

THE DEFINITIVE INDUSTRY CONFERENCE FOR THE
LEADERS OF THE FUTURE MOBILE ECONOMY



7th Annual

NOV 14
10-11
SAN FRANCISCO, CA
Mission Bay Conference Center

SAVE \$300

WHEN YOU REGISTER BY
AUGUST 22

Create Unique Consumer Experiences with Mobile

- **Context is King:** Explore the possibilities of using contextual data to create 'anticipatory computing' experiences that take hold of 'the moment'
- **Beyond the Box:** The fight for the living room. With the explosive growth in mobile, the media landscape has changed rapidly. Look at content format and advertising economy adaptation in order for TV to survive
- **A New Era for the Mobile Network Operators:** MNOs are fighting hard against becoming a 'dumb pipe' for other OTT services. Explore innovation for new revenue in advertising, home and big data services
- **Next wave of Device Design:** Have smart watches and glasses fallen victim to their own hype or is it still early days for the next wave of consumer technology?
- **The Never Ending Mobile App Marketplace:** The mobile app economy is set to boom with advertising and app-enabled commerce making huge contributions. Figure out the best way to attract users and turn a profit
- **The In-Store Mobile Commerce Revolution:** With the advent of beacon technology and proximity push notifications, the in-store consumer retail experience is shifting. Explore the marketing and product opportunities for brands

EXPERT SPEAKERS INCLUDE:



"This conference brings all the heavyweights from mobile to silicon valley. It's like the best of the Mobile World Congress, in San Francisco – in an intimate conference setting."

CCO, Fjord

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CTO
Verizon Corporation



Joe Megibow
SVP/GM of Omni-Channel
eCommerce
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John Kim
CPO
Expedia.com



Mark Rolston
Founder and CCO
ArgoDesign



Ryan Spoon
SVP Product
ESPN

Visit the website today for the latest updates on top speakers, sessions and the full conference program!

www.openmobilesummit.com

Welcome to the 7th Annual Open Mobile Summit

THE CONNECTED CONSUMER EXPERIENCE

Mobile continues to disrupt every element of consumers' lifestyle. Brands now have the ability to engage with customers on a highly personal basis, enabling them to create unique and highly contextual experiences both on- and off-line. Meanwhile, broadcast has been irrevocably disrupted by new content providers delivering OTT services for a fully contextual experience.

The Open Mobile Summit 2014 is an influential gathering of mobile visionaries redefining the limits of the consumer mobile experience. The two-day event brings together the industry's brightest minds, each innovating towards a truly unique and personalised mobile interaction.

"This conference brings all the heavyweights from mobile to silicon valley. It's like the best of the Mobile World Congress, in San Francisco – in an intimate conference setting." CCO, Fjord

Leading executives from media, brands, retailers, and mobile network operators will discuss the latest critical trends including:

- **Context is King of Mobile:** How can brands develop and deliver a truly customized experience through mobile based upon the information they have at their disposal?
- **The In-Store Mobile Commerce Revolution:** Brands can now engage with consumers in-store through Beacon technology. How can this be used to empower sales and drive customer loyalty?
- **It's Sink or Swim for TV:** With the explosive growth in mobile and tablets, the media landscape has changed rapidly. Who and what will win?
- **Conquering Changing Buying Behaviour:** Shifting from one-time buyer to a loyal customer. How are brands using mobile to engage customers over the long term?

Now included in the Summit is Appcelerate, an entire conference track dedicated to showcasing the hottest apps on the market right now. Join us to hear direct from the founders the hands-on secrets into how they became the most successful app publishers in the mobile ecosystem.

Such a senior gathering of attendees results in unrivalled networking opportunities. With over 16 hours of dedicated networking time, this is a critical opportunity to forge cross-industry partnerships with key parallel verticals in the mobile ecosystem.

Take your place alongside the pioneers of this generation and help redefine the new consumer-centric mobile ecosystem.

See you in San Francisco!



