

From Bits to Data, from Pipes to Clouds

The network as an asset for convergence of Telecoms, IT and Media into an Internet of Knowledge

4-7 October 2011, Berlin, Germany



Cloud 3.0: The Integrated Cloud

The landscape of cloud computing, both in terms of technology and business models, is changing rapidly: as the utilization of cloud resources accelerates, both by enterprises and consumers, the demand for novel real-time services, radically improved quality of experience, efficiency and security as well as personalization become the leading factors. These are the key drivers for the emergence of Cloud 3.0.

So says András Vajda of Ericsson, a recently confirmed keynote speaker at [ICIN 2011](#).

This is just one example of ICIN's tradition of identifying important trends and tackling real-world problems. Here's what participants at ICIN 2010 said:

"ICIN is performing a tremendous job in bringing industry experts under one roof. The exchange of knowledge and views in this event is remarkable" AD, Wipro

"ICIN continues to capture the essence of trends in the applications of ICT in providing new services to end users" CM, Stradis Consulting

"Good networking opportunities and excellent presentations with valid content representing today's telecommunications industry challenges and future trends" SH, NSN

"This is one of the best conferences to get a perspective of technologies and challenges that will shape the converged ICT world of the future. I really recommend attending this conference" SB, KeySo Global

"Thank you again for this fascinating conference" FD, Orange

"I got a lot of new inputs and ideas for my daily work" HD, Deutsche Telekom

"ICIN really is a hype-free zone with speakers who have actually got something really interesting to say" HS, TNO

Why not join us? As the chairmen of the Technical Programme Committee and International Advisory Board, we look forward to welcoming you in Berlin at ICIN 2011! [REGISTER NOW!](#)

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