



MOBILE APPS CONCLAVE BANGALORE – PRESS RELEASE

EVENT ROUNDUP

30 Apr 2011

Mobile Apps Conclave – the conference organized by **CellStrat** concluded successfully on 29th April, '11 at The Chancery Pavilion Hotel, Bangalore. The Conference saw tremendous interest with a large no of audience from all over India. The star-studded speaker lineup and intuitive content on Mobile Apps and Web fueled interest in this event. The **theme** for this event was : **“The Mobile Web Disruption – Life, Media and Business get Appified”**.

In addition to Bangalore, audience came from cities like Delhi, Mumbai, Hyderabad, Kolkata, Ahmedabad and Chennai, both from brands and senior management of companies as well as the developer community.

More than 200 blue-chip audience participated in this event on the hottest topic in modern times – Mobile Apps, App Stores and the Mobile Internet. Most brands, mobile device manufacturers, app store and app development firms were present to learn about the Business of Mobile Apps and Web..

Details of the event and photographs are available at <http://www.mobileappsconclave.com>.

Event Brief :

The Mobile Web - the new name of Growth around the world. Mobile Internet Tsunami - as many refer to it.

Mobile is the industry of this decade. Mobile has taken world by storm. The feature phone growth is fast evolving into smartphone growth driven by the emergence and popularity of The Mobile Web and those tiny ubiquitous Apps - hundreds of thousands of them literally. Mobile Web is upending so many industries, it is breathtaking to say the least. Many of these businesses are succumbing to the trend which the venerable firm Apple started - businesses like news and media, advertising, gaming, productivity, publishing, telecom, entertainment, commerce, financial services or healthcare..the list goes on and on. Whoever you are, wherever you are - either have an App and Mobile Media strategy or be prepared to loose substantial traction in the marketplace - because, indeed, your customers are App savvy even if you are not.

You are on the road and want to check nearby promotions, there are many apps for that; you want to track your supply chain, many apps for that too; track Social Network updates; many apps there as well; there is even an app for Confessing to God. Apps are orchestrating the growth in intelligent smartphones; next playground is Tablet followed by Computers. Are

you ready for the brave New World of Mobile and Mobile Tablets ? Are you ready for the Mobile Web revolution ?

Conference Sessions :

Here are some notes from the Keynotes and Panels that transpired at this event.

In the morning session, there was an intuitive keynote by *Pratapa Bernard, Vice President and Head – COE – Data Services (Emerging Markets) at Vodafone*. He addressed the impact of the Mobile Web and Apps on the modern consumer and businesses. He mentioned the imperative need to focus on user experience and not technology itself citing the example of Apple etc. He went on to say that 80% of internet access in India in 2015 will be from mobile devices.

Next came a panel on “*Mobile Apps go mainstream – Content, Engagement and Lifestyle on Mobile Apps*”. This panel discussed the Mobile App revolution and how Content and Entertainment is being delivered via Apps. The panel speakers included *Rajiv Kumar (CEO – RockeTalk)*, *Deepak Swamy (Head – Flypp App Store, Infosys)*, *Sanjay Bhasin (VP-Getit Info Services)*, *Vikram Tanna (VP – STAR Digital)*, *Rajesh Reddy (CEO, July Systems)* and *Narasimha Suresh (CEO – TELiBrahma)*. This panel focussed on App monetization and how developers are finding it a challenge to monetize their apps. This panel also discussed the need to “Indianize” the Western business models, cost structures as well as offerings to make them work in India. On HTML5, the panel members said this new standard will be big against Mobile apps but the “when” is not clear yet.

After the first panel, there was an interesting keynote by *InMobi* (top Mobile Advertising firm) executive *Sridhar Ranganathan (VP-Product Management)* on how market pressures are forcing firms like InMobi to push the boundaries of creativity with immersive advertising and the need to think of Mobile Ads like mini-apps. He mentioned the need to un-learn the PC and focus on Mobile as a separate experience.

In the afternoon session, there was an innovative keynote by *Sunny Rao, MD – India and APAC of Nuance Communications*. Sunny spoke about some of the innovations in Mobile Web world surrounding Speech Technology, Voice-based Social Networking and automotive vehicles as mobile channels. Sunny’s keynote was followed by an interesting panel on innovations in Mobile Apps and Mobile Web. This panel had some true Mobile innovators in *Amiya Pathak of ZipDial*, *Kalyan Manyam of MojoStreet*, *Indus Khaitan of Bitzer Mobile* and *Soumitra Sharma of IDG Ventures*. This panel discussed specialized vertical Apps which are popping up in industries like Payments and Commerce, Social Gaming, Healthcare and Education.

The Mobile Innovations panel was followed by a Startup showcase where *Sriram Mohan*, Associate Editor at *YourStory.in* helped introduce some startups which are creating innovative business models in the Mobile App ecosystem.

The last (but not the least) panel was on Emerging Devices and Tablets. Advent of Apple iPad has opened a whole new world of possibilities and truly heralds a world of post-PC era. *Prabha Aithal, CTO at CanvasM* moderated a panel of speakers which included *Alap Ghosh of Mobango (App Store)*, *Pradeep Rao of Research in Motion*, *Ashish Gupta of Helion Ventures* and *Dr Sharad Jaiswal of Alcatel-Lucent Bell Labs*. This panel discussed the

impact that the tablet and emerging devices are having on the ecosystem. Emerging Devices is a hot new area and is seeing digitization of content at a blistering pace from a variety of industry verticals like publishing, entertainment, retail, media etc..

Conference Partners :

Overall, it was an action-packed conference with active participation from speakers and audience. Partners included Presentation Sharing Partner *authorSTREAM* on which the presentations by CellStrat, event speakers, exhibitors and partners can be found. The Mobile App Partner, *Hazel Media* provided an event app for this conference. Whereas the Mobility Partner, *MobiVite* published a Mobile WAP site for the same.

InMobi was the *Platinum Sponsor* for this event. *AgileCO* was the *Gold Sponsor*. Other supporters included partners like *MOMO Bangalore*, *The Morpheus* and *Indian Angel Network (IAN)*. Media Partners include the online media firm *YourStory.in* and *TelecomLead*.

YourStory.in was a *Premium Partner* for this event and it provided online media visibility as well as *Anchor* support for the event.

Mobile Solutions Expo :

This conference also saw an interesting exhibition on Mobile Solutions where some innovative app companies exhibited their apps and solutions. This Expo dazzled the audience with some interesting apps and solutions in the Mobile space. The exhibitors included *WINIT*, *Nanostuffs*, *RockeTalk*, *Bitstream*, *Softtrends*, *MobiVite* and some others.

For photos and other details from the event, check the event website at :
<http://www.mobileappsconclave.com>.

Shyam Kamadolli (Director – Fidelity Growth Partners India) was one of the attendees and has some intuitive notes from this conference on his blog :
<http://skamadolli.wordpress.com/2011/04/29/india-mobile-apps/>.