

SCREEN EVOLUTION EVOLUTION

The Sixth Hungarian Mobile Conference is going to take place at Budapest at 6th of May, 2010. We invite you to join us in the heart of the city on a very exclusive scene in **Museum of Fine Art** to receive the latest information about mobile technologies.

Mobile is not only a whirl of pleasures but in the business area is the latest digital communication weapon. The main theme on the conference will be **screen evolution**, which happening in the arena of communication displays.

The latest generation of mobile screens has one thing in common: big resolution. It makes the mobile phone more enjoyable and can be used in every day- or business life.

Where does this screen evolution heading? What kind of questions has to be answered by the market?

- What are the online trends, in consideration of mobility ?
- Can we standardize the online communication tools ?
- What kind of new technologies will be introduced by mobile manufacturers to make the usage easier.
- Is touch screen improves the usage of mobile phones?
- The phones will soon become mini computers? Is it an important question ?

If in your marketing and PR field the efficiency is a key factor, than register and come to the Hungarian Mobile Conference where **we can analyse together the latest digital communication ways**. If you want to mobilize your company's business procedures, you have to count with the potentials hidden in mobile tools.

Mobile phones and mobile tools are forming our present as you can see it in the dynamic movement of the mobile industry heading to the new generation of technology and services.

Registration:

info@mobilkonferencia.hu
+36.1.481.4681

<http://www.mobilkonferencia.hu>
<http://www.twitter.com/mobilkonf>

Presenters

Alistair Hill

comScore (NASDAQ:SCOR)

senior analyst

Consumer Trends in the European Mobile Media Market

Alexandra Deutsch

Out There Media, Chief Product Officer Austria

EU Board member, Mobile Marketing Association

Mobile Advertising – a New Opportunity for Efficient Brand Communication

Roland Csáki

WWF International

Global Membership Initiative

WWF International Head of Mobile Marketing Development Team

Tamás Dankovics

NOKIA

Head of Business Development

The fourth screen

László Erős

Ogilvy Group

Head of Digital

Mobilcommunication in the advertising industry – Forgotten revolution

Attila Horváth

Akcio-Nxs

Creative Director

Gábor Pataki

Random Capital Zrt.

Member of Board

Stock exchange in your hand! - First solution

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