

The First Announcement

MOBERA

International Conference



Meet the Future of Mobile Era!

September 5–7, 2011 • Brno, Czech Republic

www.mobera.eu

We are pleased to announce the leading conference on modern mobile trends.

Overview

The number of mobile users accessing online services via smartphones is growing tremendously. For the first time **mobile phones are fully functional computers**, and before long, more users will be connected to the internet using a mobile device rather than a desktop computer. This is the time when we should stop just dreaming about mobile services and applications and start making them right away.

That's why we organize MOBERA — a conference on **current mobile trends**, providing the ultimate alliance of lectures with experts' insight into mobile business and application development, workshops for developers and designers, and great networking opportunities that will interconnect professional developers with business influencers. MOBERA is the leading event for mobile professionals in both European and international scale.

"Meet the Future of Mobile Era" is not just another catchy tagline: it's our motto that drives and inspires all presented ideas, practices and workshops. MOBERA provides the platform for future mobile business and development. **Let's learn from the past and present to get things right in future!**

Key Topics

The conference programme will reflect the following topics of interest:

- **Business** — idea and its realization, monetization of applications, e-commerce, m-commerce, modern marketing, attracting and maintaining customers, case studies and success stories.
- **Development** — best practices in modern development tools and processes, developing large-scale applications, development supported by clouds and server back-ends, mobile security.
- **UI design** — mobile UX, modern GUIs (HTML5, CSS3, Mobile Flash), usability & design patterns, responsive design, touchscreen GUI design, mobile typography.

The topics of interest cover the leading mobile platforms of today:

- **Android**
- **iOS**
- **Windows Phone 7**
- **WebOS**
- **Blackberry OS**

Target Group

MOBERA conference is targeted at developers, retailers, investors and mobile visionaries from business, development and research spheres:

- **Corporate Executives**
- **Developers of mobile applications**
- **Academic researchers & students**

Programme

The programme falls into blocks of **workshops** (half-day), **talks** (50 minutes) and **presentations** (25 minutes). The conference is scheduled into three days:

- **September 5:** Registration – Workshops – Welcome party
- **September 6:** Registration – Opening Ceremony – Talks and presentations – Reception
- **September 7:** Talks and presentations – Closing party – Departure
- **Accompanying programme:** B2B Brokerage – Job Fair – MIC Minutes Mobile

Detailed programme is being shaped continuously; it will be published at the conference website and distributed in the following announcements.

Registration Fees

The Conference Admission includes one copy of the book of abstracts together with admission to all conference talks and presentations, coffee breaks, lunches, the welcome party, conference reception and the closing party. Workshops and lodging (including breakfasts) are charged separately.

	until July 5	until Sept. 5	
	Early	Regular	On-site
Workshops Admission	€ 90	€ 120	€ 150
Conference Admission	€ 375	€ 500	€ 600
Conference Student Admission	€ 300	€ 400	€ 500

Organizers

MOBERA is organized by ACEMCEE (www.acemcee.com) — the innovative company developing solutions for modern mobile platforms and online event steering. We have been organizing professional events (FP7 Project Conference Series, University-Business Forum for European Commission, academic conferences SOFSEM, DATAKON, MEMICS) since 1993. Then, since the dawn of smartphones, we have been developing rich applications for iOS (iPhone and iPad), JavaME and Android platforms. Besides this, we make online event management easier with our software-as-a-service product Takeplace (www.takeplace.eu) — a complex web system for planning, managing and promoting conferences, workshops, congresses or seminars.

Contacts

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Conference Venue



MOBERA conference takes place in **Brno**, the technological heart of the Czech Republic.

Brno is the capital city of the South Moravian region with a population of almost 400 000 residents. It is conveniently located in between Prague and Vienna, thus providing a great location for both business and science. Life Sciences are one of the **four top-ranking industries** in the region. The other three include Information Technologies, Mechanical Engineering and Electrical Engineering. Brno has more than **3 000 researchers** in engineering and life sciences sector. Over **2 200 publications** are published in international scientific journals per year by researchers from Brno. Brno has already attracted foreign technology companies such as IBM, Honeywell, Siemens and FEI. In the area of life sciences, there are **six public universities** (Masaryk University, Brno University of Technology, Mendel University in Brno, University of Veterinary and Pharmaceutical Sciences, Janáček's Academy of Music and Performing Arts, and University of Defence), **five institutes of the Academy of Sciences of the Czech Republic** numerous **research centres** and private **tertiary education** institutes.



Voroněž Hotel is situated in a close vicinity of the **Brno Fairgrounds** in the centre of the town. The quality of accommodation meets the highest standards of the most demanding guests. The hotel offers the largest congress centre in the region with modern technical amenities. Indicative lodging prices (per night, incl. breakfast) are as follows:

	Single	Double
Economy Bedroom	€ 40	€ 40
Standard Bedroom	€ 65	€ 45
Business Suite	€ 75	€ 60

Partners

- Faculty of Informatics, Masaryk University
- South Moravian Innovation Centre
- Microsoft Innovation Center Brno



We are looking forward to meeting you at MOBERA 2011 !