Emily Savage
Strategic Director
Open Mobile Media



Will Broad
Project Director
Open Mobile Media

EXPERT SPEAKERS INCLUDE:



Anthony J. Melone
CTO,
Verizon Corporation



Daniel Danker,
CPO,
Shazam



Jason Young,
Senior Vice President, Product
Management,
T-Mobile USA



Joe Megibow,
SVP Omni-Channel eCommerce,
American Eagle
Outfitters



Ryan Spoon,
SVP product,
ESPN



Malene Sam,
Director of Mobile Media Solutions,
CBS Interactive



Tim Connolly,
Vice President of Distribution,,
Hulu



John Kim,
CPO,
Expedia.com



Hardie Tankersley,
VP Digital Product, Platforms,&
Innovation,
Fox



Joff Redfern,
VP Mobile Product,
LinkedIn



Chris De Wolfe,
CEO,
SGN



Steve Weinswig,
VP, Managing Director,
R/GA



Tom Eslinger,
Worldwide Director of Digital and
Social,
Saatchi and Saatchi



Andy Chu,
Divisional VP, Mobile & Community
Experiences,
Sears Holdings
Corporation



Stephen Clements,
Executive creative director,
AKQA



Di-Ann Eisnor,
VP of Growth,
Waze



Mark Rolston,
Founder and CCO,
ArgoDesign



Claude Zellweger,
VP Advanced Products,,
HTC

For full speaker line-up and most up to date Open Mobile Summit information visit www.openmobilesummit.com

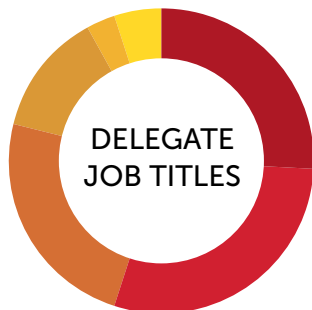
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Facts & Stats

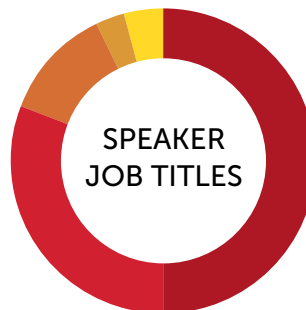
The Open Mobile Summit is attended by 800 of the top strategic executives from all the key players in the converging mobile ecosystem worldwide. Enjoy intimate networking with the most influential crowd in the business.

The Open Mobile Summit is renowned for bringing C-level mobile executives into a comfortable environment to allow partnership opportunities to develop between the diverse ends of the converging ecosystem.

The most Influential Crowd in Business



CxO/Chair/President	26%
SVP/EVP/VP/Head of	29%
Director	24%
Manager	13%
Other	3%
Press	5%



CxO/Chair/President	50%
SVP/EVP/VP/Head of	31%
Director	12%
Manager	13%
Press	4%

From the sessions to the lunches to a range of evening activities you will find continual opportunities to expand your network.

Open Mobile is a revelation: Incisive C-level players at the top of their game. Highly recommended for senior executives looking for the right mobile intersection"
Founder of Fox Mobile

THE OPEN MOBILE SUMMIT 2014

DAY ONE November 10

KEYNOTE SESSIONS

Understand how delivering a contextual mobile experience is now critical for success with insight from American Eagle Outfitters, ESPN, Saatchi & Saatchi and T-Mobile USA.

TRACK 1: MOBILE COMMERCE AND MEDIA

Explore how brands are seeking to increase audience engagement and how bricks-and-mortar retail is converging with e-Commerce.

TRACK 2: MOBILE FOR BUSINESS AND INDUSTRY

The way in which employees work has changed for ever. Get insight into how the Internet of Things is enabling and enhancing mobile enterprise.

DAY TWO November 11

KEYNOTE SESSIONS

Consumers are multi-tasking on a variety of devices. Understand how brands are bridging the gap between screens to deliver a compelling user experience.

TRACK 3: APPCELERATE

Explore how can user generated data be utilized to improve customer engagement and open up monetization strategies.

TRACK 4: CONNECTED LIFE

Achieve a complete connected lifestyle. How will the converging worlds of connected automotive and home build a seamless door-to-door experience?

