

Our manifesto

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Understanding users and delivering exceptional customer service is just as important a part of the mobile experience as the latest technology and the size of the marketing budget. It can be the key differentiator for a business. **We think too much time and money is invested in getting products to market quickly rather than getting products to market efficiently.**

Tearing down the walled garden will enhance the mobile content experience and release value for the industry. The objective should be a free market for content and applications, based on open standards and accessible to all. **We think the current fragmentation of formats and channels to market is holding back growth.**

Mobile advertising can enhance the user experience if it is relevant and contextual. It can become a tool which benefits rather than distracts the customer. **We think it will fail if it interrupts the flow of action on mobile devices and tries to replicate traditional advertising models.**

Handsets, applications and services should be more aware of the user's physical environment and adapt to provide the most appropriate interface for sound and visual conditions. **We think multi-modal interfaces should be supported on many more mobile devices and can dramatically improve the user experience.**

User experience performance must be measured if it is to be improved. It must be constantly tracked through quantitative and qualitative methods. **We think organisations throughout the value chain are failing to recognise the importance of understanding customers because quantifying the return on investment is too difficult.**

Service pricing is often misaligned with the realities of customer spending patterns. It is one of the defining factors of the mobile user experience and can play a role in determining everything from device choice to ongoing useage of mobile applications. **We think the industry needs to become smarter and more dynamic in its approach to pricing and wake-up to the reality of fighting for wallet share.**

The world is gaining embedded intelligence. The mobile industry faces a fundamental user experience challenge to make handsets as effective as communicating with the environment as they as they are with other humans. **We think the connection of millions of machines to wireless communication networks represents the most significant generational change since the introduction of packet data.**

The objective is to provide the best mobile experience for each individual. Developing chipsets, software platforms, handsets and services which make it cost-effective to provide this level of personalisation will delight users and drive profits for the industry. **We think the industry can grow its margins if it finds a way to build personalisation into every level of the value chain.**

Mobile devices are the natural choice for interacting with communities. Sharing experiences through your mobile device should be as simple as making a voice call. **We think the success of user-generated content, social networking and community interaction through mobile devices will depend on enhancing rather than replicating the desktop experience.**

The mobile experience is limited to voice and text by in-efficient search and discovery mechanisms. **We think any service should be accessible from the standby screen and it should be as simple as dialing a number.**



The PMN Mobile User Experience Conference
at Wallacepace, London, 2-3 May 2007

www.pmn.co.uk/mex/



MEX is a very different style of conference. No spin, no pitches, no hype - just a relaxed and focused environment to share new ideas with the brightest minds in mobile telecoms.

We've challenged 10 of the industry's most creative thinkers to respond directly to the 10 points of our MEX manifesto, highlighting the key issues in mobile user experience. Their presentations will inspire and provoke a series of panel discussions and breakout groups where everyone in attendance will play a role in setting the industry agenda for the next year.

Delegates will be encouraged to join open debates and work together in roundtables facilitated by our user experience experts. At the end of the conference we will publish the MEX 2007 report, summarising all of the views shared at the event and deliver it to delegates as part of their conference fee.

We hope you'll join us.

Some of the speakers you'll hear from:

Cliff Crosbie

Global Director of Retail Marketing, Nokia

Al Russell

Head of Mobile Internet & Content Services, Vodafone

Christian Lindholm

User Experience Expert

Mathew Menz

Head of Interaction Design, Motorola

Antti Öhring

Co-founder, Blyk

Bill Schwebel

Senior Vice President, AOL Wireless & President, Tegic Communications

Paul Neger

Vice President, Worldwide Sales & Marketing, Argogroup

Markus Grupp

Director, Handset User Experience Design TELUS

Hampus Jakobsson

Vice President of Marketing, TAT

Dr Nick Allott

CTO, OMTP

Herbert Vanhove

Vice President and General manager, Qualcomm Internet Services & MediaFLO Technologies

More than 25 speakers are participating in total...

When we say MEX is different, we mean it.

You can expect:

To take part and not be pitched at. Corporate sales pitches are outlawed and everyone is involved in responding to the conference agenda. MEX is all about sharing ideas.

To meet key operators. MEX is endorsed by the OMTP, the operator-founded organisation for user experience, ensuring MEX is the place to talk with decision makers from the operator community.

A venue filled with light, air, original artwork and sofas. MEX will be held at Wallacespace, which we have chosen because it is designed to help people relax and think freely.

To receive the highest standards of service. We believe passionately in looking after everyone who takes part at MEX and make special efforts to ensure our conference is different from all the others.

Find out more

Please visit www.pmn.co.uk/mex/ for the latest updates, conference agenda and additional information on transport, hotel recommendations and the local area.

Contact

Marek Pawlowski
marekpawlowski@pmn.co.uk
+44 (0)7767 622957

Reserve your place

Delegate passes are priced at £1349 (+VAT @17.5% where applicable).

To book your place, just send an email to marekpawlowski@pmn.co.uk including the number of passes required, your delegate contact details and the invoice address. Both our previous MEX conferences have sold out, so early booking is advised.

The date

2nd - 3rd May 2007

The venue

Wallacespace
2 Dryden Street
Covent Garden
London WC2E 9NA

Sponsorship information

Mark Hamilos
markhamilos@pmn.co.uk
+44 (0)7748 684232