

# mmmm

## **M O B I L E M O N D A Y**™

3th of September 2007 • 16:00 – 18:00

### **Rethinking Broadcast**

Where is mobile broadcast heading? Come and experience some of the newest innovations in the field of mobile phone broadcasts and the possibility of personalized search. Meet the people behind the DVB-H project, the leading search company mobilePeople and a developer of social and user-based learning from Media Lab, Helsinki. Network while enjoying a beer and a bite.

### **Mobile Monday – Mobile Community**

The first Monday of the month, people working within mobile businesses meet to discuss new trends, new companies and new research results. Mobile Monday started in Finland and has spread to 46 cities all over the world.

### **Program**

- 16:00 Welcome  
CEO Poulina Middleton, Crossroads Copenhagen  
Moderator, Iben Bentzen
- 16:10 Mobile broadcast and DVB-H – Digital Video Broadcast-Handheld  
PhD Michael Pedersen, DTU, co-developer of DVB-H in collaboration with DR,  
Motorola, Telia and Nokia
- 16:20 mobilePeople on personalized search  
Director User Experience Lisa Sommer, mobilePeople  
Senior Designer User Experience Trine Plambech, mobilePeople
- 16:45 Speaker to be announced
- 17:10 Mobile technology and social multi-user games  
PhD and programmer Jürgen Scheible, Media Lab, University of Arts and Design, Helsinki
- 17:35 Networking

### **Venue & Registration**

In Scrollbaren, ground level at IT-Universitetet, Rued Langgaards Vej 7, 2300 København S

Participation is free of charge – but registration is required  
no later than August 29th, 2007 at [ib@crossroadscopenhagen.dk](mailto:ib@crossroadscopenhagen.dk)

**Organized by:**

**CROSSROADS**  
COPENHAGEN

**Media partner:**

**COMPUTERWORLD**