

Beyond the Bit Pipes

Mercure Château Chartrons, Bordeaux, France
26 - 29 October 2009



ICIN 2009 - Conclusions and Looking Forward

"The telcos' Service Delivery Platform is being challenged but can also be complemented by new initiatives from the webcos," stated Dan Fahrman of Ericsson, chairman of the Technical Programme Committee, reporting on the recently completed ICIN 2009 conference.

"The telco SDP should use services from the web and add the unique capabilities and data possessed by the telcos," continued Fahrman, "and the telcos' SDP APIs should be made available to webcos and the outside developer community."

"ICIN 2009 was an outstanding opportunity to learn about industry trends in communications, information, entertainment, and device technology and services," noted Chet McQuaide of StraDis Consulting, a vice-chairman of the Technical Programme Committee. "It brought together a stimulating collection of professionals within these industries along with excellent opportunities for networking and developing productive working relationships."

The ICIN 2009 theme of **Beyond the Bit Pipes** focused attention on technologies and business models that allow end users to benefit from the high speed wired and wireless bit pipes being provided by telcos.

The latest trends in technologies such as Java, SOA, web 2.0, IMS and others were discussed as well as home networks where new devices like 3D-TV are emerging. ICIN 2009 participants heard how end users are requiring the ability to personalise their own experience and how web 2.0 technologies and widgets, standard on PCs today, are being adopted on mobile handsets. The business model track included interesting insights on consolidation and marketing issues based on experiences in the airline and retail industries.

"Many of the topics addressed by ICIN 2009 are far from concluded," commented Fahrman, "and we will see interesting developments in the coming year." These developments will be presented and debated at ICIN 2010 scheduled for 11-14 October 2010 in Berlin, Germany.

The Call for Papers for ICIN 2010, chaired by Max Michel of France Telecom, will soon be available on the ICIN website www.icin.biz.

Technical Co-sponsor



Patrons



Media Partners



Supported by



In Cooperation with

