

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



Outstanding Set of Keynotes

Delegates to ICIN 2011 in Berlin, October 4-7, will benefit from seven outstanding keynote presentations providing insights into the future of network services and applications.

Details of the ICIN 2011 keynotes can be found [here](#) and full details of the ICIN 2011 Advance Programme can be downloaded [here](#).

The [ICIN 2011](#) conference covers telecoms and web services and service architectures from both technical and business perspectives.

ICIN 2011 Keynotes



Supporting Innovation in an Open ICT Service Environment

Introducing OMA's plans in the areas of: support for social networks, RCS components, M2M, supporting personal networks in home, vehicle and e-health use cases

Musa Unmehopa, Distinguished Member of Technical Staff, **Alcatel-Lucent** and Chairman of the Technical Plenary of the **Open Mobile Alliance**



Dynamic Broadcasting -- en Route to Convergence of Broadcast and Mobile

Exploring the concept of dynamic hybrid broadcast systems in which spectrum is only used for live programs and for pre-produced program content which is consumed by large numbers of viewers

Ulrich Reimers, Managing Director, Institut fuer Nachrichtentechnik, **Technische Universität Braunschweig** and Chairman of the Technical Module within the **DVB Project**



Business Web

Envisaging the future of business software through a secure cloud infrastructure optimized for mobile devices

Hervé Couturier, Executive Vice President, Business Intelligence & Research, **SAP**



Mining the Silver Lining of the Cloud

Developing independent strategies for service providers to leverage their existing facilities-based assets and customer franchise

Joe Weinman, Worldwide Lead, Communications, Media and Entertainment Industry Solutions, **Hewlett-Packard**



Progress of New Generation Network Design and Building

Implementing a vision for the design of a New Generation Network based on social requirements and enabling technologies around 2020

Hiroaki Harai, Director of Network Architecture Laboratory, **NICT**



Are Mobile Operators Helping or Hindering the Development of Applications?

Exploring the emerging marketplace for 3rd party developers in the mobile industry

Graham Trickey, Senior Director, **GSMA**

On-demand Networks



Applying network virtualization technology to open the doors to innovative business and operational models










Hans-Ulrich Schoen, Head of Technology, Business Solutions, **Nokia Siemens Networks**

[REGISTER NOW!](#) Early Bird rates are in effect through 1 September!

As the chairmen of the Technical Programme Committee and International Advisory Board, we look forward to welcoming you in Berlin at ICIN 2011!

Stuart Sharrock, Chairman
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