

Dow Jones **Wireless Innovations 2008** **Open Opportunity**

April 22-23, 2008 | Sofitel San Francisco Bay | Redwood City, CA



The innovations transforming the wireless industry.
The start-ups ripe for deal making.
The substance behind the hype.

Join venture capitalists, major carrier executives, corporate developers and acquirers, entrepreneurs and service providers in Redwood City for the answers you need to navigate the industry's new open terrain. And get the signal on tomorrow's tech titans when the CEO's of 70 promising start-ups unveil their business plans.

For complete details and to register:

<http://wirelessinnovations.dowjones.com> | 866-291-1800

DOWJONES

Wide Open Spaces

In this increasingly open development environment, the opportunities and the challenges have yet to fully define themselves. Even the most expert investors and visionary entrepreneurs are gazing out onto the new business vista with uncertainty.

And with the scramble to put the Web in mobile device users' hands, who'll succeed in monetizing consumers—and how?

As never before, the wireless industry is wide open for intrepid venture capitalists, energetic start-ups, and eagled-eyed corporate acquirers to redefine the wireless landscape and reap outsize returns. Find out what's newly emerging on the wireless landscape at Wireless Innovations, the industry's premier deal-sourcing, knowledge and networking forum.

Agenda At-a-Glance

TUESDAY, APRIL 22, 2008

7:00 AM

Registration & Networking Breakfast

8:00 AM

Opening Remarks & VentureOne
Research Presentation

8:15 AM

Opening Panel: Open Sesame

9:05 AM

Keynote Interview

9:40 AM

Networking Break

10:00 AM

Keynote Interview
**Brett Galloway, SVP, Wireless
Technology Group, Cisco Systems**

10:35 AM

Panel: Mobile mADness

11:25 AM

Company Presentations
CEOs of leading start-ups, selected
by the editors of VentureWire, present
their businesses.

1:05 PM

Luncheon and Keynote Interview
**Peggy Johnson, EVP, Americas &
India, Qualcomm**

2:40 PM

Company Presentations Continue

5:10 PM

Panel: From the Boardroom

5:50 PM

Meet the CEO's & Networking
Cocktail Reception

WEDNESDAY, APRIL 23, 2008

7:30 AM

Registration & Continental Breakfast

8:20 AM

Welcome & Introduction

8:30 AM

Panel: Analyst Outlook

9:15 AM

Keynote Interview
**Larry Shapiro, EVP, Business
Development and Operations & GM,
North American Mobile, Walt Disney
Internet Group**

9:50 AM

Networking Break

10:10 AM

Joint Keynote Discussion

**Lance Drummond, Global Consumer &
Small Business Banking eCommerce/
ATM Executive, Bank of America**

**Simon Pugh, Center of Excellence
for Mobile, Advanced Payments
Group, MasterCard Worldwide**

10:50 AM

Company Presentations
CEOs of leading start-ups, selected
by the editors of VentureWire, present
their businesses.

12:30 PM

Luncheon & Panel Discussion
LBS: Navigating New Opportunities
in 2008 & Beyond

1:40 PM

iFund Interview
Matt Murphy, Partner, Kleiner Perkins
Caufield & Byers

2:15 PM

Company Presentations Continue

4:45 PM

Panel: From the Boardroom

5:30 PM

Conference Concludes

Wireless Innovations 2008—a two-day parley to explore which moves make dollars and sense in today's shifting environment.

Confirmed companies presenting their visions and strategies include:

ADVERTISING

[eZEE](#)

Developer of a mobile marketing platform for sellers to reach their buyers.

[GOLDSPOT MEDIA](#)

Maker of a platform for real-time insertion of interactive content and ads to mobile devices.

[IAMOTA](#)

Operates an end-to-end mobile messaging and payment platform.

[MEDIA LAYERS](#)

Provider of mobile advertising solutions.

[QUICKMOBILE](#)

Provides turnkey solutions that enable companies to mobilize their marketing mix.

[PUDDING MEDIA](#)

Provides a carrier advertising platform for ad-supported calling plans.

[RINGLEADER DIGITAL](#)

Mobile advertising network that works with publishers, carriers and advertising agencies to extend the online advertising experience to any handset through SMS or Web browsing.

[ROCKETBUX](#)

Provides technology for mobile phone barcode coupons and LBS messaging via point-of-sale.

[TAPIOCA MOBILE](#)

Provider of a mobile phone advertisement service that allows media companies and advertisers to deliver video and media to consumers through their cell phones.

[TEXTBOUND](#)

Enables advertisers to text ads to cell phones, then takes users to the mobile Web for more details.

LBS

[AGITO NETWORKS](#)

Provider of enterprise mobility platform designed for mobilizing business voice and data applications.

[AWAREPOINT](#)

Developer of indoor positioning systems for tracking mobile equipment and locating people.

[CLICKITY-SPLIT](#)

Provides a visual, interactive, dynamic marketing engine for advertisers.

[INTELLIGENT SPATIAL TECHNOLOGIES](#)

Uses geospatial search technology to allow mobile users to 'point & click' to receive information about selected buildings, landmarks, and points of interest.

[KNOWTATE](#)

Mobile proximity services to hyperlink physical objects to the Web.

[MEETMOI](#)

Provider of a location-based mobile dating service.

[PLANET 9 STUDIOS](#)

A 3D products and content company focused on providing real business solutions for the Internet, including urban simulation data and visualization tools.

[PONGR](#)

Links mobile phones, the Web and the physical world to deliver shopping and pricing services.