APPCELERATE

Connect with the global mobile app economy pioneers



- > A dedicated conference track showcasing the hottest app offerings
- > Hear direct from the founders on how they achieved global domination
- > Find out the secrets to super-charging your own app to achieve mass uptake

Attendees, speakers and breakout leaders share lessons learned and best practices to address challenges of marketing, stickiness, making money, reducing development time, addressing fragmentation, building for multiple platforms and much more.

Keynotes

Beyond the Box - The Fight for the Living Room

With the explosive growth in mobile and tablets, the media landscape has experienced rapid change. Explore how television content consumption is evolving and the way new platforms are fragmenting how we watch TV.

- The intersection of mobile and social – What are some of the latest ideas about the way mobile and social intersect to deliver unique content that sticks and builds brand loyalty?
- Unbundling of TV Content – What is the effect on the TV economy?
- FCC and Net Neutrality – What does this mean for TV?
- Streaming TV and Cable Operators – How can and should they work together? Who needs who and what are the partnership opportunities?

Ryan Spoon, *SVP Product*, **ESPN**

Tim Connolly, *VP Distribution*, **Hulu**

David Finocchio, *Founder and GM*, **Bleacher Report**

Hardie Tankersley, *VP Digital*, **Fox Broadcasting**

Ohad Ben Yoseph, *Director of Strategy*, **LG Electronics**

Moderator: Colleen Taylor, *Reporter*, **TechCrunch**

Context is King - Making Mobile Surpass Consumer Expectations

Mobile and smart technologies have transformed the relationship between brands and their customers, placing the power firmly back in the hands of the latter.

- How are contextual, social and personal data altering the power of mobile?
- How do you get onto your audience's mobile, deeply engage them and have the privilege of staying there?
- How can you enhance the relationship with your audience by using mobile and interactive channels to create the "wow factor"?

Tom Eslinger, *Worldwide Director of Digital and Social*, **Saatchi and Saatchi**

Di-Ann Eisnor, *VP Platform*, **Waze**

Kira Wampler, *CMO*, **Trulia**

Moderator: Larry Weber, *CEO and Founder*, **Racepoint Group**

The In-Store Mobile Commerce Revolution

Mobile hits the shop floor. With the advent of low-energy Bluetooth (BLE) and hyper-local Location Based Services, beacon technology is disrupting the in-store consumer retail experience revealing a multitude of marketing and product opportunities for brands.

- Discover how mobile is enabling retailers to collect unique data on the customer's in-store experience, and how providers are utilizing analytics to enhance product placement and combat showrooming.
- Understand the way integrating beacon technology will allow brands and advertisers to not only reach shoppers at the point of purchase, but provide consumers with valuable content as they shop. See how branded content can be integrated into the shopping toolkit to drive in-store purchases.
- Explore mobile POS and the way mobile payments technology will affect the in-store retail experience and how brands are looking for consumers to adapt to payment capabilities offering checkout options beyond waiting in line.

Stefan Happ, *General Manager*, **Global Mobile**, **American Express**

Alexis Rask, *CRO*, **Shopkick**

Joe Megibow, *CDO*, **American Eagle**

Andy Chu, *Divisional Vice President*, **Mobile & Community Experiences**, **Sears**

The Shapelessness of Things to Come

The computer in your hands, and maybe soon on your face, won't really be a computer at all. It will be only one of the components in a system that surrounds us. This system will be made up of thousands, maybe millions, of outside components; a network of cloud services, traffic sensors, weather sensors, social networks, cameras; and hundreds of other components coming together to replace the computer we experience today.

- Mark investigates how this profound evolution in computing is affecting our relationship with the world, and uncovers the inspiring possibilities of the new interface paradigms.

Mark Rolston, *Founder and Chief Creative*, **Argo Design**

A New Era for the Mobile Network Operators: OTT, Advertising and Monetization

The traditional mobile value chain has changed. Over the top (OTT) communication services and media giants have muscled in on their revenues. But, Mobile Network Operations (MNO) are fighting hard against becoming a dumb pipe and innovation for new revenue streams is in the air.

