






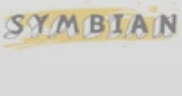


INFO: The congress structure plan is for the basic orientation. Topics and slots are subject to change or change their order. Each panel in the congress area will be slotted with a maximum of five speakers. The final decision on the placement of the speakers will be made by the congress board. The free stages will be used by partners, sponsors, and exhibitors for presentations.

Wednesday, 01.02.2012

09:00 - 11:20		Keynotes					free stages			
Time	Session 1	Session 2	Session 3	Session 4	Session 5	Open Stag 1	Open Stag 2	Open Stag 3	Open Stag 4	
					Mobile Working	Mobile Development		APP-Show Stage	Fair Stage	
11:40 - 13:00	Mobile Strategy & mAdvertising	Mobile Marketing 	Geräte & Betriebssysteme	GS1 MCommerce/ Couponing	Management mobiler Infrastrukturen			Slot 1	Slot 1	
13:00 - 14:00	Lunch Break					Slot 2	Slot 2	Slot 3	Slot 3	
14:00 - 15:30	User Interface Design, Corp. Design	AR / LBS (Couponing) QR	Telecommunication B2B & LTE 	GS1 MPayment/ Mobile Wallet (NFC)	Apps im Arbeitsprozess/ virtuelle Arbeitswelten			Slot 4	Slot 4	
15:30 - 16:00	Break					Slot 5	Slot 5	Slot 6	Slot 6	
16:00 - 17:30	Mobile Media	Automotive	Mobile Enterprise/ Business Solutions 	GS1 Trusted Source of Data / POS / Mobile Shopper	Sicherheit/ Trusted Smartphones	Mobile Web		Slot 7	Slot 7	
17:30 - 19:00	Mobile Monday "Mobile Innovation Night", MedienMittwoch, Twittwoch					Slot 8	Slot 8	Slot 9	Slot 9	
ab 20:00	Mobile Media Night					Slot 10	Slot 10	Slot 11	Slot 11	
						DMR		Slot 12	Slot 12	
								Slot 13	Slot 13	
								Slot 14	Slot 14	
								Slot 15	Slot 15	

M-Days Topics:

Mobile Internet

Entwicklung | mCommerce | mMarketing | mPublish | mPrint | mEntertainment | mCommerce | Couponing | AR Entertainment | AR Werbung | mPayment | mTagging | LBS | mSocial Media | mContent

Mobile Business Solutions

Security | Enterprise | Solutions | M2M | Automotive





Mobile Technik

LTE | Development | Security | M2M | mAR | Research | mCloud | NFC | System Integration | Telecommunication

Apps / Application

Development | Provider | Systemdevices / Systemplattformen | Marketplaces (iOS, Windows, Android, Symbian, BlackBerry etc.) | User Interface | Content

Thursday, 02.02.2012

09:00 - 11:20		Keynotes					free stages			
Time	Session 1	Session 2	Session 3	Session 4	Session 5	Open Stag 1	Open Stag 2	Open Stag 3	Open Stag 4	
					Mobile Working	Mobile Development		APP-Show Stage	Fair Stage	
11:40 - 13:00	Bewegtild (Mobile TV, Video Social Sharing)	Mobile Security/ mCloud	M2M 	Generation 50+	Recht/ Distance Leadership		WebOS sponsored by WIP 	Slot 1	Slot 1	
13:00 - 14:00	Lunch Break							Slot 2	Slot 2	
14:00 - 15:30	Mobile Entertainment 	Application Development/ App Standards/ Marketplaces 	Marketplaces , Apps & Brands	Scandinavian Session 	Mobile Learning/ Burn Out Prävention	Elevator Pitch "New Companies - Story telling!"	iOS	Slot 3	Slot 3	
15:30 - 16:00	Break							Slot 4	Slot 4	
16:00 - 17:30	Show your App Award							Slot 5	Slot 5	
								Slot 6	Slot 6	
								Slot 7	Slot 7	
								Slot 8	Slot 8	
								Slot 9	Slot 9	
								Slot 10	Slot 10	
								Slot 11	Slot 11	