



MobileVCE

Industry Launch: Enabling the 2020 Vision

**Visiting Europe for the
Mobile World Congress?
Come to London -
Friday 20th February 2009**

- **strategic value for the future of the industry**
- **industry-led, industry-defined, industry-steered**
- **long term, world-class, research**
- **proven track record over the past decade**
- **ahead of industry trends**

Mobile VCE is a not-for-profit company, serving a global industry membership comprising leading fixed and mobile operators and manufacturers, from Europe, America and Asia, in a unique industry-led, long-term, collaboration, harnessing the UK's top University research expertise.

Mobile VCE

Virtual Centre of Excellence
in Mobile and Personal Communications



Industry Launch: Enabling the 2020 Vision

Date & Time:

20th February 2009, 1pm refreshments, for 2pm prompt start

Venue:

BERR Conference Centre, 1 Victoria Street, London, SW1H 0ET

Enabling the 2020 Vision

The engine of ICT will transform business processes, commercial models and personal lifestyles

At Mobile VCE's Industry Futures Day, our global member companies shared their views of possible industry futures. Our Visions Group – a team of 12 industry visionaries - developed this into the Consultation Document: "2020 Vision: Enabling the Digital Future" which has formed, the foundation of our Core 5 research programme.

Today's event provides companies from around the world with an opportunity to learn about this exciting new initiative, to network with our member companies and to consider joining Mobile VCE to participate in this activity.

You may register online to attend at www.mobilevce.com/calendar or by e-mail to events@mobilevce.com

*Supported by Her Majesty's Government,
via BERR and DIUS*



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Topics

2020 Vision

User Interactions for
Breakthrough Services

Flexible Networks

Green Radio

A Strategic Partnership

Industry Engagement

Agenda

13:00 **Arrival and Refreshments**

14:00 **Welcome and Introduction**

14:15 **2020 Vision**

Ed Candy, Hutchison

"2020 Vision: Enabling the Digital Economy" is the Vision Paper. Reflecting industry input from Europe, Asia and America, and from across the value web, we see a future where users' needs are met seamlessly, transparently and intuitively, a world where "It Just Is". Technology to support IJ will transform business processes, commercial models and personal lifestyles.

14:30 **User Interactions for Breakthrough Services**

Jason Williams, Orange

Beyond the Mundane: Advanced user interaction – with devices, contextual information, personal environment – that have the potential to stimulate and enable completely new markets for personal lifestyle support services.

15:00 **Flexible Networks**

Mick Wilson, Fujitsu

Designing IJ Networks in a Future of Unpredictable Service Requirements: Harnessing agile, dynamic and self-evolving networking technologies, to deliver unforeseen and, at times, apparently conflicting demands of users and operators (tussle), multiple different business models and the right user experience at the right cost point.

15:30 **Green Radio**

Andy Jeffries, Nortel

Reducing Energy and Opex: Significant reductions in the total power consumption of radio access networks, through Green network architecture and radio techniques which span the protocol stack, to collectively address the aspiration of 100x power reduction

16:00 **A Strategic Partnership**

David Delpy, CEO EPSRC

UK research in this field is world leading – and EPSRC's Strategic Partnership with Mobile VCE is engaging an Industry sector with the technology that deliver huge economic impact. ICT technology is the enabler of the Digital Economy - Mobile VCE's industry members and this programme truly can make a difference.

16:15 **Industry Engagement**

Walter Tuttlebee, CEO Mobile VCE

At a time when industry research budgets are under economic pressures, Mobile VCE's unique operating model offers companies major financial leverage, enabling them to maintain engagement in significant strategic research at low cost – ensuring the future, sharing costs, finding new partners, people and expertise.

16:30 **Concluding Remarks**

Speaker: Government Minister

The strategic role of ICT technology is recognised by Governments worldwide. The UK is taking positive action to build upon and exploit its world leading academic research, and Mobile VCE's industry collaboration mechanisms to accelerate the economic benefits of this transformative technology.

16:45 **Close**



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