



MOBERA Business Stage

Hugh Park Jedwill

CEO, Mobile Anthem

Mobile Behaviors – How the Mobile Phone Has Changed Our Lives & Knowing this How We Can Market Better

7 billion people in the world, 3.5 billion phones. No other technology is as pervasive and life changing. It is such an intrinsic part of our life, it has changed our behaviors. What type of behavioral changes has this tiny device create in our lives? And how can we use these insights to help in designing new mobile interactions and better market to our consumers? This presentation will demonstrate the depth of our relationship with our phones, the behavioral shifts it's made and provide insights in how to use this information to create better mobile products and marketing campaigns.



Hugh is CEO of Mobile Anthem, an agency that connects brands to the mobile consumer. Clients include P&G, Sara Lee and Peeps. He is a former brand marketer with 11 years at Kraft Foods, Palm and Procter & Gamble. At P&G he was the first to integrate mobile into traditional media. He has his MBA from the Ross School of Business at the University of Michigan and a Bachelors in Engineering from Northwestern University. He is also Executive Director of the Heartland Mobile Council, which he founded to educate marketers on how to use mobile as a marketing channel.

Sandra Kumorowski

Professor, Columbia College Chicago, Marketing Communication Department

Innovating for Consumer Utility in the Mobile Industry



Sandra has over 10 years of experience in strategic marketing and consulting including project work for Fortune 500 companies (Apple, Microsoft, AT&T, Nordstrom, PepsiCo, Nintendo, VAG Group, LaPresse, Toyota, ECD, etc.) and is a Chief Business Advisor & Founder of Enakta LLC, a business strategy consultancy that offers advisory services in strategic marketing, business development, and professional education. In recent years, teaching has become her passion and before coming to Columbia College Chicago as an Assistant Professor, Sandra enjoyed her position as a Professor of Integrated Marketing Communications and Internship & Career Development courses at Loyola University Chicago Graduate School of Business. At Columbia, Sandra teaches classes on Creativity in Marketing, International Advertising, Global Marketing (Prague Program), Developing a Marketing Plan and Marketing Case Workshop. In addition, Sandra currently serves as a Marketing & Communications Chair for the Chicago Chapter of the Christopher & Dana Reeve Foundation and acts as a Strategic Board Advisor for Loyola Flats and Midwest Society of Professional Consultants.

Dave Ruzius

Product Manager, Mobile LMC s.r.o.

Utilizing the Mobile Context for developing lovable Recruitment and Career Management Services

Well designed and lovable mobile applications take into account the fact that a mobile device is a personal and social artifact and that the user operates in the mobile context of location (his surroundings), time (and potential existing urgency) and his social context. Certain aspects of Recruitment and Career Management operate in the same context.

Dave Ruzius will explain more about the mobile context in detail and how LMC envisions developing lovable services for employers and job seekers that respect and utilize this mobile context to the fullest. The recently launched and number #1 ranking application „Brigády do kapsy“ will be used as a real life example and case study.



Dave Ruzius (Netherlands, 1970) has a long background in consulting, software development, product marketing & product management and he has worked as European Product Manager Mobile for for Monster.com. Currently he is working for LMC s.r.o. (Jobs.cz & Prace.cz) to incept and execute their mobile strategy. Recently Jobs.cz has launched its first native application „Brigády do kapsy“ (for Android and iPhone and ranking #1 in the iTunes Appstore) providing seekers of temporary jobs with the fastest way to receive and respond to new job temporary job postings.

Florence Scialom

Community Support Coordinator, FrontlineSMS

FrontlineSMS: Mobile as a tool for Social Change



Florence works to connect and support the wide range of people and organisations using FrontlineSMS software across the world. She joined the FrontlineSMS core team in late 2010, and is responsible for overseeing community building and user support. Florence previously worked at the Humanitarian Centre, a networking organisation for international relief and development. Whilst at the Centre she established an active network for NGOs, academics and private sector companies involved in using information and communication technologies for international development (ICT4D). Florence maintains a strong interest in the power community networks can have upon development and social change. Florence holds her BA in International Relations and Development Studies from the University of Sussex.

Martin Voska

Digital Director, Triad Advertising

Engage Crowds, NOW!

Using the latest server technologies together with mobile its easier than ever before to engage your customers into your advertising. Just throw your brand on the street and let the people play.



Martin is in digital advertising business for more than 7 years now. In the beginning he worked as freelance web designer and copywriter. Since 2005 he led the online and IT department in an international holding. After 3 years he switched to the agency side and works now for one of the top digital agency in Slovakia – TRIAD Advertising as Digital Director. Martin works for brands like Pilsner Urquell, Kozel, Genertel, Markiza, Ringier, Konica Minolta and many others. This year Martin earned with his agency international gold and bronze on PIAF, double golden nails and the highest advertising award in Slovakia – the Grand Prix on the Golden Nail 2011 in Bratislava.



