



Denmark

Bringing the Mobile
Industry Together

**Mobile Monday 4th of June
2007 16:00 – 18:00**

**Come and meet the riders of the
mobile broadband**

*Turbo-3G from 3, 730 hotspots from TDC or the Cloud's brand new solution?
What is best for what, and why? And for what does 3rd Person use the mobile
broadband?*

Mobile Monday – New mobile community in Denmark!

Mobile Monday is a community of mobile professionals. The open community promotes the mobile industry and fosters cooperation and networking among industry people and their companies by providing opportunities for personal and virtual contacts. Today groups exist in more than 40 cities!
Now we add Denmark to the list!

Venue & Registration

Scrollbaren, ground level at IT-Universitetet
Rued Langgaards Vej 7, 2300 København S

Participation is free of charge – but registration is required before May 31, 2007.
Please send an e-mail to ib@crossroadscopenhagen.dk with a reference to
“Mobile Monday June 4, 2007”

Program

- 16:00 Welcome to Mobile Monday, **CEO Pouline Middleton, Crossroads Copenhagen**
- 16:10 The Mobile Monday Concept, **CEO Jari Tammisto, Mobile Monday**
- 16:20 Turbo 3G, **CEO Morten Christiansen 3, Danmark**
- 16:35 750 TDC Hotspots, **Product Manager Kelly Anne Keenan, TDC**
- 16:50 Opportunities with an Open Business Model for Public WiFi Hotspots, **Nordic CEO Roald Sandén, The Cloud**
- 17:05 3rd Person. Mobile gaming innovation – interactive mobile soaps, **CEO Lars Loppnau, 3rd Person**
- 17:20 Networking

Program

16:00 Welcome to Mobile Monday

CEO Pouline Middleton, Crossroads Copenhagen

Crossroads Copenhagen has taken the initiative of bringing Mobile Monday to Denmark

16:10 The Mobile Monday concept

CEO Jari Tammisto, Mobile Monday

Mobile Monday is a global community of mobile industry visionaries, developers and influentials, which fosters co-operation and cross-border business development through virtual and live networking events by sharing ideas, best practices and trends from global markets.

Mobile Monday is organized by a group of dedicated volunteers from around the world. Originating in Helsinki, Finland, in the year 2000, Mobile Monday has grown into the world's leading mobile community.

16:20 Turbo 3G

CEO Morten Christiansen 3, Danmark

When 3 upgraded its existing 3G-network to Turbo3G featuring up to 3,0 Mbit/sek, the Danes finally gained access to true mobile broadband. At the end of the 2007, 3 will increase the speed to 7,2 Mbit/sek. But why does broadband have to be mobile? Why is speed so important and who will benefit from it? Morten Christiansen, CEO of 3 Denmark, talks about 3's focus on mobile broadband and the visions of the mobile future.

16:35: 750 TDC Hotspots

Kelly Anne Keenan, Product Manager, TDC Mobility Solutions

TDC is Denmark's largest Hotspot provider with over 750 Hotspots in hotels, campgrounds, cafes, restaurants and gas stations throughout Denmark. In the presentation TDC will discuss the increased demand for Hotspot solutions from both venue owners and end users.

16:50: Opportunities with an Open Business Model for Public WiFi Hotspots

Nordenchef Roald Sandén, The Cloud

The Cloud is Europe's largest WiFi operator with more than 9,000 hotspots in UK, Germany, the Netherlands, Sweden, Denmark and Norway.

The Cloud is a neutral whole sale player with more than 35 different service providers connected to the network. The multi-service provider model means that the end user and not the WiFi operator can choose which service provider the user wants to connect to to enable different services and applications. These service providers and more have already connected to the network: Telenor (Sonofon, Telenor Sweden, Telenor Mobile Norway), BT, Vodafone, Skype, Nintendo, Ipass etc.

The Cloud initiated a broad venture to build METRO WiFi Networks in 2006 and has already built City of London, Amsterdam, Stuttgart and Karlskrona. The aim is to build a majority of the top 30 cities in Europe during the coming two-three years.

17:05 3rd Person. Mobile Gaming Innovation – Interactive Mobile Soaps

CEO Lars Loppnau, 3rd Person



In 2003, the founders of 3rd Person saw the potential in games for women – which nobody at the time believed in.

In 2006, women generated up to 65 percent of the mobile market revenue in the UK, and an estimated 55 percent in Scandinavia ... now some people are starting to believe...

In 2007, 3rd Person will realise its 2003 mission-statement "to be the First Mover and the Rule Breaker in mobile entertainment formats for women".

Introducing "Misslead" - the first interactive mobile soap format - made by women for women. 3rd Person believes that the mobile platform is now ready for serious entertainment.

In order to develop what the target group wants and deserves, focus throughout every part of the development process has been to work with "user approved" workflows. Extensive use of external facilitators, user-groups and individuals has been at the core of the development and production process. More than 40 women have been involved in the product testing and designing. And to mirror the input, the production team at 3rd Person has been women throughout all relevant areas.

17:20 Networking

Afterwards, there will be time to meet other people working in the mobile area, and to enjoy refreshments.

This is the first event in the new initiative called Mobile Monday in Copenhagen. The Mobile Monday initiative started in Finland and has spread to 41 cities worldwide. The first Monday of every month, people working within the mobile business will meet to discuss new trends, new companies and new research results, mingle, and have beer and a bite.

Next Mobile Monday Denmark meeting will take place on September, 3rd 2007. Here you will learn about the new trends, and meet an entrepreneur working within the mobile business. For more information, go to: www.mobilemonday.dk, where you may also sign up the meeting in September.