- Explore the new services that are being developed as the wireless operators choose their weapons to win the battles for mobile voice, messaging media and cloud
- Discuss where mobile operators are looking to partner with OTT players as they look to minimize the decline in messaging revenues, and offset the lack of service innovation
- Understand the emerging partnerships that are forming between advertisers and MNOs, and discover how carriers are collecting mobile usage data that would have brands jumping for joy

Chris Melissinos, *Director, Corporate Strategy - Media and Entertainment*, **Verizon Wireless**

Jason Young, *SVP Product Management*, **T-Mobile USA**

Moderator: Dan Deeney, *CEO and Director*, **AetherPal**

Vision From Verizon

What is Next for Verizon? We hear it straight from the CTO.

Anthony J. Melone, *CTO*, **Verizon Corporation**

Plenary Sessions

How to Overcome the Mobile Gaming Industry's Investment Barrier

Mobile gaming is one of the fastest-growing sectors in the development world, with companies including King Digital, SGN, Supercell, Kabam and Zynga fiercely competing for market share. Of those that have gone public — Zynga and King — markets still exhibit broad skepticism about this sector's long term viability and financial stability. Dissect the business models behind this industry.

Chris de Wolfe, *CEO*, **SGN**

Second Screen and a New Level of Interaction

The average American owns four devices and spends 60 hours a week consuming content on those devices. With consumers multi-tasking on a variety of devices and devouring all kinds of media, brands must think of ways to build digital experiences that bridge the gap between screens.

Daniel Danker, CPO, **Shazam**

Track 1: Mobile Commerce and Media

Mobile Advertising: The Future of Mobile Engagement

Brands are continuing to seek to increase audience engagement. Banner blindness is beginning to hurt the efficacy of mobile's traditional brand engagement approach. Mastering the art of programmatic scheduling and understanding big data usage can make all the difference.

- Creative mobile marketing solutions – How can playing around with media channels innovate ad placement and brand messaging?
- Getting a consumer x-ray – How can consumer mobile data be used more effectively to target consumers, increase engagement and drive sales to build a more dynamic, contextual x-ray of the consumer?
- Capitalize on the shift – How do you move from one-time campaigns to long-term customer engagement?

Steve Weinswig, VP, *Managing Director of San Francisco*, **R/GA**

Mark Prior, VP Mobile, **Rocket Fuel**

Stephen Clements, *Executive Creative Director*, **AKQA**

Malene Sam, *Director of Mobile Media Solutions*, **CBS Interactive**

Jeremy Lockhorn, VP, *Emerging Media*, **Razorfish**

Today's 'Mobile' Traveller

Look at how mobile's introduction has led travellers to change their behavior. Learn from Expedia what can be done to meet these needs and understand how they are forecasting behavioral changes to can anticipate shifts in the future.

John Kim, *Chief Product Officer*, **Expedia.com, Expedia, Inc.**

The Power of the Moment: The Secret Sauce of Online Video

The boldest brands are starting to shift their TV ad budgets to video. Video allows you to reach all screen types, but the mobile screen presents some unique challenges in terms of targeting and customizing video for contextually relevant experiences.

- Generating larger audiences – What are the monetization opportunities in doctoring existing or producing bespoke content, and creating native advertising experiences?
- Customization challenges – How can you overcome the challenges surrounding customization of video for mobile to create more contextually relevant experiences?
- Programmatic media buying – How do you get beyond real time bidding (RTB)? How does the buying strategy for online video need to adapt to incorporate traditional and new inventory?
- Close up on the ROI – Without cookies, mobile video metrics are still at fledgling stage, how do you determine your return on investment?

Speaker TBC

Conquering Changing Buying Behavior

There was a time when e-commerce and bricks-and-mortar stores existed in separate worlds. Then came high-speed wireless and powerful smartphones, and the retailing world has never been the same.

- A new era of person-to-person successes – How do mobile tools such as cameras, location features and social-network connections provide new risks and opportunities for the retail world?
- Making shopping fun again. In what ways can mobile's power make shopping fun again? Rewards, social engagements and relevancy – can a traditional brand reinvent itself?
- Leveraging big data. What ways can big data power new and improved shopping services to deliver personalized experiences that customers didn't know they needed?