MOBERA Development Stage

Petr Dvořák

CTO, Nitobi



Petr Dvořák is the Lead iOS Developer at the Inmite company. Currently, he spends most of his time designing the mobile applications for the top Czech financial institutions. He is responsible for leading the team of iOS developers at Inmite, for the architecture of mobile solutions and for designing the development-related processes at Inmite. Before he came to Inmite, Petr worked on the NetBeans team at Sun Microsystems for 2 years. Petr studied Software Engineering at the Charles University in Prague.

Dave Johnson

CTO, Nitobi

Web Is the New Native

In this session Dave will look at the humble beginnings of PhoneGap at an iPhone hack day and what spurred the creators to build a write once, run anywhere mobile platform based on web standards. He will then trace it's path to the present and look at the capabilities of the framework and how it can help your organization to reduce mobile development and support costs through web standards.

Dave will finish by discussing what the future holds for PhoneGap including exciting new tooling and even approaches to writing background services with JavaScript. The goal of the PhoneGap project is to become a reference implementation of HTML5 for mobile applications, it is not there yet and needs your help!



Dave is a co-founder of Nitobi. He holds a BAsC in Electrical Engineering (UBC) and a PhD in Solid State Physics from London's Imperial College which both have pretty much nothing to do with mobile phones or software development. Dave spends most of his time working on and talking about the PhoneGap project.

Rob Miles

Lecturer and Microsoft MVP

Writing Wonderful Windows Phone Applications using Silverlight

In this demo-packed session Rob Miles will show how easy it is to use C#, Visual Studio and Silverlight to create compelling, connected applications for Windows Phone. If you are wondering how to get started writing for this fantastic platform and what is so good about it then this is the session for you. And you might walk away with a brand new Windows Phone device.



Rob Miles is a lecturer and Microsoft MVP based at The University of Hull in the UK. He teaches Programming, Software Engineering and Embedded Development. He has been working with XNA since it was released and has been a big fan of Windows Phone 7 ever since he found out he could run his XNA and Silverlight programs on it. He also enjoys writing embedded programs in C# and once made his Christmas tree lights flash whenever he made a new blog post at www.robmiles.com. He is Competition Captain for the Microsoft Imagine Cup Software Development Challenge student competition and can be found on Twitter as @RobMiles.

Petr Švenda

Masaryk University, Laboratory of Security and Applied Cryptography

Gathering Randomness on Mobile Devices

Random numbers from mobile devices are required as an input for common operations like establishment of secure communication, electronic banking, secure browsing and many more. The goal of this presentation is to examine need for randomness sources and its availability in current mobile phones or other mobile devices and practical issues related to its usage. We identify potential sources of randomness and perform an analysis focused on the camera and the microphone input noise as promising sources of randomness.

Statistical evaluation of available entropy is presented and practical implementation of advanced random number generators in such environment is discussed. Robustness of selected entropy sources against both intentional and non-intentional manipulation is evaluated. The talk will also discuss possibility for collaborative randomness generation to decrease impact of targeted attacks against single user.



Petr Švenda works as the researcher and lecturer on Masaryk University in Brno with focus on the applied research ranging from cryptographic protocols for resource limited and collaborative devices like mobile phones or wireless sensor networks with passion for security of cryptographic smart cards. He is member of Laboratory of Security and Applied Cryptography where both theoretical and experimental work on random number generators was done. Laboratory members also participate in consultations, penetration testing, audits and development for governmental and industrial organizations.



MOBERA UI Design

Nick Finck

User Experience Architect at Ubermind

The Cross-Channel Experience

No matter how many departments your organization has, to your customers, it's all the same business. They expect a cohesive experience across all touch-points with your company, regardless of whether it's related to advertising, customer service, social presence, or the actual product or service you provide. The satisfaction of your customers, and thereby the success of your organization, depends in no small part on your ability to create a cohesive and consistently high-quality cross-channel experience.

In this presentation, you will gain a better understanding of the different ways your customers might interact with your business. We will show how you can map out these touchpoints and help drive the creation of a cohesive experience across the various channels. We will show you how to navigate the political waters within your business to implement a true cross-channel design, which will build great experiences for your customers, regardless of how they are engaging with your business.



Nick Finck (NickFinck.com) is a user experience professional who has worked in the web industry for over a decade. He specializes in information architecture, interaction design, usability and user research. Nick has created web experiences for Fortune 500 companies including Adobe, Boeing, Google and Oprah.com. He lives and plays in Seattle, Washington, where he's the User Experience Evangelist at Blink Interactive (BlinkInteractive.com), a recognized leader in evidence-driven design. Prior to working at Blink he was a founder of Blue Flavor (BlueFlavor.com), a user experience consultancy, where they launched one of the very first web applications for the iPhone.

Stephen Hay

Design and Development Strategist, Zero Interface

Meta-layout: A Closer Look at Media Queries

It's the layout behind the layout: in this session Stephen will dissect the media query. After a brief review of query syntax, we'll touch on logical expressions, and you'll learn which media features are relevant to mobile design and how and when these can best be used.

Stephen will explore the visual and layout viewports and the viewport meta element, and how these relate to media queries. We'll discuss the pros and cons of using media queries in CSS versus within media attributes in HTML, and handle examples of each. Stephen will share his thoughts on how to use this information to develop a meta-layout strategy depending on your site's needs.



