

Mobile i-mode

understanding the opportunities for content producers and creators

Friday 8th of April 2005, 8.30am–12.30pm

venue: CITC Seminar Room, Level 1, 257 Collins Street, Melbourne

Speakers:

Walter Adamson, Vice-President, i-mode Content Forum

Neale Rudd, Director, Metawerx

Robert Murray, CEO, ndWare

Telstra speaker to be announced

Noric Dilanchian, Lawyer, Dilachian

A half-day forum for content developers who want to understand the commercial opportunities of i-mode and mobile content. The forum will address development and production issues and include a simple message about the technology.

A competition for the best and innovative content idea for the i-mode platform will be announced. The ndWare Richmotion platform will be launched at the forum.

Walter Adamson, Vice-President of the i-mode Content Forum (iCF) will introduce the iCF, give a non-technical overview of i-mode, outline how it makes money and how the iCF can support your development.

A representative from Telstra will present an update on i-mode in Australia, give a demonstration of i-mode and outline what they are looking for from a partner content provider.

Neale Rudd, Director, Metawerx will show how to develop an i-mode application, address the style considerations, billing options and how to maintain customer records and relationships.

Robert Murray founder and CEO of ndWare, will outline the benefits of rich media for the mobile platform.

Noric Dilanchian an Intellectual Property Lawyer with DiLachian has worked on many interactive drama and entertainment projects with the National Institute for the Dramatic Arts and Bananas in Pyjamas, to name a few. Noric will address intellectual property protection through a Hypothetical on the Art of Deal Making, Profiting from Copyright Protection and Licensing.

The target audience is content creators who are interested in learning more about mobile platforms with a focus on i-mode, those looking for new ways to engage customers and have ideas about content integration.

The competition for the best innovative content idea for i-mode will be announced. There are three tickets (each valued at \$2700) to attend the Mobile Content World in Sydney being held on May 11 and 12, 2005. The competition is sponsored by iCF, lab.3000 and the Australian Telecommunications CRC.

Registrations:

\$55.00 per person or \$45 for student and concessions

For more information please contact:

t: 03 9925 4810

e: lab.3000@rmit.edu.au

www.lab.3000.com.au/mobileimode

Presented by lab.3000 in association with The i-mode Business Strategy and the Australian Telecommunications Cooperative Research Centre.



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- 4 魔龙帝国 (Hot!)

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BIOGRAPHIES

Walter Adamson, Vice-President of the i-mode Content Forum

Walter Adamson is a business consultant to telco and IT service companies, particularly in the areas of strategic partnering, developing value propositions and better business models. His company, Digital Investor, is based in Melbourne, with clients in Australia, Japan and the US. Walter is also Vice-President of the i-mode Content Forum, the world's largest and most active association of content providers for the DoCoMo i-mode mobile internet system, which he manages with Pascal Lorne who is based in France. His presentation will provide a comprehensive but non-technical overview of the mobile internet opportunity, and the various avenues and means of engaging customers and in creating compelling experiences - for which they will pay. He will be referring to the features of the mobile internet in general, although using i-mode as the exemplar system - that is, as an ideal that serves as a pattern; an archetype. The presentation is aimed at content producers and content originators in the media and production sense, rather than technical developers.

Neale Rudd, Director, Metawerx

Neale is the director of Metawerx, an internet hosting and software development company specialising in Java. Neale has had extensive experience with i-mode in Australia and Japan and has been developing software commercially for 16 years. Metawerx is a leading site developer for i-mode content – with both architectural and technical knowledge which is key to the user experience and commercial success of sites.

Robert Murray, CEO ndWare

Robert Murray is the founder and CEO of ndWare and has a strong managerial and technical background in mobile development. His company provides technology and services around its key brands, Firemint Game Development and the Richmotion content platform.

Noric Dilanchian, Lawyer, Dilanchian

In his 20 years as a lawyer Noric Dilanchian, Managing Partner, DILANCHIAN LAWYERS & CONSULTANTS has had extensive experience in drafting contracts and supporting materials such as clause libraries, checklists and instruction sheets. Noric has worked as a corporate lawyer and as a solicitor in national and medium sized law firms. He has published over 75 conference presentations, published articles, reports and industry submissions. His focus is on integrating legal, business and innovation strategy to help clients protect, document, manage and commercialise intellectual property, technology and knowledge assets. He is regularly instructed to standardise contracts and contract procedures across a range of industries for corporate, government, university and not-for-profit organisations. Noric is a member of the Business Law Committee of the Law Society of New South Wales and Chairs its Intellectual Property Sub-committee.

Related Links

iMode Strategy
www.imodestrategy.com

The Australian Telecommunications CRC
<http://www.telecommunications.crc.org.au>