

# You're Invited to "Making More Money with Java™"

A Panel Discussion to Explore Easier, Simpler and Faster  
Ways to Generate Revenue from Mobile Data Services at  
3GSM World Congress 2004

For Press and Analysts



## Moderator—John Jackson

*The Yankee Group, Wireless & Mobile Technologies*

Consumer interest in downloading powerful Java™ applications from their mobile phones has never been stronger. Today, the range of applications is becoming ever larger and more diverse; a greater number of sophisticated, compact and stylish Java-enabled handsets are available than ever before. As a result, network operators are now beginning to see a significant increase in ARPU from mobile data services. But this is only the beginning. According to the Yankee Group, 26 percent of operator revenue will be derived from data services by 2007.

### Panel Members:



**Jan Andresen,**  
*Managing Director,*  
*elkware GmbH*



**Mala Chandra,**  
*Vice President*  
*and Director,*  
*Client Architecture*  
*& Applications,*  
*Motorola PCS*



**Lee Epting,**  
*Vice President, Forum*  
*Nokia Developer Program,*  
*Nokia*



**Rick Dingle,**  
*Senior Vice President*  
*Product Development*  
*and Chief Technology*  
*Officer Mobile Phones,*  
*Siemens Mobile*



**Ulf Wretling,**  
*Director, Content Alliances*  
*and Developer Program,*  
*Sony Ericsson*



**Alan Brenner,**  
*Vice President, Consumer*  
*& Mobile Systems Group,*  
*Sun Microsystems*

In addition to voice revenues, how can network operators maximize their mobile data opportunities via the expanding ecosystem of content developers and handset manufacturers? What is the best way to support continuing innovation? How should the industry maintain application quality? Can handset manufacturers and operators produce application catalogs more efficiently? Why should developers pay multiple times to certify the same application? How can the industry make more money, more quickly, from Java?

We cordially invite the press and analyst community to join leaders from the mobile and wireless industry to discuss these and other questions and share insights on how to profit from the next generation of Java-based mobile data services.

# “Making More Money with Java”



**Date:** February 24, 2004

**Time:** 17:00–18:00 Panel Discussion  
18:00–19:00 Cocktails

**Venue:** Salon Le Cote  
Carlton Intercontinental Hotel  
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