

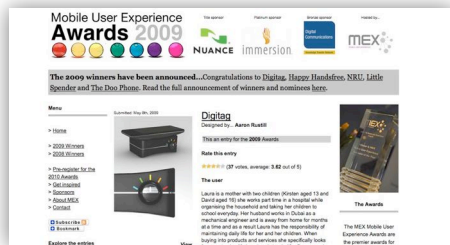


Enhancing user experience in a multi-platform digital world

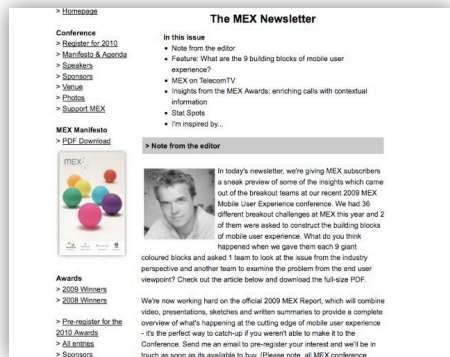
2nd & 3rd December 2009, WallaceSpace St. Pancras, London



Delegates at the May 2009 MEX Conference, the 5th in the MEX series



The MEX Awards web-site, where new user experience innovations can be viewed in an interactive gallery ahead of the Awards ceremony



The MEX Newsletter, published weekly to an international readership

What is MEX?

1. A two day forum exploring the techniques and strategies for creating great user experience in a multi-platform digital environment. Attended by 100 of the brightest minds from across digital industry and held in London on 2nd & 3rd December 2009.

<http://pmn.co.uk/mex/>

2. Complimented by an open, international Awards contest to highlight cutting edge innovations in multi-platform user experience, with an evening reception on 2nd December to announce the winners.

<http://mobileuserexperience.com/mexdesign/>

3. Supported before and after the event by an ongoing strategic initiative to promote awareness of the subject through a newsletter, blog and partnership marketing.

<http://mobileuserexperience.com>

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Keynote in the main conference room



In-depth group discussion in one of the 10 individually-design breakout rooms

MEX is a very different style of conference, combining inspirational keynotes and provocations for the 100 attendees and in-depth group session for breakout teams of 10 participants

Key themes

1. The number of digital bitstreams in consumers' lives is multiplying rapidly, with users expecting to interact with their video, music, communications and commerce through an ever increasing range of channels, devices and platforms.
2. The next major mobile user experience challenge is to think about how channels such as mobile phones, netbooks, PCs, interactive TVs and smart appliances can be woven into a cohesive overall experience, while still optimising for the unique usability requirements of each platform.
3. This trend presents disruptive opportunities for everyone in digital industry, from device manufacturers and network operators to content owners and technology suppliers.
4. The demand for multiple channels requires significantly different thinking about user interface requirements, interaction methods and user experience research.
5. Mobile handsets will be the preferred interaction method in most digital lifestyles, but in the future will need to interface with a far broader range of devices and platforms.

The MEX Manifesto

1. We believe the definition of 'platform' is any channel through which users interact with a product, service or community, ranging from digital devices such as mobile phones and PCs to physical entities such as retail stores and call centres.
2. We believe the number and variety of platforms in users' lives is increasing rapidly, facilitated by wireless networks and driven by users' desire to communicate, consume content and make purchases at the most convenient times and in the most convenient places.
3. We believe the number of platforms in users' lives will continue to increase, leading to exponential growth in the quantity of potential user pathways and creating ever more complex usage scenarios to challenge user experience designers.
4. We believe true multi-tasking will be impossible for users; instead, they will switch their attention rapidly between multiple platforms in ever shorter time slots, giving rise to a state of continuous partial attention and a requirement for user experiences which are instantly available and easy to resume.
5. We believe intelligent access to a consistent, wireless cloud of user data is a key enabler of the multi-platform experience, but will succeed only when it can be accessed through a variety of interfaces, optimised for each usage scenario.
6. We believe the mobile phone will be, for most users, the natural starting point for the multi-platform experience and remain the dominant device in their growing portfolio of digital tools.
7. We believe natural interfaces, which closely resemble existing human behaviour and analogue controls, will be central to multi-platform interactions.
8. We believe interfaces should adapt intelligently to match the behavioural patterns and expressed preferences of users and that it should be possible to synchronise this experience across the multi-platform environment.
9. We believe the size limitations of physical screens and keyboards are constraining innovation in form factors and the virtualisation of these elements will be made possible by a multi-platform approach to design.
10. We believe the flow of information in some users' lives is becoming a severe challenge and only the ability to asynchronously place- and time-shift tasks from one platform to another will enable them to increase their consumption of digital services.
11. We believe user experience testing methodology must evolve from a device-specific to a goal-specific model to reflect the increasing range of usage scenarios in a multi-platform world.
12. We believe local storage of data will remain critical to a good multi-platform experience until the wireless cloud is 100% reliable and effortless synchronisation should, therefore, be a right, not a privilege.
13. We believe TRUST will be a key competitive differentiator in the multi-platform environment and brands will be judged on their respect for user privacy, support for data portability and clarity of business terms.
14. We believe the most compelling multi-platform services will be found at the intersection of the virtual and physical worlds, where digital technology adds a layer of enchantment to the tangible, real, analogue experiences which move us emotionally.



