards to build these devices? Do we need to wait for HTML or other standards to appear to make mobile video common? Or may we need no standards at all?

Presented by:

Anatoli Levine (Moderator), Director, Product Management, RADVISION  
Bryan Taylor, CEO, Anderson Taylor

Thursday - 01/21/10, 2:15-3:30pm - TRACK 1

## Stimulating Broadband Growth in the year of the \$4.7B Stimulus

This panel will discuss the \$4.7B in available stimulus dollars and the initial grants that have been awarded. The panel will identify the opportunities that remain to secure some of this funding and the rules and regulations of the grant system. Additionally, the effect of the stimulus dollars on rural deployments and the need for identifying alternative service strategies such as WiMAX will be discussed.

Presented by:

Robert Mazer (Moderator), Principal, ACP  
Gregory Rhode, President, e-Copernicus  
Mark Pagon, CEO and Founder, Xanadoo Company  
Ken Gawlek, Worldwide Head of Wimax, Cisco

Thursday - 01/21/10, 2:15-3:30pm - TRACK 2

## The Holy Grail: FemtoCells At Home integrated into the Home Gateway

Femtocell solutions blend the home network with the carrier's service enabling seamless connectivity and offering an alternative mobile broadband solution. The question is what should we expect a femtocell to do? Is it simply another device behind the wireline broadband equipment? Does it represent an opportunity for tighter integration between the services? How do Femtocell devices fit into triple play offerings?

Presented by:

Barlow Keener, Attorney, Keener Law Group  
Nick Johnson, CTO, IP Access  
Tom Hussey, [ubiquisys](http://ubiquisys.com)

Thursday - 01/21/10, 3:45-5:00pm - GENERAL SESSION

## Google's Got Voice

Google is becoming the major player in providing communication services. Android, Gizmo5 and Google Voice are converging on your mobile device and phone in ways that will change the long tail of communication. Android's integration to Gmail

adds value to your mobile email experience making mobile a rich media experience. What is the future of how we communicate and does broadband wireless add to the mix? Should we expect other innovations to increase the value of the communication? How should carriers work with Google in the future?

Presented by:

Andy Abramson, CEO, Comunicano, Inc.

Michael Robertson, Google Advisor, Google

**Friday - 01/22/10, 9:00-10:15am - GENERAL SESSION**

## Current and Future Opportunities for WiFi in a 4G World

WiFi has been at the heart of the change to OFDM and MIMO solutions. It is not surprising that WiFi is still a hotbed of innovation in today's marketplace. This discussion looks at the current and future opportunities associated with WiFi and the implications for new kinds of deployment and adaptation by the LTE and WiMAX community.

Presented by:

Brough Turner, Founder, Ashtonbrooke.com

**Friday - 01/22/10, 10:30-11:45am - GENERAL SESSION**

## Mobile Money

Mobile Money has the potential to provide new growth and profit opportunities for mobile operators, but before this service can be offered beyond a regional service there are many challenges ahead. Collaboration and coordination between Telecom and Financial industries are essential for the success of Mobile Money.

The Mobile Money Session will explore the following issues:

- Where are we with standards?
- What does the ecosystem look like?
- Who drives the ecosystem? Financial institutions or Service Providers or vendors
- How do regulations play a part in the overall success of Mobile Money?
- What is the business opportunity

Presented by:

Chris Celeberti, CEO, Clever Spoke (Moderator)

John Jaing, Executive Vice President and Chief Technical Officer, Roamware

Rodger Desai, CEO, Payfone

Greg Keogh, Regalocard

**Friday - 01/22/10, 10:30-11:45am - TRACK 1**

## Applications and Networks, Oh My.

How do carriers and application developers find common ground? Is the Internet so enabling that the service provider's concerns about network interfaces are marginalized? How can the ultimate social network, the telephone, be better enabled to provide functionality to support applications.

