



Wellcome to  
Mobile Monday

**Come and meet the knights of the mobile  
broadband**

*Turbo-3G from 3, 730 hotspots from TDC  
or The Cloud's brand new solution?  
What is best for what, and why? And for  
what does 3rd Person use the mobile  
broadband?*

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## Program

- 16:05 Wellcome to Mobile Monday, CEO Pouline Middleton, Crossroads Copenhagen
- 16:10 The Mobile Monday Concept, CEO Jari Tammisto, Mobile Monday
- 16:20 Turbo 3G, CEO Morten Christiansen 3, Danmark
- 16:35 750 TDC Hotspots, Product Manager Kelly Anne Keenan, TDC
- 16:50 Opportunities with an Open Business Model for Public WiFi Hotspots Commercial Director Johan Tilly, The Cloud
- 17:05 3rd Person. Mobile gaming innovation – interactive mobile soaps, CEO Lars Loppnau 3rd Person

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# CROSSROADS COPENHAGEN

**Pouline Middleton**  
**Managing Director**  
**March 2007**



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# THE 40 PRESENT MEMBERS OF CROSSROADS

## RESEARCH

COPENHAGEN BUSINESS SCHOOL  
THE DANISH UNIVERSITY OF EDUCATION  
CICT, THE TECHNICAL UNIVERSITY OF DENMARK  
THE IT UNIVERSITY  
THE UNIVERSITY OF COPENHAGEN, FACULTY OF HUMANITIES  
THE GRAPHIC ARTS INSTITUTE OF DENMARK

## PUBLIC INSTITUTIONS

DANISH BROADCASTING CORPORATION  
DSB  
THE DANISH CONSUMER AGENCY  
THE ROYAL LIBRARY  
THE CITY OF COPENHAGEN  
ØRESTADSELSKABET – DEVELOPMENT CORPORATION  
ØRESTAD GYMNASIUM

## BUSINESS

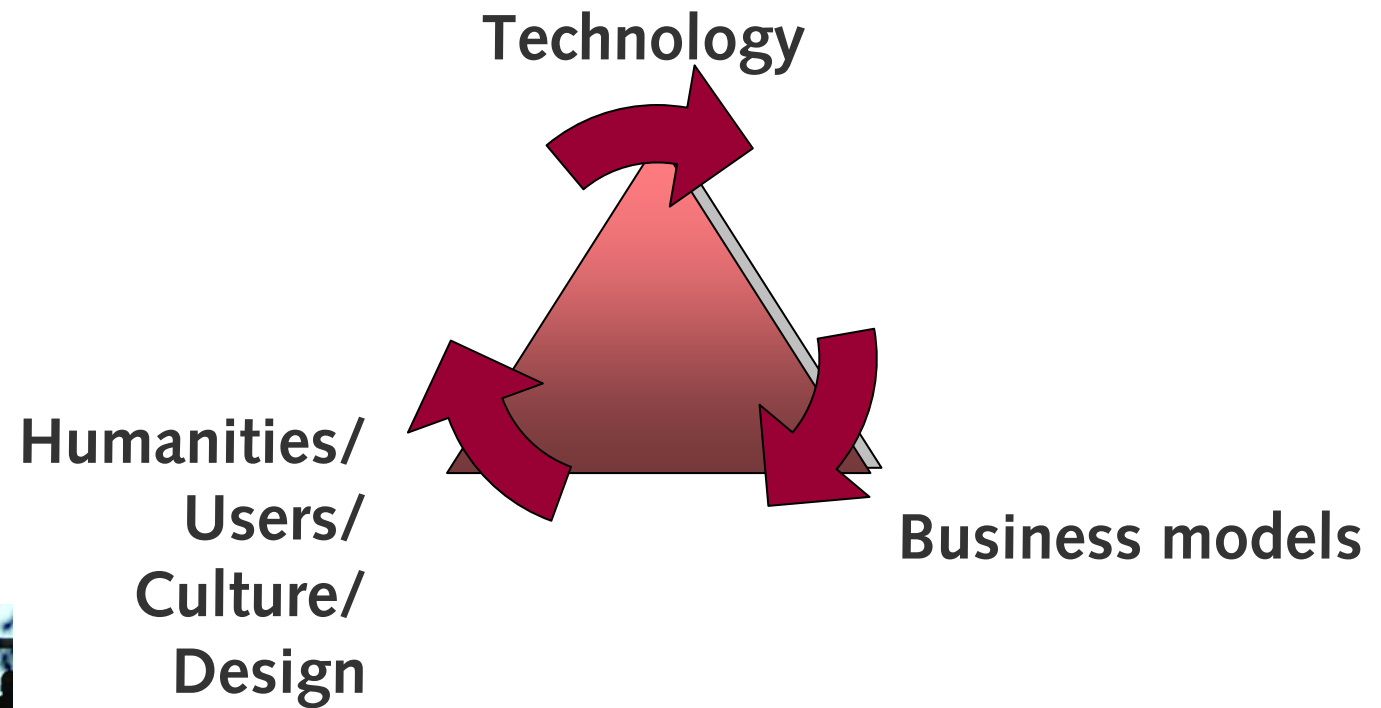
ALEXANDRA INSTITUTTET  
ACTICS  
BLIP SYSTEMS  
BØRSEN  
COMPUTERWORLD  
COPENHAGEN LIVING LAB  
CONGIN  
COURSEWARE  
CSC  
FINN GRAVESEN  
HEWLETT-PACKARD  
HIQ WISE  
IDSOLUTIONS  
LIFE IN DENMARK  
LOOP ASSOCIATES  
MOTTO  
NOKIA  
N'VOLVE  
OPENGATE  
POLITIKEN  
PRIWAY  
ROBOTLAB  
SIGNALIX  
SKANSKA