[RX NETWORKS](#)

Provides real-time reference and assistance data solutions enabling network operators and LBS providers to locate any GPS-capable handset.

[SMARTER AGENT](#)

Offers a cell-phone-based GPS search to find nearby real estate for rent or sale.

[SPEAK WITH ME](#)

Provides natural human interface solutions leveraging speech recognition, search and LBS.

[SPIME](#)

Offers end-to-end location intelligence and LBS solutions

[SQUARELOOP](#)

Provides a platform that combines LBS technology and advanced mobile messaging for public safety, content delivery and mobile marketing applications.

[TRAFFICCAST](#)

Developer of digital automobile traffic data and software as well as software for the analysis and management of traffic data.

[TWIPSTER](#)

Provides a geocentric mobile publishing platform.

MOBILE CONTENT DELIVERY

[CATALYST MOBILE](#)

Provides a platform for delivering music and entertainment services to mobile phones.

[MYXER](#)

Provides mobile technology, products, services and programs to manage and deliver digital media to mobile devices.

[VANTRIX](#)

Provider of mobile media service solutions including video on demand, live TV, video alerts, user-generated content, video share, and any other type of multimedia in mobile and other digital platforms.

XLR8 MOBILE

Creates original content and licenses third party intellectual property, formats the IP for wireless devices, and then distributes the content via a network of global partners.

ZANNEL

Provider of mobile instant media messaging that allows people to send video, picture, and text updates from their mobile phones.

MOBILE MEDIA

CASCADA MOBILE

Provider of wireless applications enabling carriers and content publishers to distribute mobile games and other applications.

CELLUFUN

Ad-sponsored mobile gaming portal that provides free entertainment content and casual, connected and multiplayer games for Web-enabled mobile phones.

FONESHOW

Developer of telephony-based distribution platform for short-form audio, news, talk radio, and podcast programming.

HOVR

Provides ad-supported, consumer-based mobile content.

KADOINK

Developer of a software platform that allows bands to share music, text messages, and other content with fans.

MOCOSPACE

Provider of a mobile online community site.

MOGREET

Developer of a large-scale, video-messaging platform for mobile phones.

PHONEZOO

Provides a service that enables users to create and share free cell phone ringtones.

QIK

Developer of software that enables video streaming directly from phone to Web.

VIZIMO

Maker of a media guidance platform enabling users to discover, plan and discuss media consumption of broadcast and online content.

NETWORKING

AEROHIVE NETWORKS

Developer of enterprise wireless networking technology.

BRILLIANT TELECOMMUNICATIONS

Provider of global system for mobile communications base-station timing and synchronization hardware.

BUSINESS ONLY BROADBAND

Operator of a wireless network that targets financial services companies to use it as a backup to existing carrier service.

DALI WIRELESS

Developer of radio frequency subsystems for the wireless infrastructure market.

MOJIX

Developer of digital signal processing products for sensory networks.

MUSHROOM NETWORKS

Provides networking products and services focused on Internet access and the digital living room.

PROXIMETRY

Provides wireless performance management solutions for highly distributed, performance critical, multi-protocol wireless networks.

QUANTUM XTEL

Provider of modulation technology intended to improve spectral and power efficiency of wireless and wireline networks.

RF NANO

Developer of radio frequency devices designed to change how real world signals are manipulated and processed.

STRATA8 NETWORKS

Provider of a wireless network that enables enterprises to obtain cellular services within local coverage areas.

SOFTWARE & SERVICES

CELLTRUST

Provider of a secure mobile information management platform.

DIGBY

Mobile commerce service provider that combines rich content from name brand retailers with an intuitive shopping process.

GETJAR

Provider of a mobile application distribution and developer community.

GUMIYO

Developer of an online classified marketplace for mobile devices.

MOBILEFUSION

Developer of intelligence, surveillance, and reconnaissance platform that delivers close-range, tactical intelligence using artificial intelligence technology.

MOSIO

A mobile question-and-answer community that works with Twitter and Jott.

MSHOPPER

A mobile commerce infrastructure provider that enables shoppers to find, save, share and buy products via the mobile Web.

ONTELA

Provider of a technology platform enabling wireless carriers to bring imaging services to their users.

SKYWARD MOBILE

Developer of mobile applications that provide consumers with mobile experience for accessing all digital content on virtually every device.

VIIGO

Developer of software applications for mobile devices, providing access to breaking news, sports, entertainment, weather, markets, blogs or any RSS feed to users across the world.

VOICE SERVICES

CELLCRYPT

Developer of secure voice encryption software for mobile phones and other mobile devices.

EQO COMMUNICATIONS

Provider of an application that enables users to chat or call contacts using mobile VoIP, text and IM.

JANGL

Provides technology to connect mobile devices and online identities.

JOTT NETWORKS

Technology allows mobile phone users to create lists, send e-mail, text messages, and interact with Web sites using only their voice.

LYPP

Provider of software that allows users to create, moderate and record instant reservation-less or scheduled conference calls.

MOBIVOX

Developer of mobile VoIP application that allows free phone calls from any phone.

NOISE FREE WIRELESS

Developer of a software architecture to eliminate the background noise in wireless and IP transmissions

RIBBIT

Developer of telephony services including a platform to make it possible for programmers to add telephone features to any Web page.

TALKSTER

Provider of a service that allows users to place free calls from their cell phones to instant messaging services.

YAP

Creator of a platform for real-time speech recognition that allows users to send text messages or access Web services by speaking into their mobile phones.

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