The MEX Conference Manifesto

2ⁿᵈ/3ʳᵈ May 2007, London

Enhancing the Mobile User Experience

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publications

Introduction

MEX is a very different style of conference and this is our manifesto.

In May 2007, the leading minds in mobile telecoms will come together for two days in London to debate and publish their response to this 10 point blueprint (see below).

Corporate Powerpoint pitches are outlawed, creative thinking is essential and a uniquely relaxing and collaborative environment will encourage us to define the cutting edge of mobile user experience. Expect the best speakers, metrics you can't get anywhere else and all the light, air and sofas which define the MEX approach. We promise you'll leave with at least 5 reasons to increase your investment in user experience, 5 new contacts and 5 new ideas to build your business.

How can I take part?

If you'd like to be a part of MEX, now is the time to talk to us about speaking, sponsorship and attendance. Visit us at www.pmn.co.uk/mex/ for further information or email Marek Pawlowski (marekpawlowski@pmn.co.uk).

Conference format

MEX combines two session types: panel debates and breakout discussion groups. Each session starts with a 20 minute presentation, designed to provoke and inspire the conference. This is followed by either 40 minutes of debate between the speaker, expert panellists and the audience or a breakout session. The breakouts comprise 30 minutes for sharing ideas as part of a small, facilitated discussion group and 45 minutes for presenting group findings back to the main conference.

The objective is for everyone to take part in defining a response to the manifesto and we will use all of the views and presentations shared at the event. These will published in the MEX 2007 report and delivered to all delegates as part of their attendance fee.

Manifesto

- 1 -

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 *effectively*.

- 2 -

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.

- 3 -

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.

- 4 -

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.

- 5 -

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.

- 6 -

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 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.

- 7 -

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.

- 8 -

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.

- 9 -

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 dialling a number.

- 10 -

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 usage 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.

Who attends?

Companies who have attended MEX include:

Hutchison 3G, 4thscreen, Acapela Group, Action Engine, Adobe, AirG, Airplay, Alloy, AOL, ARCchart, Bango, Business Objects, Canalys, Celtel, ChangingWorlds, CKS, Cognima, Decipher, Digia, Digital Investor, Echovox, Elata, ESPN Mobile, ESRI, Financial Times, Fjord, Flash Networks, Flytxt, GSM Association, Idean Research, Ikivo, InfoSpace, InUse, Jupiter Research, Lexagon Group, Macromedia, Majire, Mapbyte, Mediacells, MMC Ventures, Mobile Innovation, Mobile Media, Mobile Signal, Mobiqa, Mobrio, Motorola, Motricity, Move2Mobile, MSX, Next Device, Nokia, O2, Obigo, Olista, OMTP, Onskreen, Orange, Ovum, Plantronics, PlayerX, Qualcomm, Re5ult, Real Networks, RealEyes3D, Red Bend Software, Siemens, Sonopia, Sony Ericsson, Sun Microsystems, Surf Kitchen, Symbian, TAT, Teleca, Telmap, The Bank, The Foundation, The Guardian, TLcom Capital, T-Mobile, Trolltech, UIQ Technology, UKStreetsounds, University of Surrey, Usable Products Company, Verizon Wireless, Visa, Vodafone, VoxSurf, Zeetoo, Zi Corp, Zlango.

More than 60% of MEX participants are C-level, directors or heads of department.

Breakdown by industry sector:
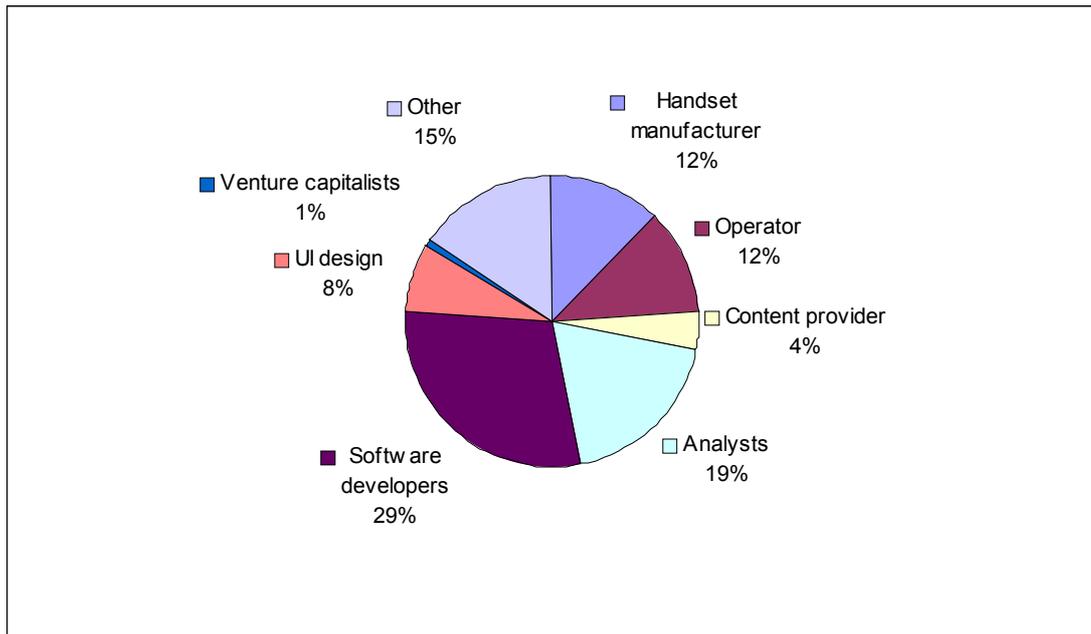
Who's sponsored before?

Nokia, Qualcomm, UIQ Technologies, Adobe, SurfKitchen, Trolltech, Zi Corporation, MSX, Macromedia, Mobile Innovation, Red Bend Software, Flash Networks, Action Engine, Bango, Obigo

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