

Recommend Booths to visit:

(Because they have Developer Programs or tools and resources for mobile development)

ACCESS Co Ltd - CY10(3-0 Courtyard)

Acision-8A86(8), 8A93(8)
AdMob-7C70(7), 7HS09(7)

Adobe Systems Incorporated - 1E05(1-0)

Bharti Telesoft AV70(Avenue)
Device Anywhere 2A17(2-0)

Canadian Pavilion 2.158

Ericsson - 8A170(8), AV07(Avenue), 8A166(8-0),
8A171(8), 6E01(6)
Fox Mobile/Jamster 7A86(7-0)
Garmin EUROPE - 7C37(7)
Handmark 2H13(2-0)
HTC - 1B22(1-0)
Intel Corporation - 8B109(8)
Intertek (NSTL) - 2.1D70
LG 8B192(8) 8B197(8)
LiMO Foundation - 8A125(8-0), 8B135(8-0)

Microsoft - 1D19(1-0) & Avenue

Mobile Distillery 2F49(2-0)

Mob4Hire IZ4(7-0)
Motorola - 8A159(8), 8A152(8)
Navteq 1G45(1-0)
Netbiscuits 7A49(7)
Nokia 8C167(8), 8B177(8), 8B169(8)
NTT DoCoMo 8B117(8)

TIP #1 Try and book your meetings before you arrive at the show. Although most of these booth have staff on hand specifically to meet developers and ISVs. Don't forget to bring tons of business cards.

TIP #2 Go Green if you can ---bring your own refillable water bottle; use the subway, collect written collateral only if you are going to use it rather than it ending up in your hotel garbage.

TIP #3 Cut costs – bring an unlocked phone get a local sim card; ask the person in front of you if they are going to the same place; buy snacks at the grocery store and bring to MWC

O2 Litmus (Telefonica) 8B178(8)

Opera 2B77(2)
Openwave Systems - AV97(Avenue)

Oracle - AV44(Avenue)

Orange - CY03(3-0 Courtyard)

Research In Motion Limited - CY04(3-0 Courtyard),
8B91(8)
Samsung Electronics Co Ltd - CY01(3-0 Courtyard),
Sierra Wireless, Inc. - AV99(Avenue)
Smaato 7A38(7)

Sony Ericsson - 8A80(8), 8B56(8)

Sun Microsystems, Inc - 2C12(2-0)
Sybase 365 - 2A15(2-0)

Symbian Foundation - 8A77(8), AV91(Avenue)

Tele Atlas - 8C118(8)
Telefonica (O2 Litmus) 8B178(8)
8B185(8)
Toshiba 8A111(8), AV68(Avenue)
Yahoo! - 7B26(7)
ZED CY11(Courtyard)

Key:

Halls: 1, 2, 3, 4, 5, 6, 7
CY – Courtyard
AV – Avenue
IZ – Innovation zone (Hall 7)

Jam Attendee Scavenger Hunt

More ways to work with us:

WIP connects Mobile Developers to information, resources and people. Contact us whether you are a developer/ISV, developer program, or other important link in the mobile developer ecosystem:

www.wipconnector.com

Ask about the WIP Connector Quiz and our Go to Market services.

www.wipjam.com twitter: mobilejam

Next World Tour Stop – Las Vegas April 2, 2009 during CTIA Wireless.

www.wipwiki.com twitter: wipwiki

The best resource site for mobile developers.

MWC 2009 Registration Times:

Saturday, February 14th 9:00AM - 6:00PM

Sunday, February 15th 9:00AM - 8:00PM

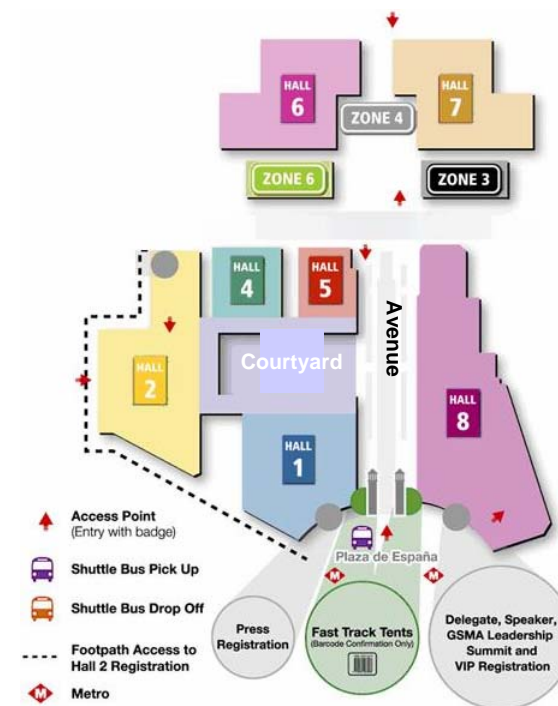
Monday, February 16th 7:00AM - 8:00PM

Tuesday, February 17th 7:30AM - 7:00PM

Wednesday, February 18th 7:30AM - 7:00PM

Thursday, February 19th 7:30AM - 5:00PM

<http://www.showplans.co.uk/mwc09/>



Developer Survival Guide to MWC09

by
wip wireless industry partnership

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Our Pick's for the Best Developer Activities:

SUNDAY (FEB 15)

TIP #4 Go now, run do not walk. Pick up your badge Saturday or Sunday. Avoid long line ups on Monday morning. Bring your Bar code, it will save you time.