Manish Chandra, CEO, **Poshmark**

Parham Aarabi, CEO, **Modiface**

The Mobile Mind Shift

Smartphones are becoming an extension of our brains. When we can't immediately find what we want, we turn to our phone or tablet and look for a service that can immediately help us. This is "the mobile mind shift".

- Evaluate the impact of the mobile mind shift on consumers and marketers
- Discover how successful brands can serve customers in their mobile moments and the necessary changes in business disciplines

Julie Ask, VP and Principal Analyst, **Forrester**

Track 2: Mobile for Business and Industry

Chairman - Robin Vasan, *Partner*, **Mayfield**

Apps Disrupting Enterprise

The way employees work has changed. Enterprises are dealing with a new savvy, always-connected workforce. We discuss creating mobile experiences for workers.

- How do you provide a unified, simple experience for the worker when having to integrate various legacy and cloud systems?
- What are some of the ways to approach the power battle for the UX control? Who owns it the cloud solution provider or the enterprise?
- With the "desk" gone mobile, what cohesive experience do employees need across devices and platforms?
- With such a crowded marketplace, what determines whether a mobile enterprise service offering sinks or swims?

Jesus Rodriguez, CEO, **Kidozen**

Oisin Lunny, *Senior Market Dev Manager*, **OpenMarket**

Jamie Perlman, *Head of Mobile Business Development*, **Box**

Moderator - Robin Vass, *Partner*, **Mayfield**

The Industrial Internet: Making the IoT a Reality

By 2020 there will be over 50 billion connected objects. Excitement around the trend toward the "Internet of Things" (IoT) has been mounting. Take a look at the concept of the "Industrial Internet" as the first step toward IoT.

- New ecosystems – Connected machines have the potential to increase efficiency, minimize waste, and make smarter decisions,

how is the Industrial Internet changing workplaces?

- The IoT – How can manufacturers optimize operational efficiency, speed new products from idea to profit, and embrace the opportunities of the "Internet of Things?"
- An emerging battleground – How is the fight between traditional manufacturing automation companies and new competition from Google and technology companies shaping up?

Moderator: Maribel Lopez, *Principle Analyst, Lopez Research*
 Mike Walton, *Head of Manufacturing, Google Enterprise*

Track 3: Appcelerate

Chairman: Simon Khalaf, *CEO, Flurry*

Making Mobile Gaming Pay

Align your strategy. Pick your platform. Overcome data obstacles and operating system fragmentation before it's too late! Explore how gaming principles have evolved over time to ensure consistent ROI from mobile games.

- Business models – How can user generated data be utilized to improve customer engagement and open up monetization strategies?
- Value added services – How do you position the app gaming experience as a service and sustain audience engagement?
- Scalability – How can adding social elements to your games build user engagement and keep players coming back?
- Staying power – What must be done to ensure a gaming app monetizes and stays at the top of the volatile charts?

Chris Akhavan, *President of Publishing, Glu*
 Clark Stacey *CEO, WildWorks*
 Chris de Wolfe, *CEO, SGN*

The Never Ending Mobile App Marketplace

Explore how apps are offering new services by utilizing the intuitive data of the mobile platform.

- Will this further disrupt traditional service environments?
- What innovative revenue and transactional business models are today's mobile offerings launching to monetize their app service?
- No more banners! Can content and great

services really be the future of the app economy?

Fireside Chat with LinkedIn

LinkedIn has officially evolved from being a mobile first service and made some pretty bold decisions along the way. Understand how to create a truly useful companion consumer and enterprise experience:

- Multiple app approach – Is it worth breaking your offering into multiple apps?
- Anticipatory computing – How can apps infer what you need next by using contextual information?
- Apps in symphony – How can you create total synchronization between multiple platforms and apps to give a joined-up experience?

Joff Redfern, *VP Mobile Product, LinkedIn*

Kiran Prasad, *Senior Director of Engineering Mobile, LinkedIn*

App Idol: Creating an Experience-First Design

Real-estate information service Trulia has seen tremendous success with its mobile app. Understand how Trulia used an experience-first design to turn people who are idle browsers of "real estate porn" into more serious, long-term customers.

