



## INTERNATIONAL CTIA WIRELESS 2012 - SESSION TOPICS UNDER CONSIDERATION

Please click the checkbox below for each topic (yes, you can submit for multiple) in which you are interested and qualified. Once you click a checkbox, text fields will appear to allow you to enter an abstract. (Pre-View of the application is available as a .pdf download on this page). Target audience, and suggestions for other panelists are optional. Also, below the abstract boxes prospective moderators can check the box to note their interest in moderating. (this option is only for research, media and consulting firms).

Be sure to include a clear abstract of exactly what you intend to discuss, if selected to speak. A good abstract is the most important part of the application and should tell us 1) what position you expect to take on the subject, 2) the points you intend to make and 3) your perspective relative to the industry at large. Please don't just list the questions you plan to address. We want to know the answers you intend to give.

If you would like to propose a new topic, please select the existing topic that most closely matches the area of discussion and include details for the new topic in the abstract field. You may wish to title the first line of the abstract with PROPOSED NEW TOPIC.

### CTIA Executive Forum Proposed Program Topics

Below are a list of topics we are considering for Executive Forum Sessions at CTIA Wireless 2012. If you would like to propose an alternate topic, please select the existing topic that most closely matches the area of discussion and include details for the new topic in the abstract field.

**Application Storefronts**

What is the outlook for Mobile Applications Storefronts? Do application brands drive consumer adoption of mobile data products and services from the storefront, or can anyone play? Is the consumer confused by the number of storefronts? How confused is the developer and what do they need to reach the most consumers? What's working and what's not and why? This discussion is intended to examine the opportunities and challenges posed by using storefronts to bring applications to consumers.

**Topic Abstract: Application Storefronts**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**

**Suggestions for Other Panelists (if any)** Please include only name and company.

Applicant is willing to moderate (only for representatives of media, research, or consulting firms)

**Application Trends**

We are seeking to uncover the latest trends in mobile applications. Which types of applications are most popular? What cutting-edge technologies are being incorporated to enhance the user's experience? How are applications being leveraged by marketing and entertainment companies to create brand engagement? How are applications being used in the enterprise field to boost productivity? The resulting session or session(s) on this topic will also address the outlook for applications – Are they here to stay or will we shift to another medium down the road?

**Topic Abstract: Application Trends**

*Please use the description above as your guide.*

**Abstract**

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**Cloud Related Topics**

We are seeking submissions focused on Internet-based computing, whereby shared resources, software, and information are provided to mobile devices on demand. Abstracts should focus on software as a service solutions for users who no longer have need for expertise in, or control over, the technology infrastructure in the cloud that supports them.

**Topic Abstract: Cloud Related Topics**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**


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 **Enterprise**

Businesses, large and small, realize the competitive edge that mobile solutions create. However, preferences vary dramatically, depending on company size, location, and who acts as the purchase decision maker. External forces are also at play, with an array of industry stakeholders competing for share. Abstracts for this session will highlight the various options the enterprise must face in choosing mobile solutions and include discussion on the related advantages and disadvantages of each.

**Topic Abstract: Enterprise**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**


**Suggestions for Other Panelists (if any)** Please include only name and company.

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 **Entertainment**

We are seeking abstracts from traditional and non-traditional entertainment companies that are leveraging the mobile platform to engage consumers and monetize a wide variety of content types. A session dedicated to this topic would offer not only an overview of trends in the mobile entertainment space, but also specifics on the business models and partnerships that work best for each area of mobile entertainment. Special attention should be focused on identifying the types of mobile entertainment that consumers most highly value/seek out and how that content is best marketed and distributed.

**Topic Abstract: Entertainment**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**


**Suggestions for Other Panelists (if any)** Please include only name and company.

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**Health - Mobile Enabled**

The convergence of healthcare and mobile technologies has the potential to both change the lives of individuals and contribute to healthcare reform for the nation. Abstracts for this session should focus on the latest developments in mHealth. Specific emphasis should be placed on how wireless body sensors are being integrated with mobile and short-range wireless technologies to enable a new class of health services for the monitoring, diagnosis and long-term treatment of acute and long-term health issues.

