

| Auditorium (BizTrack) | | blue room (DevTrack) | red room (DevTrack) | green room (DevTrack) | yellow room (DevTrack) |
|--------------------------|--|---|--|---|--|
| 8.30 Registration starts | | | | | |
| 9.00 - 9.15 | Welcome, Introduction | | | | |
| 9.00 - 10.00 | Panel: Web vs. Native Apps | | | | |
| 10.00 - 11.00 | Panel: How to Make Money as a Developer | | | | |
| 11.00 - 11.30 | Coffee break | | | | |
| 11.30 - 12.30 | <p>The Economics of Apps Volker Hirsch , Scoreloop</p> <p>The Numbers behind the App Stores Vincent van Hoogsteder, Distimo</p> <p>All about the Orange Application Shop Jim Small, Orange</p> | <p>Using Qt to develop cross platform applications Sami Viitanen, Forum Nokia</p> | <p>HTML5 Apps, The mobile web taking over? Wolfram Kriesing, uxebu</p> | <p>Developing Web Applications with HTML5 and BlackBerry Widgets Sanyu Kiruluta, Research In Motion</p> | <p>Mobile Mountains - hands-on product design workshop Tom Hume, Future Platforms</p> |
| 12.30 - 13.30 | <p>Business Opportunities with Ovi Store Fernando Kanacri, Nokia</p> <p>Opportunities Developing for Windows Phone 7 Anand Iyer, Microsoft Windows Phone 7</p> <p>The Wholesale Application Community Vidhya Gholkar, Vodafone R&D</p> | <p>Using Geolocation and Maps in Android Israel Ferrer, And.roid.es</p> | <p>Developing Cross Platform via Vodafone 360 Wolfram Kriesing, uxebu</p> | <p>Unleash mcommerce on your iPhone/iPad apps with PayPal in-app payments Fabio Sisinni, PayPal</p> | <p>Mobile Mountains - hands-on product design workshop Tom Hume, Future Platforms</p> |
| 13.30 - 15.00 | Lunch | | | | |
| 15.00 - 16.00 | <p>The Real Consumer Perspective on Mobile Advertising - Rob Jonas, InMobi</p> <p>Affiliate Marketing for Mobile Apps Jascha Samadi, Apprapt</p> <p>Generating Revenues with Mobile Augmented Reality - Christine Perey</p> | <p>Using Web Runtime on Nokia Sami Viitanen, Forum Nokia</p> | <p>Using CouchDB to develop mobile solutions Martin Higham, Ocasta Labs</p> | <p>Mobile Web Evolution: HTML5, Video, Widgets and APIs François Daoust, W3C</p> | <p>Mobile web development techniques and Opera's developer tools Andreas Bovens, Opera</p> |
| 16.00 - 17.00 | <p>Location is what makes mobile Mobile Ted Morgan, Skyhook Wireless</p> <p>Mobile UI trends and innovation Frederik Ademar, TAT</p> <p>Firefox and HTML 5 on Android Paul Rouget, Mozilla</p> | <p>Unleash mcommerce on your Android apps with PayPal in-app payments Fabio Sisinni, PayPal</p> | <p>Super Apps and the BlackBerry Experience Sanyu Kiruluta, Research In Motion</p> | <p>HTML5 for the iPad Julian Moreno Beltran, droiders.com</p> | <p>OneSocialWeb Tutorial Laurent Eschenauer</p> |
| 17.00 - 17.30 | Coffee break | | | | |
| 17.30 - 18.00 | Wrap up of the day | | | | |
| 18.00 - 19.00 | AppCircus | | | | |
| 19.00 - 20.30 | Networking Cocktail | | | | |

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