

# eComm<sup>TM</sup>2008

EMERGING COMMUNICATIONS CONFERENCE  
COMPUTER HISTORY MUSEUM, SILICON VALLEY

MARCH 12-14

THE TRILLION DOLLAR  

---

INDUSTRY  

---

RETHINK<sup>TM</sup>

# WELCOME.

We're honored that you joined us at for the first eComm conference. In doing so you've joined history in the making.

This community finds itself—quite suddenly—in a new world of more open opportunity. Open handsets, open networks and open telecom platforms lend themselves to innovation in the worlds garages and bedrooms. And the signs are promising. Within the last 12 months many important events have occurred. First Apple released the iPhone, a phone running their computer operating system; a high school kid then spent the summer cracking the platform, hacking iPhones went critical, and finally Apple itself was forced to “blink”, resulting with the release of an SDK.

The FCC stated that the next big block of spectrum would only be auctioned to an open network and Google announced first that it was willing to spend billions to create universal access through wireless spectrum. Then Google announced Android, a new open phone operating system; T-Mobile and Sprint joined the Open Handset Alliance; and even Verizon and AT&T made PR releases about becoming open networks.

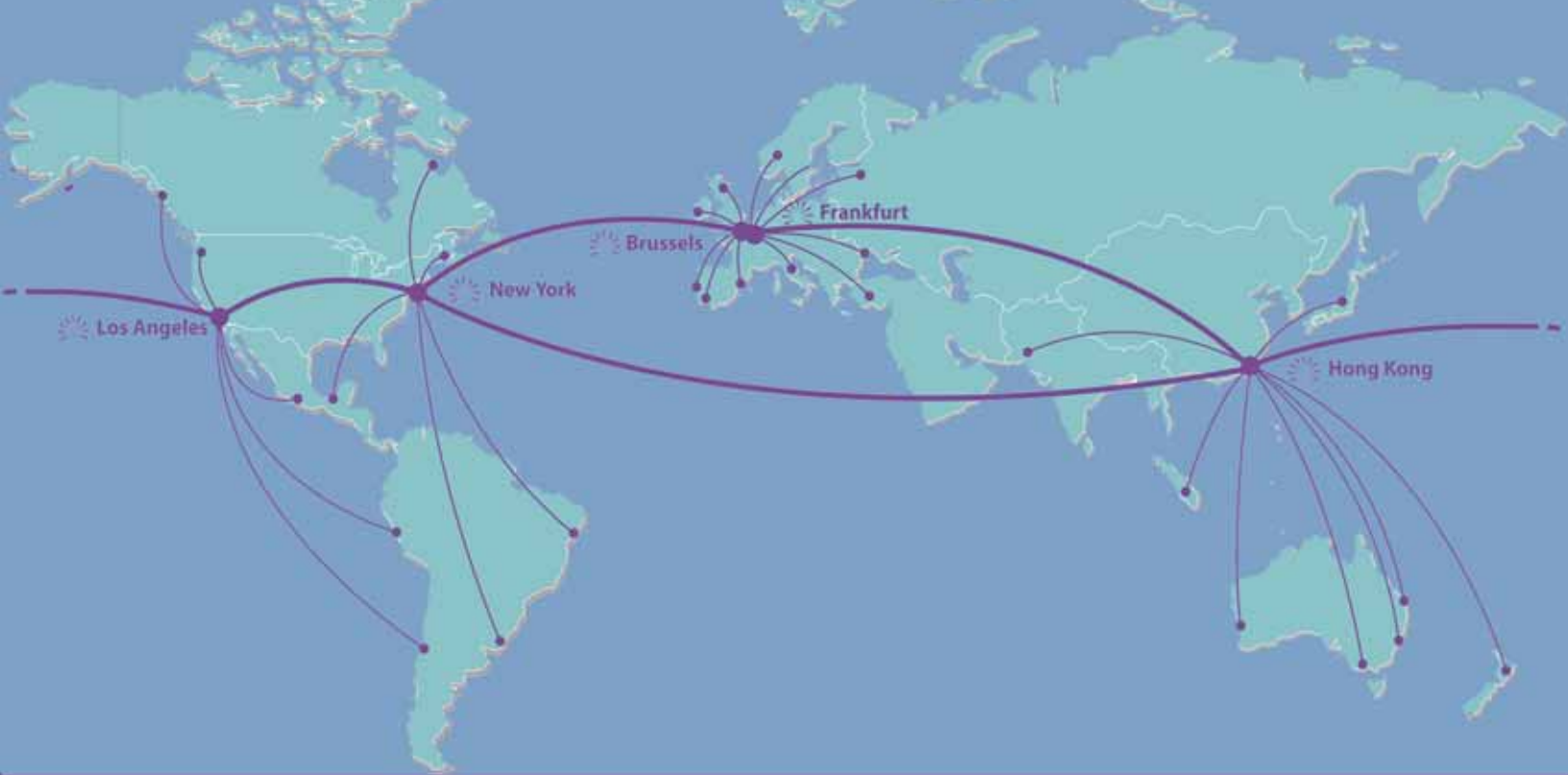
We believe a new era requires a new kind of conference. Previous industry talking to the industry type events have yielded nothing save consensual hallucinations. The gap between what telecom operators are doing (or allowing) and what the innovation community COULD do, and where end users are taking us is widening fast.

Communications innovation is being democratized. The winners will be those who embrace it.

So welcome to eComm 2008. Let's all create an Emerging Communications Community capable of rethinking the trillion dollar industry together!

**Lee Dryburgh**  
Founder, eComm Media





## ***Voxbone, DID numbers from 40+ countries***

**40+ countries  
5000 cities  
throughout  
the world**

### ***Current coverage includes :***

***The Americas:*** Argentina, Brazil, Canada, Chile, El Salvador, Mexico, USA

***Asia Pacific:*** Australia, Japan, New Zealand, Pakistan, Singapore

***EMEA:*** Austria, Bahrain, Belgium, Bulgaria, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Hungary, Ireland, Israel, Italy, Latvia, Lithuania, Luxembourg, Netherlands, Norway, Poland, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, UK

For a fixed monthly fee, all incoming traffic is forwarded to your SIP compliant equipment, generating huge savings for you and your customers.

