

MOBERA

Meet the Future of Mobile Era!

September 5–7, 2011 • Czech Republic, Brno

www.mobera.eu



In September 2011, an international **conference MOBERA on mobile platforms** will take place. The conference will introduce mobile trends and innovations that could arise interest of your readers. We would feel honored to welcome you at this distinctive event.

The conference is organized on **5–7th September 2011 in Brno, Czech Republic**. The event is the largest of its kind in the Central and Eastern Europe. The domain of modern mobile platforms is considered by the leading analytic and consulting companies as the field of computer and telecommunication industry, which is showing the fastest dynamics of development and providing the highest commercial and expansion potential.

What trends will be discussed at MOBERA?

- Mobile contactless payments using NFC technology
- Augmented reality, which is now just before its outbreak
- Mobile technology application in health care
- Novel energy sources for mobile phones
- Technologies providing performance exceeding common PCs

The numbers speak for themselves:

“Within five years, 70 % of collaboration and communications applications designed on PCs will be modeled after user experience lessons from smartphone collaboration applications.”¹

MOBERA expects up to **800 participants and 50 speakers**, and will present world premieres from the mobile industry.

We believe that the Czech Republic and especially the city of Brno will become, owing to its strategic location and current opportunities in funding of scientific projects, the new center of mobile industry – the **European “Silicon Valley”**. MOBERA conference helps to support this vision.

The New York Times presents the **South Moravian region** of Czech Republic in these words:

“An information technology hot spot for more than a decade, with a focus on investment and innovation, the area is working strategically to bring in businesses and ideas that fit its research-led vision.”

“Of the 209 investments made in 2010 by CzechInvest, the government’s investment and business development agency, 52, worth a total 2.25 billion korunas, or \$130 million, went to South Moravia.”²

¹ Gartner, <http://www.gartner.com/it/page.jsp?id=1293114>

² The New York Times; the whole article: http://www.nytimes.com/2011/05/23/business/global/23iht-rbus-moravia.html?_r=4&scp=1&sq=south%20moravia%20centre&st=cse

List of Speakers and Networking Events

MOBERA will host the leaders of mobile technology:

- Microsoft Vicepresident for Central and Eastern Europe
- Nokia Chief Developer – Dave Johnson from Nitobi/PhoneGap, the creator of word-wide mobile solutions for commerce and development
- Hugh Park Jedwill, CEO at Mobile Anthem, implementor of mobile technology for Procter&Gamble or Kraft Foods; Hugh was the first marketing strategist using mobile technology within the traditional media
- prof. Sandra Kumorowski, marketing communication teacher at the Columbia College Chicago and marketing strategist with more than 10 years of experience and projects solved for corporations such as Apple Inc.
- dr. Mateo Olivieri, economist at the University of Calabria, Chamber of Commerce and Industry of Bochum, Deutsche Bundesbank, and The Kiel Institute for the World Economy, Alleanza Assicurazioni

Full list of speakers can be found at <http://mobera.eu/2011/speakers>

MOBERA will be accompanied by number of networking events:

- **120 Seconds for Innovative Companies** – the ultimate networking event which helped to establish 312 contacts and 176 new ventures only within the last year
- **Job Fair** focused on mobile platforms
- **AppParade** application show for smartphones and tablets
- **Mobera Hackathon** – a multi-platform contest supported by Microsoft, Google and Nokia
- **MIC Minutes Mobile** – a presentation of mobile startups and business plans to the jury of mobile and business professionals – Dave Johnson (Nitobi co-founder), Karel Obluk (CTO at AVG), Filip Řehořík (Microsoft)

We look forward to seeing you at MOBERA 2011!

For more information, please check the conference web at <http://www.mobera.eu>

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MOBERA conference is held with patronage of the **South Moravia Governor**.