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# INNOVATION VIA ALLIANCES



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## EDUCATION and IKT

### PROJECT

**MoveIT - development of a Web- and mobile solution for sport and athletics with a particular focus on health and exercise in secondary school**

### PARTNERS

**The City of Copenhagen, CalcuHealth and students from the IT-University**

### TIME FRAMEWORK

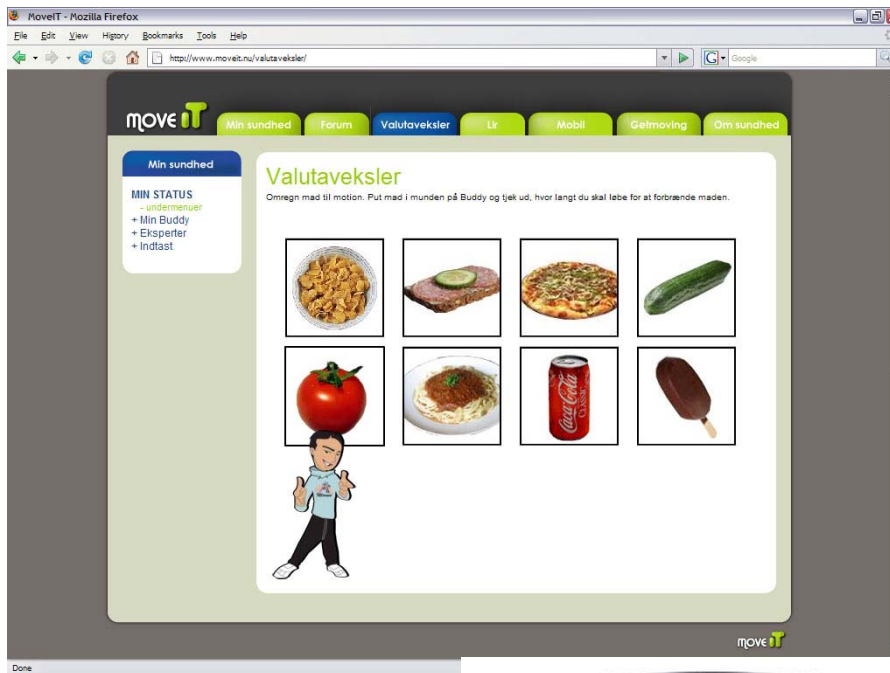
**5 months**

### BUDGET

**100.000 DKK**

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# IKT IN APPLIANCES

## PROJECT

**MELFO – a mobile solution for dyslexics and people with reading difficulties**

## PARTNERS

**Copenhagen University, Sensus, Hewlett-Packard, Danish Building Research Institute**

## TIME FRAME

**3 years**

## BUDGET

**9 million DKK**



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