Get numbers wherever you need them, easily and quickly, and manage them through our web portal, <http://www.voxbone.com> or use our API for complete integration into your website.



# ARRIVING

## COMPUTER HISTORY MUSEUM

1401 North Shoreline Blvd.  
Mountain View, CA 94043

Tel: (650) 810-1010  
Fax: (650) 810-1055



## DIRECTIONS

### From San Jose via US-101 North (20 Minutes / 15 miles)

- Take US-101 North toward San Francisco.
- Take Shoreline Blvd exit.
- Turn right onto Shoreline Blvd.
- Cross through intersection, Museum is on your right.

### From San Francisco via US-101 South (40 Minutes / 35 miles)

- Take US-101 South toward San Jose.
- Take Shoreline Blvd exit.
- Turn left onto Shoreline Blvd.
- Cross through intersection, Museum is on your right.

### From East Bay via I-880 South (25 Minutes / 20 miles)

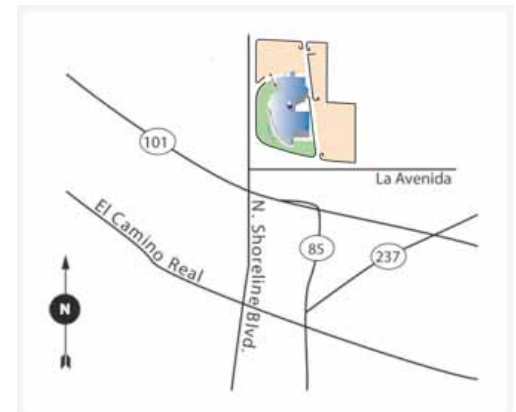
- Take I-880 South toward San Jose.
- Merge onto CA-237 West toward Mountain View.
- Merge onto US-101 North toward San Francisco.
- Take Shoreline Blvd exit.
- Turn right onto Shoreline Blvd.
- Cross through intersection, Museum is on your right.

### From Saratoga via CA-85 North (15 Minutes / 12 miles)

- Take CA-85 North towards San Francisco.
- Take Shoreline Blvd. exit.
- Turn right onto Shoreline Blvd.
- Cross through intersection, Museum is on your right.

**By Public Transportation** (The Computer History Museum is located approximately 2 miles from the Mountain View Caltrain Station at Castro and Evelyn Streets in downtown Mountain View.)

- Take Caltrain to the Mountain View Caltrain Station.
- Take the Caltrain Shoreline Shuttle to Pear Ave. Museum entrance is across from the parking lot.
- Or plan your routes on Valley Transit Authority (VTA) Buses using [VTA's Trip Planner](#).
- For more information on these and other routes, including fares and schedules, please visit the [Caltrain](#) or [VTA](#) web sites.
- Taxi Companies (*All accept cash and credit cards*):  
**Yellow Checker Cab**, 408-777-7777, **All Bay Taxi**, 408-732-1234, **Yellow Cab** 408-745-1234



Imagine a new class of voiceware applications,  
bridging traditional telephony with the best of the Web.

Imagine an open platform for innovation that lets you build that bridge, and profit from it.



## **Ribbit is speaking**

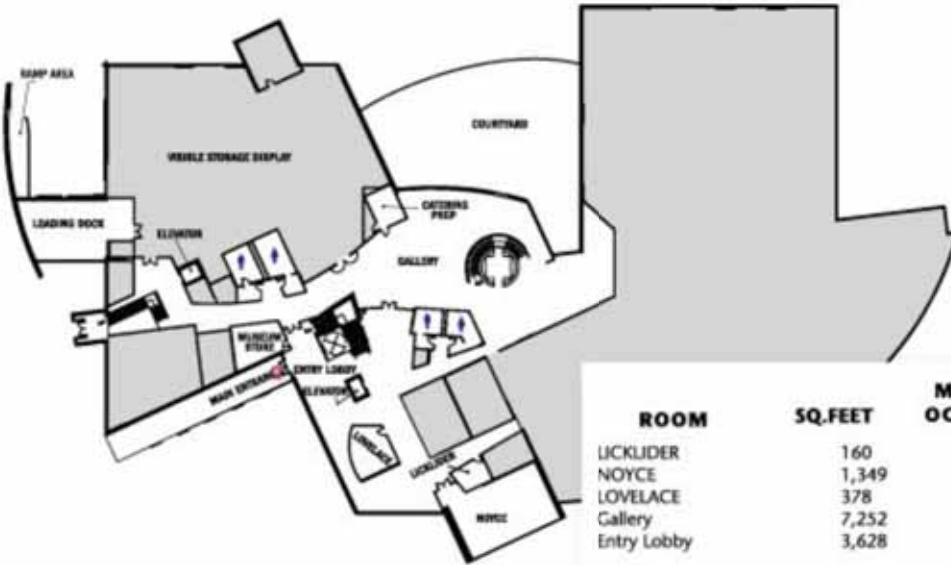
Come hear Ribbit CEO Ted Griggs  
share the latest on Ribbit's open collaborative platform  
for telephony innovation.