Mobile Sunday Barcelona hosted by Dotopen (CLUB MIX)

7:00-Midnite: The fourth annual MobileSunday - an unofficial, informal and generally cool and funky gathering of mobile bloggers and their chums - will be taking place in Barcelona on the eve of this year's Mobile World Congress (formerly known as 3GSM) on Sunday, February 15, 2009. Want to be part of it? All you need to do is register. *It's FREE!*
<http://www.amiando.com/mobilesunday.html>

MONDAY (FEB 16)

TIP# 5 The 'Suits' rule at this event. So ditch the jeans and t-shirts except for the parties, and don the suit and tie to impress. Oh yeah - there is lots of walking, so wear comfy shoes or bring an extra pair.

The GSMA Mobile Innovation Market: (Hall 5, Auditorium 2)

09:00 - 5:30 pm: Unique blend of elevator pitches, speed dating, thought-leading keynotes and provocative panel discussions. See developers compete for the accolade of best vertical and best consumer applications as they face the Dragon's Den-style expert panel live on stage.

The Mobile Application Developer Garage (Hall 5, Auditorium 3)

9:30am Keynote - Jim Balsillie, RIM

1000-1045: Cross Platform Panel

11:45 to 12:30pm: Future of the App Environment

2:15 to 3:00pm Operator Developer Partnerships

4:30-5:15pm Taking Apps to Market

New event for 2009, includes a demo breakout area and reception. *Requires a conference pass in order to attend.*

Mobile Monday Mobile Peer Awards: (PALAU DE LA MÚSICA CATALANA)

4:00-8:00pm: The MobileMonday Mobile Peer Awards Barcelona are among the most influential events in the mobile industry and, with 1000 attendants, the point of reference in startup innovation during the MWC. . *Registration required at <http://www.amiando.com/mobilepeerawards>.*

TUESDAY (FEB 17)

ADOBE: Watch for some very cool developer announcements.

"Connect with Canada" (Hall 2, Room C)

9:00 - 10:30: Sparkling-wine Breakfast to meet cutting edge Canadian, government officials and representatives from key mobile firms from around the world

11:30- 13:30: Canada-Africa Forum the rapid growth of the mobile sector in Sub-Saharan Africa

1. Register <http://www.canadawireless.org/MWC2009>

OneAPI Seminar: (GSMA Seminar Theatre, GSMA Pavilion. Hall 7, Stand 7P01)

09:30-12:30: Find out the progress of the GSMA's OneAPI project allowing developers to access multiple operators using a common set of APIs. *The seminar is a FREE additional option with MWC registration. Acceptance will be confirmed by email.*

The Mobile Innovation Market: (Hall 5,)

09:00am-5:30pm: See Monday.

Mobile Distillery - Hall 2, Stand 2F49

11:30am - Worldwide Preview Event RSVP

Forum Nokia & NAVTEQ : (Poble Espanyol)(*Courtesy shuttle buses to/from Mobile World Congress will be provided*)

3:30-4:00pm: Nokia Calling All Innovators awards

4:00-4:30pm: NAVTEQ LBS Challenge award

4:30-6:30pm: Reception

More info and register here:

<http://mktools.forum.nokia.com/invitation/callingallinnovators>.

ACCESS Reception (ACCESS Hospitality Suite #CY10, Courtyard)

4:00 - 7:00pm Cocktails and Reception

RSVP www.access-company.com/news/events/mwc_2009/

TIP#6 *It's ok to nap between parties and dinner and parties. Most restaurants don't open up til 10pm. A bit of rest is necessary to maximize networking! For the biggest listing of MWC parties go to:*
www.mobileslate.com

WEDNESDAY (FEB 18)

Yahoo! will be demonstrating Blueprint, their new mobile development platform for building mobile sites, applications and widgets.

GoMo News Blender Mobile World Congress 2009 (Bela Chica Carrer de Villarroel, 60)

18:00-22:00: GoMo News blenders are informal and! Sign up on Facebook here:

<http://www.facebook.com/event.php?eid=57398618712>



WIP's Mobile Pre-Jam Connecting Party

(Bel Chica Carrer de Villarroel, 60)

9:30pm - immediately following the GOMo Blender Pizza, drinks, and Jammers meet mobile industry insiders.

THURSDAY (FEB 19)

WIP Jam Session - (Hall 2, Room D)

10:15 - 16:30:

Join WIP for our popular *Day for Developers* at Mobile World Congress in Barcelona. The best mobile developers meet key leaders of the mobile ecosystem in interactive sessions where we are serious about no panels, no ppt and no ties! Sign up now at www.wipjam.com



Symbian Foundation