**Topic Abstract: Health - Mobile Enabled**  
Please use the description above as your guide.

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**Location Based Services**

Panelists selected for this topic will be leaders in the most popular and innovative location applications. Location Based Services are critical to both Enterprise and Consumer needs, but these applications have not yet reached critical mass or become an integral part of mobile living. Submitted abstracts may address the business of cultivating this need through mobile marketing and advertising or they may address the technological needs of coverage, reliability and interoperability. We expect more than one session on LBS. Please submit your viewpoint on important impediments to growing adoption to LBS.

**Topic Abstract: Location Based Services**  
Please use the description above as your guide.

**Abstract**

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**Suggestions for Other Panelists (if any)** Please include only name and company.

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**M2M**

Machine- to - Machine or telematics is growing quickly. Abstracts for this topic should discuss the latest innovations and expected trends for next 24 months.

**Topic Abstract: M2M**  
Please use the description above as your guide.

**Abstract**

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**Mobile Broadband**

Communications and media business models are undergoing an overhaul. Core markets are being saturated, barriers to market entry are lowered as new service delivery channels emerge, and service consumption has taken a whole new shape. The Internet has become the means to all ends, and broadband will be the main driver of revenue growth for fixed and mobile operators over the next five years. Abstracts for this session should discuss a variety of issues culminating from the significant strain placed on cellular networks as the mobile broadband market expands.

**Topic Abstract: Mobile Broadband**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**

**Suggestions for Other Panelists (if any)** Please include only name and company.

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**Mobile Devices - Hardware**

Communication device, social networking tool, web/marketing portal, entertainment outlet – you name it, the modern mobile phone does it. So what's next for the device none of us can live without? From touch screens to advanced cameras and code readers, we are looking for abstracts from handset makers that offer insights into the latest developments in handset functionality including a caged match that pits Smartphones against feature phones. Abstracts should also include forward looking discussion on the next wave of innovation we can expect on mobile devices.

**Topic Abstract: Mobile Devices - Hardware**

*Please use the description above as your guide.*

**Abstract**

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**Mobile Devices - Software**

Abstracts for this Device topic should include all the issues related to OS and API that are not included in hardware topic (above)

**Topic Abstract: Mobile Devices - Software**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**

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**Mobile Marketing - Advertising on Mobile**

With the overwhelming increase in Smartphone penetration, the ability to advertise across mobile handsets has reached epic proportions. Brands, agencies, and related marketing have proclaimed they can no longer avoid the opportunity that mobile presents. As one-to-one engagement with consumers is the ultimate goal, many are finding mobile an idea medium to reach their consumer. We are seeking abstracts that outline the key factors needed to drive substantial investment in mobile and how 2010 may just be the year of mobile advertising. Topics may include the value of an ad network, using metrics to prove the mobile ROI, or any number of key areas fueling growth. Applicants should demonstrate through their abstract a thorough understanding of mobile advertising concepts and be able to articulate the key factors needed to drive greater mobile adoption.

**Topic Abstract: Mobile Marketing - Advertising on Mobile**

*Please use the description above as your guide.*

**Abstract**

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**Mobile Marketing - Brands**

Some of the biggest brands in the world have embraced mobile marketing to compliment other traditional forms of advertising. We would like to have a discussion about how they leverage mobile marketing, what is working and what is not. Special attention will be given to applications that include Mobile Marketing case studies.

**Topic Abstract: Mobile Marketing - Brands**

*Please use the description above as your guide.*

**Abstract**

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**Mobile Money - Banking and Finance**

Applicants selected for this topic will be leaders at companies seeking to implement mobile financial solutions. These companies include financial service providers, credit institutions and banks. Topics may include insights into functionality to conduct bank and stock market transactions, administer accounts and to access customized information. Abstracts for this proposed topic should focus on facilitating the flow of money among merchants and banks.

**Topic Abstract: Mobile Money - Banking and Finance**

*Please use the description above as your guide.*

**Abstract**

**Targeted Audience**

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**Mobile Money - Payment and Transactions**

Transferring money between and among consumers and merchants which enables purchases of goods. Abstracts should focus on the type of transaction being effected whether stored value, debit or mobile phone billing.