**Friday, March 14**  
**9:00 AM in the Grand Hall**

*Ribbit*

[ribbit.com](http://ribbit.com)  
[developer.ribbit.com](http://developer.ribbit.com)

# VENUE MAP



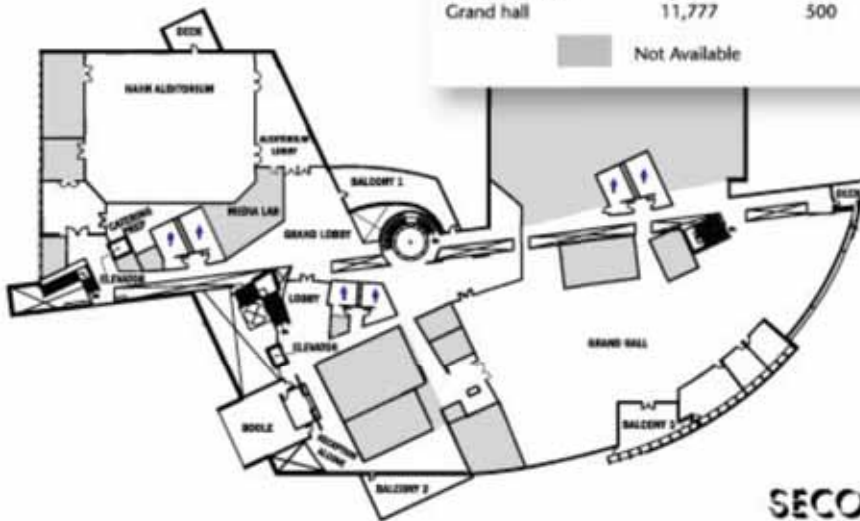
ROOM	SQ.FEET	MAXIMUM OCCUPANCY
LICKLIDER	160	11
NOYCE	1,349	90
LOVELACE	378	15
Gallery	7,252	483
Entry Lobby	3,628	242

■ Not Available

**FIRST FLOOR**

ROOM	SQ.FEET	MAXIMUM OCCUPANCY
BOOLE	950	63
Foyer	862	57
Grand lobby	4,789	319
Auditorium lobby	1,108	74
Hahn auditorium	5,537	369
Grand hall	11,777	500

■ Not Available



**SECOND FLOOR**

Power available at each seat during conference sessions.

Free wireless internet access throughout the venue.

Plenty of free parking.



**six apart**<sup>TM</sup>

---

M  VABLE TYPE<sup>TM</sup>

 TypePad<sup>®</sup>



# HOTELS

## HOTEL AVANTE

---

860 East El Camino Real  
Mountain View, CA 94040  
Tel: (650) 940-1000

**Directions to Museum:** (6 minutes / 4 miles)

- Start out going southeast on E El Camino Real/ CA-82 S towards Crestview Drive (.1 mi)
- Make a U-turn at S Bernardo Avenue onto W El Camino Real/CA-82 N (.5 mi)
- Merge onto CA-85 N (1.9 mi)
- Take the Shoreline Blvd exit - exit 24C (.1 mi)
- Turn right onto N Shoreline Blvd
- End at Computer History Museum, 1401 N Shoreline Blvd.

**Hotel Avante** is located in Mountain View, California in the heart of the Silicon Valley. It is 26 miles south of San Francisco International airport, 11 miles north of San Jose International Airport, 36 miles from Oakland airport.

**Amenities:** Non-smoking hotel, hi-speed internet access, local shuttle within 10 miles, hot breakfast, evening beer/wine reception 6-8 pm, complimentary chair massage Tuesday & Wednesday night, complimentary bottled water daily, Outdoor pool with hot tub and fitness center, Hi-Fi music listening lounge, and Fun "executive toy box" to stimulate your creativity in every room, complete concierge services, daily newspaper, free parking

## DOMAIN HOTEL

---

1085 East El Camino Real  
Sunnyvale, CA 94087  
Tel: (408) 247-0800

**Directions to Museum:** (11 minutes / 7 miles)

- Start out going northwest on E El Camino Real / CA-82 N towards Sycamore Terrace (4 mi)
- Merge onto CA-85 N (1.9 mi)
- Take the Shoreline Blvd exit - exit 24C (.8 mi)
- Turn right onto N Shoreline Blvd (.1 mi)
- End at Computer History Museum, 1401 N Shoreline Blvd.

**The Domain Hotel**, located in the heart of Silicon Valley, is convenient to major corporate offices, shopping centers and universities. Sunnyvale area attractions convenient to the Domain Hotel include Paramount's Great America, California Theater Center, Stanford University, San Jose State University and San Jose Museum of Art.

**Amenities:** Non-Smoking hotel, hi-speed internet access, local shuttle with 7 miles, hot breakfast, evening wine hour (6-7 pm), outdoor heated swimming pool and whirlpool and fitness center

## WILD PALMS HOTEL

---

910 East Fremont Ave  
Sunnyvale, CA 94087  
Tel: (408) 738-0500

**Directions to Museum:** (11 minutes / 7 miles)

- Start out going west on E Fremont Ave towards S Wolfe Road (.1 mi)
- Turn right onto S Wolfe Road (.1 mi)
- Turn left onto E El Camino Real/CA-82 N (3.3 mi)
- Merge onto CA-85 N (1.9 mi)
- Take the Shoreline Blvd exit - exit 24C (.8 mi)
- Turn right onto N Shoreline Blvd (.1 mi)
- End at Computer History Museum, 1401 N Shoreline Blvd.

**The Wild Palms Hotel** is centrally located in the heart of Silicon Valley in Sunnyvale, 8 miles north of San Jose International Airport, 30 miles south of San Francisco International airport, 40 miles from Oakland Airport.

**Amenities:** Non-Smoking hotel, hi-speed internet access, European-style continental breakfast, evening wild hour (Monday - Thursday 5:30 -7:30pm - 2 complimentary drinks included w/Deluxe room accommodations), colorful courtyard with heated pool and hot tub



ELEPHANTS: 23 MONTHS



HUMANS: 9 MONTHS



## MOBILE VIDEO APPS: 2 MONTHS

Bring mobile video applications to life in record time—with the Video Access Toolkit or Vision Video Systems.

Want to create amazing mobile video applications from the ground up? Or need complete server-level solutions to power your next mobile video project? Either way, you'll be holding your finished product before you know it with breakthrough mobile video technology from NMS Communications.

Leading telecom companies worldwide are already using NMS solutions to fuel the success of the mobile video revolution. Our technology interoperates with all key standards in all network types — 2.5G, 3G, and IMS. And we're a single source for the industry's most comprehensive mobile video toolkits and high-performance video server and transcoder systems.

