

Harnessing the power of the personal Internet Europe's sharpest mobile brains head to London to share the power of mobility on November 22nd, 2011

The Internet is increasingly being used on mobile devices, on-the-go. This shift towards mobile internet leads to a much more individualized way of browsing than before – the Internet is getting personal. This changes how brands and companies can – and in the long-run HAVE to – interact with clients and consumers. The Mobile National Day in London focuses on this newly-established understanding of the internet, presenting insights of various companies, brands and analysts that have already successfully dealt with this shift towards the mobile, personal internet: The Daily Telegraph, comScore, Sevenval and many others, including key speakers such as Olivier Milcent, Momac's Chief Marketing Officer, Klaus Jansen-Knor, Senior Vice President at CellPoint Mobile and Vincent Berge, CEO at ThinkandGoNFC.

LONDON AND ERDING 26 OCTOBER 2011 Thought leaders from across the spectrum of the European mobile industry are set to gather in London to demonstrate how mobile technology is revolutionizing all vertical markets from media, TV, sport, retail, advertising, marketing and social media. The Mobile National Day London will take place at the Heart of London in Hotel Hesperia London Victoria on November 22nd.

The PERSONAL INTERNET CONFERENCE is assembling some of the most innovative minds in mobile to offer anyone looking to harness the power of mobile to learn from those that are doing its best all over Europe. This Event is the latest Mobile National Day we set up to reach out to further countries in Europe. The series of Mobile National Days take place all over Europe throughout the year and focus on different topics, all linking to the congress fair M-Days, The Home of Mobile, which will take place in Frankfurt on February 1st – 2nd.

Featuring presentations from The Daily Telegraph, The Mobey Forum, ComScore, Momac, BuzzCity and Sevenval GmbH among others, the Mobile National Day London will showcase how mobile can create interaction between consumers and brands in all vertical markets that can ultimately be monetized using the power of mobile payments.

Chaired by leading mobile journalist and author Paul Skeldon, the event will show how mobile devices such as smartphones, tablets, feature phones and even 'old school' handsets are creating a world where the Internet is not about the equipment through which it is connected to, but about the person who connects to it - the Internet is personal.

Paul Skeldon says: "Mobile phones are now so pervasive that they are almost an extension of a person's personality and tapping into this has to be the business imperative of any brand or business in any vertical market sector. This event brings together some of those in Europe and the UK that are at the forefront of making this 'personal Internet' revolution work both from within the vertical sectors themselves and from the operator and technology developer worlds to share their learnings. It is a must attend event."

Recently, Belgium's leading media group, RTL.be, created a mobile portal using Momacs technology to tap into the growing hunger for mobile media consumption among its customers. Olivier Milcent, Momacs Chief Marketing Officer, will present an in depth case study of what RTL.be wanted from mobile and how Momac delivered it and what it has achieved so far.

NFC is the topic du jour in mobile payments circles, but what is the pan-European market for it and are consumers that interested? The Mobey Forum has looked into it and has published a white paper entitled "Business Models for NFC Payments" which highlights what needs to happen to make NFC contactless mobile payments at the point of sale (POS) a mass market reality. Klaus Jansen-Knor, Senior Vice President at CellPoint Mobile and Mobey Forum Business Workgroup Member, will present the highlights of the Forum findings and offer the most compelling insight yet into the case for NFC mobile payments.

French supermarket chain Casino has revolutionised the shopping experience by using mobile NFC to turn small shops into giant supermarkets. The shopper comes in with their NFC enabled phone using an NFC sheath for common phones and iPhones and waves it in front of the pictures of its goods they want. These are then delivered to their home. Vincent Berge, CEO ThinkandGoNFC, the technology company behind the service will show case what Casino has implemented and how its technology works, offering delegates a glimpse of the shop of the future.

You can find further information about the Mobile National Days and the registration for the London congress at www.mobile-national-days.com

Organizer Mobile National Days

11 Prozent Communication, located in Erding, Germany, has established itself as a neutral communication platform for brands, media and the mobile and digital entertainment worlds. The consulting agency provides companies with detailed and extensive information on the e-game and mobile markets. In addition, 11 Prozent organizes events (www.gfm-world.de, www.m-days.com, www.mobile-content-days.de), does PR work and is the publisher of GFM Nachrichten (www.gfm-nachrichten.de), a periodical dealing with mobile, eGames, IPTV and social media.

Press contact

Paul Skeldon
Tel.: +44 7808 474 172
E-Mail: paulskeldon@me.com

Angelique Szameitat, 11 Prozent Communication
Tel.: +49 (0) 8122 / 955 - 625, Fax: +49 (0) 8122 / 955 - 627
E-Mail: a.szameitat@11prozent.de, Internet: www.mobile-national-days.com