A copy of the MEX Manifesto for May 2009. MEX is known for producing highly creative conference marketing materials, ranging from beautifully printed Manifestos on the finest papers to typographical posters.



MEX venue signage for May 2009

How to get involved

1. Delegate places at MEX are priced at £1499. You can book online at <http://pmn.co.uk/mex/> or by calling +44 (0)7767 622957.
2. We have a wide range of sponsorship opportunities available to suit all budgets. Our sponsors are key event partners and we work closely with them before, during and after the event to build a long-term relationship with the MEX community. Please get in touch to request details.
3. We're always interested to hear from speakers and workshop leaders for future events, so please get in touch and tell us why you're passionate about mobile user experience.





Networking at MEX



The WallaceSpace venue where MEX is hosted has a wealth of indoor, outdoor, casual and formal spaces arranged over 5 uniquely-designed floors

Why is MEX different?

In an age where other industry conferences have become a by-word for Powerpoint sales pitches, poor event management and dull venues, we believe passionately in doing things differently:

1. Quite simply, we invest more time, energy and personal commitment than anyone else to bring together events which genuinely inspire, provoke and educate the participants.
2. Our aim is to ensure each MEX event provides unique insight you won't find anywhere else, a facilitated environment where new ideas can be created through collective intelligence and a forum designed specially to encourage networking in relaxed surroundings of the highest standard.
3. Unlike one-off events organised by big conference companies, MEX is an ongoing initiative, dedicated to encouraging user-centred design and development processes in digital industry. It is run by a small, passionate team of experts who have lived and breathed this subject since 1995.



Practical exercise in one of the breakout rooms



Sponsor demo station

Who attends MEX?

1. MEX is cross-industry and cross-job function, bringing together everyone in the value chain who has a stake in enhancing the multi-platform user experience.
2. Attendance is strictly limited to 100 to facilitate the high quality networking and accelerated knowledge creation which characterises MEX events.
3. Previous attendees include Nokia, Samsung, LG, Sony Ericsson, Motorola, Vodafone, T-Mobile, Orange, Telefonica, Verizon, Three, Google, Microsoft, Symbian, Palm, Adobe, Three, Qualcomm, Intel, TI - a total of more than 250 different companies over our last 5 events.
4. We will be inviting key industry pioneers from our extensive network of personal contacts and the 12,500-strong MEX community, in the following areas:
 - Application and service developers
 - Mobile network operators
 - Mobile handset manufacturers
 - Media companies and consumer brands
 - User experience agencies
 - Software platform providers
 - Design agencies
 - Fixed line telecom operators
 - Advertising agencies
 - Consumer electronics manufacturers

The team

MEX is researched and produced by a dedicated team of experts.



Marek Pawlowski

Editorial Director

Marek leads the development of the MEX conferences and research services for PMN. Since founding PMN in 1995, Marek has focused the company's activities on helping the mobile telecoms industry to improve its understanding of customers and translate that understanding into better user experience and increased profitability.

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Mark Hamilos

Operations Director

Mark manages logistics and planning for the MEX conferences, ensuring we can provide the highest standards of services to our delegates, speakers and sponsors. His career includes extensive project management experience working at companies such as Goldman Sachs, Morgan Stanley and Deutsche Bank.

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Norbert Metzner

Research Director

Norbert is the driving force behind the research and agenda for the MEX conference. His previous leadership roles at Vodafone, T-Mobile, Option Wireless and, more recently, as principal of his own consulting practice provide in-depth knowledge of digital industry and mobile user experience.

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mEX

MOBILE USER EXPERIENCE



Where & When

WallaceSpace, London, UK
2nd & 3rd December 2009

Delegate fees

GBP 1499

Web

pmn.co.uk/mex/

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