To learn how we've helped developers like you jumpstart mobile video applications, visit [www.nmscommunications.com](http://www.nmscommunications.com) or call +1 800 533 6120 and shorten the time from inception to delivery.

Have you read Brough Turner's blog?

With a focus on the technology, economic, and social issues of communications at the intersection of telecom, mobility, and the Internet, NMS's CTO focuses on information you may not see in the normal industry buzz.

Read it today at:  
<http://blogs.nmss.com/communications/>

# SPONSORS

## PLATINUM SPONSOR



Delivering virtual numbers in 5,000 cities and 40 countries. VoxCommand web portal enables real-time ordering, provisioning and configuring - plus global capacity sharing - for carriers, providers and large corporate networks. Largest coverage. Biggest global VoIP origination backbone. With redundant SuperPops in major world cities. You never run out of capacity or quality with Global VoIP Provisioning-On-Demand services from **VoxBone**.

**Website:** [www.voxbone.com](http://www.voxbone.com)

## GOLD SPONSORS



**Ribbit** is working with the best and brightest technology and business leaders to start and develop Silicon Valley's first phone company. Our mission is to "liberate voice from the device, and integrate it into the workflow of life, both business and personal." By providing a carrier grade, multi-protocol infrastructure -- and the first open platform for Internet and voice developers -- we are helping to unleash innovation across the entire communication marketplace, from the development of leading-edge consumer voice services to the integration of voice with the world's best business applications.

**Website:** [www.ribbit.com](http://www.ribbit.com)



**Six Apart Ltd.** provides award-winning blogging software and services that change the way millions of individuals, organizations, and corporations connect and communicate across the world every day. The company continues to lead in the blogging and social media industry with the Movable Type publishing platform, the TypePad hosted blogging service, LiveJournal, an online community organized around personal journals, and Vox, a free blogging service for friends and families.

**Website:** [www.sixapart.com](http://www.sixapart.com)



**NMS Communications Platforms** provides enabling technology and tools for the rapid development and deployment of value-added services on mobile and converged networks. From traditional voice mail and IVR systems to ringback tones, mobile publishing, and interactive mobile video applications, NMS platforms are used as the foundation for a wide-range of revenue-generating voice, video and data applications.

**Website:** [www.nmss.com](http://www.nmss.com)

## SILVER SPONSORS

### >ifbyphone

The **IfByPhone** suite of hosted voice solutions connect businesses with their customers through the integration of telephones with web sites, toll free numbers, and IVR applications. Our API supports the development of phone mash-ups and applications without telephony expertise. Ifbyphone delivers Click-to-Call, voice broadcast and full IVR to web developers.

Website: [www.ifbyphone.com](http://www.ifbyphone.com)



**MIR3, Inc.** provides automated notification system solutions for global and enterprise-wide communications and business continuity. These emergency response systems are built with products on a geo-dispersed, scalable telephony and application server platform that directs the global dissemination of time-urgent information to and from any communication device.

Website: [www.mir3.com](http://www.mir3.com)



**Voxeo** makes telephony applications as easy to deploy as web applications. Voxeo is the platform of choice for developers creating a new generation of applications with VoiceXML, CCXML, and SIP. Voxeo serves customers ranging from small startups to the Fortune 500 who value speed and simplicity where complexity once reigned.

Website: [www.voxeo.com](http://www.voxeo.com)



**Wireless Grids Corporation** is a software and application developer founded in 2004. It is driving the emergence of a new de facto Industry standard around personal digital infrastructure. WGC's first product, Innovaticus™ 1.0, is a client application that allows people to access and share all their content, software and hardware resources, wherever they are.

Website: [www.wgrids.com](http://www.wgrids.com)



**Vapps, Inc.** provides audio conferencing solutions to the SMB, Enterprise and Service Provider markets using proprietary technology. The company has been servicing well-known customers in each of these markets since 2003.

Website: [www.vapps.com](http://www.vapps.com)

## MEDIA SPONSORS



Website: [www.circleid.com](http://www.circleid.com)



Website: [www.gigaom.com](http://www.gigaom.com)



Website: [www.ipbusinessmag.com](http://www.ipbusinessmag.com)



Website: [www.juniperresearch.com](http://www.juniperresearch.com)



Website: [www.linuxjournal.com](http://www.linuxjournal.com)



Website: [www.mashable.com](http://www.mashable.com)



Website: [www.programmableweb.com](http://www.programmableweb.com)



Website: [www.skypejournal.com](http://www.skypejournal.com)

Telco2.0™

Website: [www.telco2.net](http://www.telco2.net)



Website: [www.telecommagazine.com](http://www.telecommagazine.com)

**VentureBeat**

Website: [www.venturebeat.com](http://www.venturebeat.com)

**VOIP-NEWS**

Website: [www.voip-news.com](http://www.voip-news.com)

vator.tv

Website: [www.vator.tv](http://www.vator.tv)

## WIKI SPONSOR



Website: [www.socialtext.com](http://www.socialtext.com)

# SCHEDULE

## WEDNESDAY, MARCH 12

---

<b>8:45 AM</b> Introduction	<b>Hello and Welcome</b> Lee S Dryburgh, eComm Media, Inc. 8:45 - 9:00 AM, Grand Hall
<b>9:00 AM</b> Keynote	<b>Moving Up &amp; Down The IP Telephony Stack: Ten Years of Internet Communications ('98-'08)</b> Jonathan Christensen, Skype 9:00 - 9:30 AM, Grand Hall
<b>9:30 AM</b> Session	<b>OpenMoko: Completely Open Mobile Computing Software Platform</b> Michael Shiloh, OpenMoko 9:30 - 9:45 AM, Grand Hall
<b>9:45 AM</b> Keynote	<b>Socially Opportunistic Devices: From Hyperlinks to Hyperties</b> Marc A Smith, Microsoft Research 9:45 - 10:05 AM, Grand Hall
<b>10:05 AM</b> Session	<b>Presence: The Dial Tone for Internet Communication</b> Peter Saint-Andre, Jabber, Inc. 10:05 - 10:15 AM, Grand Hall
<b>10:15 AM</b> Break	<b>Morning Break</b>
<b>11:00 AM</b> Session	<b>Building Twitter</b> Blaine Cook, Twitter 11:00 - 11:15 AM, Grand Hall
<b>11:15 AM</b> Session	<b>Alphabet Soup: Sorting Out Emerging Telephony and Speech Specifications</b> Ken Rehor, VoiceXML Forum 11:15 - 11:30 AM, Grand Hall
<b>11:30 AM</b> Session	<b>Phone Mashups, Integrating Telephony and the Web</b> Irv Shapiro, IfByPhone 11:30 - 11:45 AM, Grand Hall
<b>11:45 AM</b> Session	<b>Creating Communication 2.0 Applications</b> RJ Auburn, Voxeo 11:45 - 12:00 PM, Grand Hall
<b>12:00 PM</b> Session	<b>Paprika: Voice is a Spice</b> Thomas McCarthy-Howe, The Thomas Howe Company 12:00 - 12:15 PM, Grand Hall