Stephen has been designing and developing for the web since 1995. He was formerly Creative Director of Cinnamon Interactive, one of the first web design and development firms to successfully combine professional visual design with open web standards and accessibility best practices back when table layout was the norm. He now independently consults with clients on design, multi-platform strategy and accessibility through his new company, Zero Interface. Stephen has written for A List Apart, NaarVoren and ChangeThis. Aside from his client work, he speaks and writes on the subjects of CSS3 layout, (web) design and accessibility. He sporadically publishes his thoughts at the-haystack.com.

Radek Pavlíček, Roman Kabelka

Blind Friendly Web

Accessibility of Mobile Touch Devices

Accessibility is now very actual and live topic. Blind and partially-sighted people now can (and really want) use mobile devices with touch screen such as iPad or cellular phone with Android. These devices can be very useful aids for them assuming its design, controls, operating system and applications are accessible.

Come to see that JQuery Mobile accessibility properties or Accessibility Programming Guide for iOS aren't only formal libation to accessibility standards, but practical and useful documents that enable persons with disabilities to use mobile touch devices. Certain aspects of Recruitment and Career Management operate in the same context.



Radek has been actively engaged in accessibility since 2000 with the Blind Friendly Web project. He is the author of Blind Friendly Web methodology and co-author of Czech accessibility rules for government web sites. He also writes about accessibility on his POSLEPU (blindfolded)- blog - currently the only regularly updated source about accessibility in Czech. He writes occasionally for the Zdroják magazine and other periodicals. Radek is working for the nonprofit TyfloCentrum Brno. His main job is managing a department that provides a number of special services in the field of computer technology to people with severe visual impairment.



Roman has been actively engaged in accessibility with the Blind Friendly Web project for four years. Indeed, his experience extends into time more than ten years ago, when he often experienced with accessibility issues and he tried to explore ways of fixing them. Moreover he has been engaged in lecturing in TyfloCentrum Brno focused on teaching visually impaired users how to use special assistive technologies based on PC for. Following this activity he tests devices for practical use as an assistive technology. Since last year his attention has been mainly focused on testing the universal design of Apple products. Results of his work are publishing mainly on POSLEPU blog.

Jan Sládek

Co-founder of Clevis, s. r. o.

3 Issues of Mobile Web - Why, When and How

When and why do we need a special web solution for the mobile device? When to decide for designing a new application and when to go just for adjusting the current website? And how it is all done? Honza will guide you through the fundamental ideas of choosing the right strategy, shows you the issues of contemporary webdesign in the mobile context and provides a practical example of how your site may work on mobile devices in a moment of time.



Honza Sládek is the co-founder of Clevis s.r.o., where he is currently responsible for information architecture and strategy. Being interested in coding for a long time, he was sharing his passion as a writer and speaker. One day, he fortunately realized that the code itself is not enough and began to deal with websites and applications from the whole perspective. Nowadays, he is mainly solving the functioning of user interfaces, strategies for starting and developing web projects, and networking with people. He is interested in psychology, sociology, economics and politics. In addition, he occasionally podcasts with the creators of Fakturoid at WebAplikace.cz and practises orienteering.



MOBERA Workshops

Dave Johnson

CTO, Nitobi

Building Native Mobile Apps with PhoneGap and HTML5

In this hands-on workshop you'll discover how to use your web development skills to build applications for mobile platforms including iPhone, Google Android, Blackberry and webOS. You will learn how to use PhoneGap, an open source mobile development framework, to create cross platform mobile applications with HTML, CSS and JavaScript. Get the tools and experience you need to build app store ready mobile applications using just your web development steez.

In this workshop you will learn to:

- Set up your development environment
- Compile for multiple platforms
- Run code in an emulator
- Debug your HTML and JavaScript
- Access native APIs, including location, camera, accelerometer, contacts, and more via JavaScript
- Optimize your JavaScript for mobile devices
- Build a mobile application that runs offline, uses CSS transforms and leverages JS libraries like jQuery Mobile



Dave is a co-founder of Nitobi. He holds a BAsC in Electrical Engineering (UBC) and a PhD in Solid State Physics from London's Imperial College which both have pretty much nothing to do with mobile phones or software development. Dave spends most of his time working on and talking about the PhoneGap project.

Rob Miles

Lecturer and Microsoft MVP

Creating Great Windows Phone Games using XNA

If you want to find out how to take your game ideas and give them life on Windows phone then this session is for you. With loads of demos Rob Miles will show you how easy it is to create games in C# using XNA. All the code you see will be available for download, so you can walk out of the presentation and start making your own games right away. And if you are lucky, you might be carrying a brand new Windows Phone when you leave.



Rob Miles is a lecturer and Microsoft MVP based at The University of Hull in the UK. He teaches Programming, Software Engineering and Embedded Development. He has been working with XNA since it was released and has been a big fan of Windows Phone 7 ever since he found out he could run his XNA and Silverlight programs on it. He also enjoys writing embedded programs in C# and once made his Christmas tree lights flash whenever he made a new blog post at www.robmiles.com. He is Competition Captain for the Microsoft Imagine Cup Software Development Challenge student competition and can be found on Twitter as @RobMiles.