Presented by:

Shoshana Loeb, Executive Director and Chief Scientist, Telcordia

Shai Berger, CEO, Fonolo

Eric Cheung, AT&T

Karl Good, Director of Consumer Applications, Truphone

Boaz Zilberman, Fringe

**Friday - 01/22/10, 10:30-11:45am - TRACK 2**

## Network Intelligence, Monetizing the Meter

Broadband operators are facing issues regarding offering services beyond basic transport. These challenges involve business models, regulation and infrastructure technology. This session will focus on Network Intelligence infrastructure, which is enhanced monitoring, analysis and control as enabling functions for higher-level services. Will address sample use cases within business and regulatory contexts.

Presented by:

Mauricio Arango, Chief Architect, Network Equipment Provider & OEM Industry Sales, Sun Microsystems, Inc.

Greg Keogh, Regalocard

**Friday - 01/22/10, 1:00pm-2:15pm - GENERAL SESSION**

## Utilizing White Spaces for broadband access: Where do we go from here?

Now that the FCC has approved a controversial plan to allow the usage of White Spaces for wireless broadband services, what is its potential to deliver broadband wireless access services and what white space devices will be developed to enable 4G services? Who will utilize these devices and what applications will be developed? This session will examine the regulatory, political and technical framework that will be applied to ensure the use of white space does not interrupt protected services such as TV and microphones and delivers on its promise to provide an open ubiquitous Internet Access technology.

Presented by:

Fanny Mlinarsky (Moderator), President, octoScope

Rick Rotundo, co-founder and Chief Marketing Officer, Juniper Networks

Dan Carpini, President, Xg Technologies

## Hotel Information

### Save Time & Money at the Official Show Hotel.

#### Luxurious Loews a Short Walk to the Convention Center.

The luxurious four-star hotel is located on the beach in the heart of South Beach. You can walk to everything – the convention center (4 blocks away), great restaurants on Lincoln Road (2 blocks away), and the fabulous nightlife on Ocean Drive. Get the best value, most convenience and option to network with thousands of other ITEXPO attendees by staying at the official show hotel.



Special Rates: Mention you are a participant of ITEXPO to receive the special \$249 rate. this rate includes Internet acces! Reserve your rooms today!

To make a reservation online:  
<http://www.loewshotels.com/en/Hotels/Miami-Beach-Hotel/GroupOffers/TMC.aspx>

Or call 877-563-9762, then hit 1 - be sure to say you are a participant of ITEXPO. You must reference ITEXPO to receive the special discounted rate. Cut off date - January 4, 2010.

## 4 Easy Ways to Register

1. **Online:** [www.4gwe.com](http://www.4gwe.com)
2. **Fax:** (203) 866-3326
3. **Phone:** Call Frank Coppola  
(203) 852-6800 ext. 131
4. **Mail:** Send your registration form to:  
**4GWE EAST 2010**  
**TMC**  
**One Technology Plaza**  
**Norwalk, CT 06854 USA**

## All paid conference plans include:

- All breakout sessions and workshops for which you have registered.
- All Meals served on days in your plan.
- Online access to all conference presentations.
- Unlimited Exhibit Hall access.
- All Keynotes and general sessions.
- All networking receptions.

## Conference Passe

Access to 4G Wireless Evolution sessions, meals, keynotes, workshops only.

**PLATINUM Conference Pass - 3 Day.....\$1,495**

## SUPER Passes

Access to All 4G Wireless Evolution and ITEXPO sessions, meals, keynotes, and workshops.

**SUPERPass - 3 Day .....\$2,395**

**SUPERPass - 2 Day .....\$1,795**

**SUPERPass - 1 Day .....\$1,595**

## DIAMOND Team Plan - Best Value!

Includes access to All 4GWE and ITEXPO sessions, meals, keynotes, and workshops for up to 5 people from your company.

**DIAMOND TEAM PLAN - 3 Day .....\$4,995**