---

<b>12:15 PM</b> Session	<b>Roll your own Voice Apps - a view from the trenches</b> Sean O Sullivan, mySay and Dial2Do 12:15 - 12:30 PM, Grand Hall
<b>12:30 PM</b> Break	<b>Lunch Break</b>
<b>1:45 PM</b> Session	<b>Voxgirl and Speech Recognition for Rough Conditions</b> Nitzan Shaer, Mobivox 1:45 - 2:00 PM, Grand Hall
<b>2:00 PM</b> Session	<b>How Social Networking Migrates To Mobile</b> Andrew Perlman, Vringo 2:00 - 2:15 PM, Grand Hall
<b>2:15 PM</b> Session	<b>Social Communications on Mobile Devices - Why it is Different from Mobile-VoIP</b> Boaz Zilberman, Fring 2:15 - 2:25 PM, Grand Hall
<b>2:25 PM</b> Session	<b>101 Things That You Never Knew You Could Do With Mobile Handsets</b> James Body, Truphone 2:25 - 2:40 PM, Grand Hall
<b>2:40 PM</b> Session	<b>Have You Got Something to Say? - Providing Online Social Networks With a Voice.</b> Tim Panton, PhoneFromHere.com 2:40 - 2:50 PM, Grand Hall
<b>2:50 PM</b> Session	<b>Ancestry.com Adds Voice to Family Histories</b> Kevin Nethercott, LignUp Corporation 2:50 - 3:00 PM, Grand Hall
<b>3:00 PM</b> Session	<b>Identity and Trust - Enabling Layers of the Future Communication Landscapes</b> Piotr Cofta, British Telecom 3:00 - 3:15 PM, Grand Hall
<b>3:15 PM</b> Session	<b>Trust and Identity in Collaborative Spaces</b> Tony Nadalin, IBM 3:15 - 3:30 PM, Grand Hall
<b>3:30 PM</b> Break	<b>Afternoon Break</b>
<b>4:00 PM</b> Keynote	<b>Personal infrastructure: Me to the power of Us</b> Norman Lewis, Wireless Grids Corporation 4:00 - 4:30 PM, Grand Hall
<b>4:30 PM</b> Lightning Talk	<b>Integration Aspects of Mobile Internet Strategies</b> Stipe Tolj, Kannel Software Foundation 4:30 - 4:35 PM, Grand Hall

<b>4:35 PM</b> Lightning Talk	<b>Giving Voice to Enterprise 2.0 Web Services</b> Kevin Nethercott, LignUp Corporation 4:35 - 4:40 PM, Grand Hall
<b>4:40 PM</b> Lightning Talk	<b>Using Per-Caller Personalization to Create the Ultimate Next-Generation Telephony</b> Michael Codini, VoiceObjects, Inc. 4:40 - 4:45 PM, Grand Hall
<b>4:45 PM</b> Lightning Talk	<b>"What the heck do we use the phone for"</b> Michael Roth, British Telecom 4:45 - 4:50 PM, Grand Hall
<b>4:50 PM</b> Lightning Talk	<b>HD Voice Conferencing</b> Ben Lilienthal, VAPPS 4:50 - 4:55 PM, Grand Hall
<b>4:55 PM</b> Lightning Talk	<b>Video Micro Blogging and the Future of Online Conversation</b> Luca Filigheddu, Abbeynet 4:55 - 5:00 PM, Grand Hall
<b>5:00 PM</b> Lightning Talk	<b>Consumer friendly IP-PBX's for the SOHO/Home Market</b> Shidan Gouran, Jazinga Inc. 5:00 - 5:05 PM, Grand Hall
<b>5:05 PM</b> Keynote	<b>Defining the New Singularity</b> Mark Rolston, Frog Design 5:05 - 5:25 PM, Grand Hall
<b>5:25 PM</b> Session	<b>Personalizing Devices with Open Source Hardware</b> Jeremy Toeman, Bug Labs 5:25 - 5:40 PM, Grand Hall
<b>5:40 PM</b> Session	<b>Demonstrating the NeoKeys Launcher</b> Tim Higginson, Yuvee 5:40 - 5:50 PM, Grand Hall
<b>5:50 PM</b> Session	<b>Fixing Group Communication: Building the Social Phone</b> Sam Aparicio, Angel.com 5:50 - 6:05 PM, Grand Hall
<b>6:05 PM</b> Session	<b>Open Standards, Communities and Mobile</b> David Recordon, Six Apart 6:05 - 6:20 PM, Grand Hall
<b>6:30 PM</b> Event	<b>Beer &amp; Wine (Open Museum Exhibits)</b>

# THURSDAY, MARCH 13

---

**8:45 AM**  
Introduction  
**Introductions**  
Norman Lewis, Wireless Grids Corporation  
8:45 - 9:00 AM, Grand Hall

---

**9:00 AM**  
Keynote  
**Openness and the Future of Mobile Technology**  
Rich Miner, Google  
9:00 - 9:30 AM, Grand Hall