Jonathan McNulty, *Head of Consumer Mobile, Trulia*

Track 4: Connected Life

Sports and Live Events broadcast on the Go

From NASCAR to MLB rich media opportunities exist. How do we mine the content, engage younger audiences, and enjoy higher in-situ ROI?

- The role of targeted advertising – During world-wide digital sporting events, can you use granular viewing time metrics and location to serve up high ROI advertising?
- Methods to deal with intense mobile traffic loading – WiFi Hotspots?

Speakers TBC

Connected Home: Dreams of Seamless Automation

With the emergence of the "Internet of Things," bringing that "smartification" to the home is the next level. Discuss what opportunities this will present to consumers, construction companies, service providers and energy companies alike.

- A dizzying array of connected home devices will enter the fray of the connected home space – How will the ecosystem evolve? How will such systems interact in a consumer friendly way? Who will own this new platform environment?
- Building from the ground up – How can this technology be incorporated into buildings during construction? Is there ROI in doing so?
- Achieving the connected lifestyle – Can it be achieved? If it can, who are the key players of this IoT? How will the converging worlds of connected automotive and home build a seamless door-to-door experience?

Scce Pike, *Chief Experience Officer, Plus Citizen*

Jerry Gupta, *Senior Director Strategy & Innovation, Liberty Mutual Insurance*

Moderator: Owen Thomas, *Editor in Chief, ReadWrite*

Next Wave of Device Design: Are Wearables the Answer?

Sales of mobile devices are still growing, but are quickly leveling off. Older gadgets like PCs are also on the decline. Meanwhile, the technology industry is rushing to figure out what the next big game changer will be.

- The latest hardware and interface trends – What are the newest developments in mobile design including flexible screens, gesture control, sensor interaction, and mid-air gestures; as well as larger shifts to changes in device types e.g. phablets?
- The next wave – Have smart watches, wearables and glasses fallen victim to their own hype or is it still early days for the next wave of consumer technology?
- Interaction and privacy – As the ever expanding network of mobile devices surrounds our day, how will consumers interact with the Internet Of Things? How will the mechanics of privacy change?

Claude Zellweger, *SVP Advanced Products, HTC*

Mark Rolston, *Founder and Chief Creative, Argo Design*

Speaker TBC, **LG**

Moderator: Sharon Weinbar, *Partner, Scale Venture VC*

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TERMS & CONDITIONS Places are transferable without any charge. Cancellations before September 20, 2014 incur an administrative charge of 25%. If you cancel your registration after September 20, 2014 we will be obliged to charge the full fee. Please note – you must notify Open Mobile Media in writing of a cancellation, or we will be obliged to charge the full fee. The organizers reserve the right to make changes to the program without notice.

NB: FULL PAYMENT MUST BE RECEIVED BEFORE THE EVENT.
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SAVE \$300

WHEN YOU REGISTER BY
AUGUST 22

Create Unique Consumer Experiences with Mobile

Why You Should Attend The Open Mobile Summit 2014

- 1 Over 60 world class speakers:** From mobile heavyweights to leading disruptors and major brands, the Open Mobile Summit puts all the power players in one intimate networking environment
- 2 600+ executive level attendees present:** Attendance is capped at 600 of the most influential people in mobile to make sure that you get the opportunity to meet the experts in the room
- 3 4 focused tracks:** Expand your knowledge beyond that of your own industry and learn from the advertising, retail, media and mobile technology ecosystems at one event
- 4 40+ innovative sessions:** From business models for profitable mobile data operators through to building a sustainable apps business, the Open Mobile Summit shines a light on all the revenue opportunities in mobile
- 5 16+ hours of networking time:** Get the opportunity to network with global mobile leaders to forge essential cross-industry partnerships

EXECUTIVE REVIEWS ABOUT THE OPEN MOBILE SUMMIT

"Open Mobile is a revelation: Incisive C-level players at the top of their game. Highly recommended for senior executives looking for the right mobile intersection"

Lucy Hood, Founder of Fox Mobile

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