

## A Quick Overview

Mobile phones have outnumbered PCs around the world by 4:1, making mobile applications represent an even bigger opportunity for the mobile industry than the fixed-line perceived by the Internet a decade ago.

Apple has not only invigorated what was rapidly becoming a stagnant mobile content and services market, but its App Store has paved the way for professional content developers and publishers to stand side-by-side with the new breed of garage developers introducing innovative and functional applications.

Developed by the Canadian company Research In Motion (RIM) in 1999 as a two-way pager, the Blackberry delivers information over the wireless data networks of mobile phone service companies. It first made headway in the marketplace by concentrating on e-mail.

Initially developed by Google and later the Open Handset Alliance, Android is a mobile operating system running on the Linux kernel. It allows developers to write managed code in the Java language, controlling the device via Google-developed Java libraries

Operators and handset manufacturers are taking app stores to the mass market - a multi billion dollar opportunity opened up for the Indian talent.

The workshop on Mobile applications - Technology and Business shall explore the latest trends in mobile application industry. The sessions are expected to render all that are required to make a professional entry into the biggest ever opportunity of the century. Technology trends as unfolded by the industry, a generic exposure to the vibrant market and its stake holders, hands on sessions guided by technology and business experts, this workshop shall be truly beneficial to the working professionals, entrepreneurs and freshers. The event shall also create the ambience for networking among the professional community.

### Registration Information

For Registration & Student - Project Submission Contact :

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Computer Society of India



Celebrating 125 Years  
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Computer Society of India

Trivandrum Chapter

and

IEEE Kerala Section

*Presents*

A Two Day Workshop On

**Mobile Applications  
Technology And Business**

26 - 27 October 2009

Mascot Hotel, Trivandrum

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## IEEE

A non-profit organization, IEEE is the world's leading professional association of engineers for the advancement of technology.

Through its global membership, IEEE is a global authority on areas ranging from aerospace systems, computers and telecommunications to biomedical engineering, electric power and consumer electronics among others. Members rely on IEEE as a source of technical and professional information, resources and services.

## Computer Society of India ( CSI )

Formed in 1965, the CSI has been instrumental in guiding the Indian IT industry down the right path during its formative years. Today, the CSI has 66 chapters all over India, 381 student branches, and more than 40,000 members, including India's most famous IT industry leaders, brilliant scientists and dedicated academicians. Now, you have the opportunity to be a part of this distinguished fraternity too. The mission of the CSI is to facilitate research, knowledge sharing, learning and career enhancement for all categories of IT professionals.

## Registration

Non Members	Rs. 1500/-
Members of IEEE, CSI	Rs. 1200/-
Student Non - Members	Rs. 1000/-
Student Members of IEEE, CSI	Rs. 800/-

## Attractions

- #Prizes for student projects selected by the audience. These student-projects need to be submitted before the event
- #Hands On Workshops.

## Mobile Apps World : Some Quick Facts

- #4 billion plus subscribers world wide (Jan 2009)
- #400 million subscribers in India (June 2009)
- #Adding 8-10 million subscribers per month in India
- #Around 30 manufacturers
- #Around 5-10 operators/region
- #Around 500 devices
- #Around 12 application development technologies
- #Mobile application sales to hit \$16 billion per year by 2013
- #Global mobile applications market will be worth \$4.66 billion in 2009, rising to \$16.60 billion in 2013.

## Objective

- # Generate interest in the mobile applications business vertical
- # Create awareness on different mobile application technologies
- # Innovation and Creativity requirements of the mobile world.

## Schedule

### DAY -1 : 26th October 2009

- 1 Registration 08:30-09:30
- 2 Inauguration & Key Note Address 09:30-10:45
- 3 New Generation Mobile Applications 11:00-12:00
- 4 Business Vertical - Mobile Apps 12:00-13:00
- 5 Mobile App Development Technologies 14:00-15:00
- 6 Enterprise Mobile Applications 15:00-16:00
- 7 Panel Discussions - Mobile Apps for India 16:15-17:15

### DAY -2 : 27th October 2009

- 1 Symbian Applications - Hands on 09:00-10:30
- 2 J2ME Applications - Hands on 10:45-12:15
- 3 Android Applications - Hands on 12:15-13:15
- 4 iPhone Applications - Hands on 14:00-15:30
- 5 RIM Applications 15:30-16:30
- 6 Marketing and Sales of Mobile Apps 16:45-17:30