Asia Pacific
Web Technology
C o n f e r e n c e

Innovation,
Collaboration,
Ubiquity and Mobility

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Mobile Web 2.0

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This two-day seminar is designed to explore the strategies in the implementation of Mobile Web 2.0. It starts with the meaning and definition of Web 2.0 and explores how Web 2.0 extends to Mobile Web 2.0. It then discusses the unique elements of mobile i.e. how mobile devices can uniquely add to the Web 2.0 experience in the creation of a new service.
The format will be interactive and discussion oriented. The content is not technical and is designed to appeal to strategists (technology and business). The content will emphasize the newer developments (Android, iPhone etc). No prior knowledge of Web 2.0 or Mobile technologies is assumed.

Audience:
Business strategists, Technology strategists, IT managers, Developers, Entrepreneurs creating new services, telecoms operators, Content providers, media, device manufacturers, web designers, mobile industry personnel

Key topics:
- ✓ Social networking – the Basics
- ✓ Principles of Web 2.0
- ✓ Mobile Web 2.0
- ✓ The unique elements of Mobile Web 2.0
- ✓ Mobile Web 2.0 and Open social networks
- ✓ Mobile Web 2.0 and Android
- ✓ Mobile Web 2.0 and the iPhone
- ✓ Mobile Web 2.0 and IMS (Telecoms operator viewpoint)
- ✓ Mobile Web 2.0 and the Enterprise
- ✓ Mobile Web 2.0 and browser extensions (DOM extensions)
- ✓ Mobile Web 2.0 and device APIs
- ✓ Other implementations of Mobile Web 2.0(smart card web server, devices etc)

Speaker Bios:
Ajit is the co-author of the book 'Mobile web 2.0' and CEO of the publishing company futuretext. He is also a member of the web2.0 workgroup. Currently, he plays an advisory role to a number of mobile start-ups in the UK and Scandinavia. Ajit believes in a pragmatic but open Mobile Data industry – a vision which he fosters through his blog OpenGardens. Ajit chairs Oxford University's Next generation mobile applications panel and conducts a course on Web 2.0 and User generated content at Oxford University. He is a member of the RSA – The Royal Society for the encouragement of Arts, Manufactures and Commerce. He is currently doing a Phd on Identity and Reputation systems at UCL in London.