**Topic Abstract: Mobile Money - Payment and Transactions**  
Please use the description above as your guide.

**Abstract**

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**Mobile Search**

Abstracts submitted to this proposed topic should provide insights into the latest and greatest "direct connect" options for getting mobile users to the exact info/content/webpage they are looking for while bypassing a sea irrelevant text and endless scrolling. We expect non-traditional connection possibilities to be highlighted during the panel, such as image recognition, 2D barcodes, short codes, abbreviated dialing codes, and other innovative search enhancers.

**Topic Abstract: Mobile Search**  
Please use the description above as your guide.

**Abstract**

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**Mobile Video & Games**

Video's potential to enhance mobile messaging is evident, yet the specifics of how carriers and aggregators can best work together with the developers of streaming media applications for the benefit of all is still unclear. A session on this topic would feature panelists offering insights into the future trends of partnerships in this area. Abstracts should also outline strategies for leveraging the upswing in user-generated content to create win-win business models. Submissions can include application issues, or network issues related to consumer experience overall.

**Topic Abstract: Mobile Video & Games**  
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**Networks –4G**

This discussion will involve the myriad of potential 4G networks. What are the advantages and disadvantages of each technology? What is the deployment timeline for each? Which standard is expected to receive whose attention? What are other carriers using overseas and how important is that for the US market? Please provide your viewpoint on the important hurdles to overcome and the competitive issues that will speed up or slow down the Next Generation networks.

**Topic Abstract: Networks –4G**  
Please use the description above as your guide.

**Abstract**

**Targeted Audience**

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**Networks Backhaul including Femtocell, Picocell**

Topics can include insights into the advantages of using femto or pico cells in certain environments especially where access would otherwise be limited or unavailable, as a value proposition that provides new services at reduced cost and a lower CAPX, or to leverage benefits from the improved capacity and increased coverage. This topic can also include backhaul benefits and buildout issues.

**Topic Abstract: Networks Backhaul including Femtocell, Picocell**  
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**Abstract**

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**NFC – Near Field Communications**

We expect a roundtable view of a full ecosystem of providers in this space. We seek abstracts that present a futuristic view of what U.S. information exchange can look like when NFC becomes ubiquitous. Areas could include: Health Care, Transit, Payments, Identifications, Security, Hotel room access, etc. Abstracts that discuss the various stages of NFC adoption in the U.S. are welcomed.

**Topic Abstract: NFC – Near Field Communications**  
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**Retail and Commerce Enabled by Mobile**

How can brands, retailers and advertisers coordinate their efforts to enhance the shopping experience via mobile? Abstracts to this topic should go beyond simple couponing campaigns and expose the opportunities for mobile-enabled extended packaging, consumer self-scanning, social networking-focused shopping apps, etc. A session on this topic would address the innovative uses of mobile technologies and mobile marketing campaigns that enhance consumer retail experiences both "in-store" and on-the-go. Compelling case studies should be conveyed along with explanations of how brands, retailers and advertisers can all leverage the mobile channel to engage consumers while they are in the purchase/decision process.

**Topic Abstract: Retail and Commerce Enabled by Mobile**  
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**Abstract**

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**Social networking**

Social networking is has wide-spread popularity that transcends age, economic-status and geography and has made access via the mobile even more important. We seek abstracts that highlight case studies on Social Networking via the mobile can be used for "social change" and for/ by whom. Abstracts to this topic should expose how Social Networking is to driving the growth in their business or represent partnerships that are being formed to assure that the power of Social Networking is fully utilized.

**Topic Abstract: Social networking**  
Please use the description above as your guide.

**Abstract**

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**Start Ups – Venture Capital**

Start ups are ever so interesting and are likely working on most innovative ideas in the industry. If your company is less than 3 years old, if you are

going for funding, have survived and thrived with multiple rounds, please submit your company abstract here. We may group multiple start ups in categories of type of application, or in categories of funding stages. We will likely have multiple sessions that utilize submissions in this category during the Show.

**Topic Abstract: Start Ups – Venture Capital**  
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**Abstract**

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