---

**9:30 AM**  
Keynote  
**Building the New Voiceware: A Silicon Valley Approach to Telephony Innovation**  
Crick Waters, Ribbit  
9:30 - 9:50 AM, Grand Hall

---

**9:50 AM**  
Session  
**Search Dialing? Now you're talking!**  
Peter Sisson, Toktumi  
9:50 - 10:05 AM, Grand Hall

---

**10:05 AM**  
Session  
**Add GPS and Stir?: Some Context for Context Awareness**  
Dawn Nafus, Intel  
10:05 - 10:20 AM, Grand Hall

---

**10:20 AM**  
Session  
**Own the Network - A Radical New Approach to Internet Connectivity**  
Brough Turner, NMS Communications  
10:20 - 10:35 AM, Grand Hall

---

**10:35 AM**  
Break  
**Morning Break**

---

**11:00 AM**  
Session  
**Fire Eagle - A Where are They now Platform.**  
Evan 'Rabble' Henshaw-Plath, Yahoo! Brickhouse  
11:00 - 11:15 AM, Grand Hall

---

**11:15 AM**  
Session  
**Mobile Oauth: An Merging Standard for Delegated Authentication**  
Kellan Elliott-McCrea, Yahoo! Inc.  
11:15 - 11:30 AM, Grand Hall

---

**11:30 AM**  
Session  
**Dinosaur Telecom**  
Jim Van Meggelen, Core Telecom Innovations  
11:30 - 11:45 AM, Grand Hall

---

**11:45 AM**  
Session  
**Netness**  
Sheldon Renan, Vision (+) Strategy  
11:45 - 11:00 AM, Grand Hall

---

**12:00 PM**  
Session  
**Weapons Against the VUI Backlash**  
Simonie Wilson, Intervoice  
12:00 - 12:15 PM, Grand Hall

---

**12:15 PM**  
Session  
**Mapping Phonespace: Exposing the hidden structure of the PSTN**  
Shai Berger, FönCloud  
12:15 - 12:30 PM, Grand Hall

---

---

**12:30 PM**  
Break

**Lunch Break**

---

**1:45 PM**  
Session

**Operator-Friendly VoIP: No Longer an Oxymoron**  
Mark Jacobstein  
1:45 - 2:00 PM, Grand Hall

---

**2:00 PM**  
Panel

**Panel Introduction - Mobile Voice Mashups**  
Jon Arnold, J Arnold & Associates  
2:00 - 2:05 PM, Grand Hall

---

**2:05 PM**  
Panel

**Thomas Howe Introduction**  
Thomas McCarthy-Howe, The Thomas Howe Company  
2:05 - 2:10 PM, Grand Hall

---

**2:10 PM**  
Panel

**Irv Shapiro Introduction**  
Irv Shapiro, IfByPhone  
2:10 - 2:15 PM, Grand Hall

---

**2:15 PM**  
Panel

**Boaz Zilberman Introduction**  
Boaz Zilberman, Fring  
2:15 - 2:20 PM, Grand Hall

---

**2:20 PM**  
Panel

**James Body Introduction**  
James Body, Truphone  
2:20 - 2:25 PM, Grand Hall

---

**2:25 PM**  
Panel

**Dean Bublely Introduction**  
Dean Bublely, Disruptive Analysis  
2:25 - 2:30 PM, Grand Hall

---

**2:30 PM**  
Panel

**Panel: Mobile Voice Mashups**  
Jon Arnold, J Arnold & Associates  
2:30 - 3:00 PM, Grand Hall

---

**3:00 PM**  
Session

**RETHINK : The Complete Open Phone Story**  
Matthew S. Hamrick, Homebrew Mobile Phone Club  
3:00 - 3:15 PM, Grand Hall

---

**3:15 PM**  
Session

**iPhone News (SDK Coverage?)**  
Christopher Allen, iPhoneWebDev.com  
3:15 - 3:30 PM, Grand Hall

---

**3:30 PM**  
Break

**Afternoon Break**

---

**4:00 PM**  
Keynote

**Who Controls Wireless Access? Carriers, Internet players or the End User?**  
Dean Bublely, Disruptive Analysis  
4:00 - 4:30 PM, Grand Hall

---

**4:30 PM**  
Session

**New Numbers for a New World**  
Rodrigue Ullens, Voxbone  
4:30 - 4:40 PM, Grand Hall

---

---

<b>4:40 PM</b> Lightning Talk	<b>Extending Internet Experience to Mobile</b> Gabriel Sidhom, Orange-FT Group 4:40 - 4:45 PM, Grand Hall
<b>4:45 PM</b> Lightning Talk	<b>Spoken Location Services: The Missing Link between Directory Assistance and Location-Based Services</b> Amit Desai, Dial Directions, Inc. 4:45 - 5:50 PM, Grand Hall
<b>4:50 PM</b> Lightning Talk	<b>The Telco as an Identity Provider: the Perfect Match?</b> Johannes Ernst, NetMesh 4:50 - 4:55 PM, Grand Hall
<b>4:55 PM</b> Lightning Talk	<b>Is there a Role for the Big Boys in the eComm World?</b> Michael Roth, British Telecom 4:55 - 5:00 PM, Grand Hall
<b>5:00 PM</b> Session	<b>Ad-hoc Mesh Networking with GSM</b> Anders Carlius, TerraNet 5:00 - 5:15 PM, Grand Hall
<b>5:15 PM</b> Session	<b>P2P, Handsets and Personal Area Networks</b> John Waclawsky, Motorola 5:15 - 5:30 PM, Grand Hall
<b>5:30 PM</b> Session	<b>Achieving Connectivity from the Edge</b> Bob Frankston, Frankston Innovating 5:30 - 5:45 PM, Grand Hall
<b>5:45 PM</b> Session	<b>The Home Phone Is Dead. Long Live the Home Phone.</b> Ram Fish, Trolltech (Nokia) 5:45 - 6:00 PM, Grand Hall
<b>6:00 PM</b> Session	<b>Network Neutrality is Not Enough</b> David Isenberg, Isen.com 6:00 - 6:15 PM, Grand Hall

# FRIDAY, MARCH 15

---

**8:45 AM**  
Introduction  
**Introductions**  
Brough Turner, NMS Communications  
8:45 - 9:00 AM, Grand Hall

---

**9:00 AM**  
Keynote  
**Telco 2.0: Re-thinking the Phone Company!**  
Martin Geddes, STL  
9:00 - 9:30 AM, Grand Hall

---

**9:30 AM**  
Session  
**Future Vision of the Mobile Industry**  
Stanley Chia, Vodafone  
9:30 - 9:45 AM, Grand Hall

---

**9:45 AM**  
Session  
**Inference in Complex Social Systems: Insights and Applications from the Behavior of the Aggregate**  
Nathan Eagle, MIT Design Laboratory  
9:45 - 10:00 AM, Grand Hall

---

**10:00 AM**  
Session  
**Introducing Human-friendly Computing through Natural Language Inferencing**  
Rocky Nevin, DataSea, Inc.  
10:00 - 10:15 AM, Grand Hall

---

**10:15 AM**  
Break  
**Morning Break**

---

**11:00 AM**  
Session  
**Wild & Crazy Things You Can Build with Asterisk & Open Source Telephony**  
David Troy, Popvox  
11:00 - 11:15 AM, Grand Hall

---

**11:15 AM**  
Session  
**Twelve-volt Telephony**  
Brian Capouch, Saint Joseph's College  
11:15 - 11:30 AM, Grand Hall

---

**11:30 AM**  
Session  
**Millicomputing: The Coolest CPUs and the Flashiest Storage**  
Adrian Cockcroft, Netflix  
11:30 - 11:45 AM, Grand Hall

---

**11:45 AM**  
Session  
**Voice, Presence and the Social Software Stack**  
Phil Wolff, Reef9 Media  
11:45 - 12:00 PM, Grand Hall

---

**12:00 PM**  
Session  
**How Attention Data, Lifestreaming and Semantic Intelligence can Improve Human Relationships and Communications**  
Thomas Huhn, Solution Media  
12:00 - 12:15 PM, Grand Hall

---

**12:15 PM**  
Session  
**Multi-Modal Communications Comes into its own.**  
Gary Miner, MIR3, Inc.  
12:15 - 12:30 PM, Grand Hall

---

---

**12:30 PM**  
Break

**Lunch Break**

---

**2:00 PM**  
Panel

**Panel Introduction - What will drive wireless innovation?**  
Brough Turner, NMS Communications  
2:00 - 2:05 PM, Grand Hall

---

**2:05 PM**  
Panel

**Jonathan Christensen Introduction**  
Jonathan Christensen, Skype  
2:05 - 2:10 PM, Grand Hall

---

**2:10 PM**  
Panel

**Rich Miner Introduction**  
Rich Miner, Google  
2:10 - 2:15 PM, Grand Hall

---

**2:15 PM**  
Panel

**Christopher Allen Introduction**  
Christopher Allen, iPhoneWebDev.com  
2:15 - 2:20 PM, Grand Hall

---

**2:20 PM**  
Panel

**Chris Sacca Introduction**  
Chris Sacca, Angel Investor  
2:20 - 2:25 PM, Grand Hall

---

**2:25 PM**  
Panel

**Paul Golding Introduction**  
Paul Golding, paulgolding.com  
2:25 - 2:30 PM, Grand Hall

---

**2:30 PM**  
Panel

**Benoit Schillings Introduction**  
Benoit Schillings, Trolltech (Nokia)  
2:30 - 2:35 PM, Grand Hall

---

**2:35 PM**  
Panel

**Panel: What Will Drive Wireless Innovation? Chaired by Brough Turner**  
Brough Turner, NMS Communications  
2:35 - 3:30 PM, Grand Hall

---

**3:30 PM**  
Session

**Don't Break the Trillion Dollar Vault. Unlock It!**  
Shirish Andhare  
3:30 - 3:45 PM, Grand Hall

---

**3:45 PM**  
Session

**When Applications Work Better With Voice ... And When They Don't**  
Trevor Baca  
3:45 - 4:00 PM, Grand Hall

---

**4:00 PM**  
Break

**Afternoon Break**

---

**4:30 PM**  
Session

**Web 2.0's Possible Future in Telco Services**  
Koushik Chatterjee, Embarq  
4:30 - 3:45 PM, Grand Hall

---

**4:45 PM**  
Session

**Building the Mobile 2.0 Platform**  
Fabrizio Capobianco, Funambol  
4:45 - 5:00 PM, Grand Hall

---

---

**5:00 PM**  
Keynote

**Infrastructure, Communities and Corporations: is There a Middle Way Between Open and Closed?**  
Michel Bauwens, P2P Foundation  
5:00 - 5:30 PM, Grand Hall

---

**5:30 PM**  
Session

**Conference Close-out**  
Lee S Dryburgh, eComm Media, Inc.  
5:30 - 5:45 PM, Grand Hall

# Zip. Nada. Nothing.

That's what it costs to start developing cutting-edge communication applications using Voxeo's award winning pure SIP voice platform. Choose the free hosted platform at <http://evolution.voxeo.com> or go to [www.voxeo.com/prophecy](http://www.voxeo.com/prophecy) to download and install the free developer platform on your own machine in less than 10 minutes.

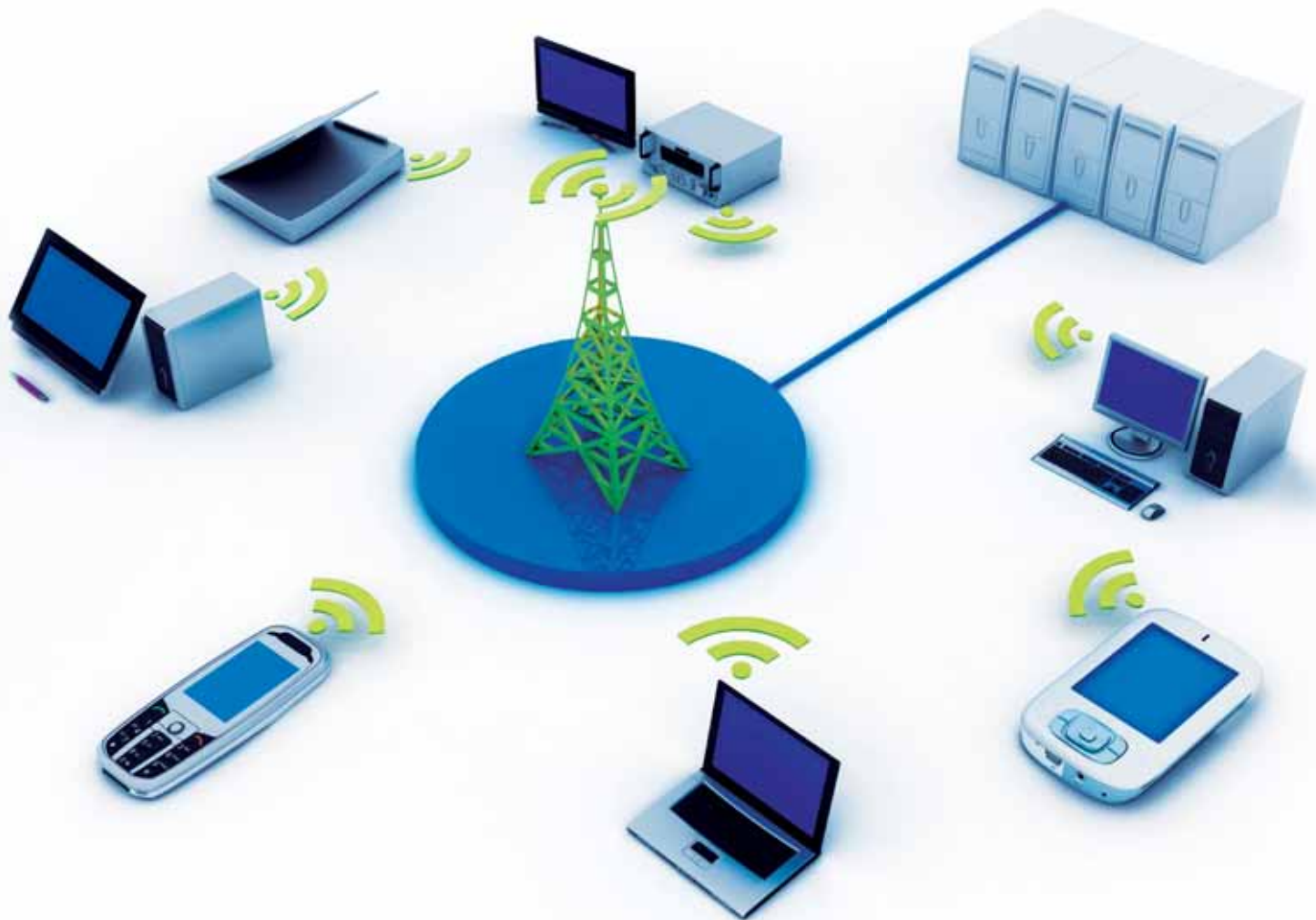
## **Over 30,000 developers already use Voxeo for:**

- \* Free DIDs, outbound calls, IVR, conferencing, call recording, speech recognition and synthesis.
- \* Web-driven telephony. Write apps in .Net, Perl, Python, Ruby, Java or any other web platform.
- \* Great rates with 100% Uptime SLA in hosting; simple, cost-effective, integrated on-premise platform.

Voxeo serves customers ranging from small startups to the Fortune 100s who value speed and simplicity where complexity once reigned. Visit us today at [www.voxeo.com](http://www.voxeo.com) or call 1 (407) 418 1800.



# Multi-Modal Communications Comes Into Its Own



## COMMUNICATING TO A GROUP OF SPECIFIC INDIVIDUALS, THROUGH DIFFERENT MODALITIES IS NOW EASIER

MIR3 is the leading provider of integrated multi-model communications. Today's communication challenge is ensuring the medium chosen will reach people and confirm message delivery in a timely manner. Effective communications between organizations, their customers, partners and employees are vital to their success, and underpin strategies for building and maintaining these critical relationships.



Learn more from Gary Miner, MIR3 OEM Senior Executive on Friday, March 14 from 12:15-12:30 in the Grand Hall, as he addresses this topic. Visit the MIR3 table in the sponsor area at eComm 2008.

[www.MIR3.com](http://www.MIR3.com)

**WIDEBAND VOICE  
CONFERENCING  
AVAILABLE NOW AT**

<http://www.highspeedconferencing.com>

**HIGHSPEED**  
C O N F E R E N C I N G  
Powered By Vapps

# synapps@innovation

eComm Developers: Join us in our Voice Mashup Innovation Pavilion at the Sylanro Global Summit 2008 in Las Vegas.

Our mission is to reinvent voice and help it retain its trusted role in everyday communications. As web, voice, mobility, media, and content all come together in the new world of



converged user experiences and expectations, service providers are constantly challenged on price, performance, and features to remain competitive. Our industry leading Synergy Multiplay Application Feature Server platform coupled with our Synapps Web Services offer a powerful combination of reliability, scale, and flexibility that allows operators to meet these challenges head-on with a single investment. Hundreds of service providers trust us today to run the core of their business and residential voice communication services across fixed, mobile, and converged networks.

## **Sylanro Global Summit 2008: Innovation Pavilion**

This year's Global Summit is all about bridging traditional voice, mobility, rich media and web applications across converging networks and multiple devices. Sylanro is looking for a few select developers for the Innovation Pavilion where you will have the opportunity to demonstrate your innovative voice mashups in front of over 300 of the top industry executives from around the world. For more information go to <http://www.sylanro.com/rethink>.



910 East Hamilton Avenue  
Suite 300  
Campbell, CA 95008  
408 626 2300 tel  
408 626 2301 fax  
[www.sylanro.com](http://www.sylanro.com)