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Navigation Technologies Corporation



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Session Descriptions

Technology

DAY 1: Tuesday, December 4

The Palm Platform and PalmOS 8:30 am - 9:30 am

With over 15 million units sold to date, Palm is in the enviable position of having the largest user base of any handheld device manufacturer. Coupled with an army of over 140,000 software developers and more than 10,000 available software applications, the Palm family of handheld devices has become a major force in the handheld computing marketplace. Come learn about the array of Palm devices currently on the market, including new hardware models that support a variety of memory and special function modules including motion sensing technology, Bluetooth, video, GPS and more! Discover powerful enterprise applications, examine the features and capabilities of the PalmOS, and explore what Palm has in store for the future.

Send in The Palm Clones 9:45 am - 10:45 am

When Palm decided to license its PalmOS handheld device operating system to other hardware manufacturers, it spawned a whole new selection of competitive Palm software compatible devices. Today, a number of companies including Handspring, Sony, HandEra, Acer, Samsung, Kyocera, and Symbol have introduced new PDAs that sport the familiar Palm user interface while at the same offering unique and innovative features. From Handspring's Springboard family of add-on modules, to HandEra's memory, processor and battery enhancements, there are more choices in Palm compatible devices than ever before. Come make sense of the choices available to your company, and to learn about the variety of features, enhancements and options the new clones can offer.

An Overview of Microsoft's WinCE Operating System 11:00 am - 12:00 pm

Microsoft's WinCE OS, otherwise known as the PocketPC operating system, provides the brainpower and functionality of a gaggle of new PocketPC devices. WinCE is helping to establish a new handheld computing standard, and is increasingly successful due to its close relationship to the Windows desktop computer interface, and its ability to run pocket versions of many common Microsoft Windows applications, support popular Windows application file types, and meld easily with a Windows NT-centric enterprise networking infrastructure. Come learn about the features and capabilities of the WinCE operating system, and learn about what Microsoft has in store for the next version of the OS, code-named Merlin, that makes the operating system more like Windows XP, its upcoming desktop OS.

Choosing the Right PocketPC Platform 1:15 pm - 2:15 pm

Microsoft's WinCE-powered PocketPC and HandheldPC platforms, manufactured by such leading companies as Compaq, Casio, Hewlett-Packard, Sharp, NEC, Intermec, Itronix, Symbol, Palmax and others, have become extremely popular, and are giving Palm and the Palm clone manufacturers a real run for the money. The variety of options and choices available — from display types to

expendability, from the variety of add-on modules to multimedia functionality — make it extremely challenging to decide which platform is the right one to standardize on. Come attend this session to learn about the variety of PocketPC platforms available on the market today, and decide which PocketPC device is the right choice for your corporate handheld computing strategy.

The Blackberry Platform 2:30 pm - 3:30 pm

Research In Motion's Blackberry wireless email handheld family of products has attracted a loyal and almost religious following, and for good reason. The Blackberry is the pioneering device that was designed specifically for wireless e-mail applications, offering users an elegant, "always on" and easy-to-use interface and form factor boasting an integrated full-function keyboard. Come attend this session to learn about the history of the Blackberry and the newest Blackberry devices, an in-depth overview of the platform's wireless e-mail capabilities, and a look at the third-party development options now available. Discover the role the Blackberry can play in your handheld enterprise strategy.

Hybrids and Next-Gen Handheld Devices 3:45 pm - 4:30 pm

NEC Computers

It's a phone, it's a PDA, it's an all-in-one PIM, phone, wireless e-mail device! A number of companies, including Nokia, Ericsson, Motorola, Samsung and others, have introduced all-in-one devices that combine the functionality of a wireless phone, PDA, wireless e-mail and mobile Internet device into a single package. For mobile professionals who now employ separate devices for each function, these next-gen handheld devices offer a way to consolidate and manage all of their communications on a single platform. Come attend this session to examine the available options, explore the benefits of including these devices in your enterprise handheld computing strategy, and get a peek at the state-of-the-art in next-gen handheld devices.

DAY 2: Wednesday, December 5

Tablet PCs: The Rise of the Super PDA 8:00 am - 8:45 am

Tom Offutt, ViewSonic

A new class of PDA has appeared on the scene — a device that offers a large touch screen, full-color, high-resolution images and an interface eerily similar to your desktop computer. Based primarily on Microsoft's WinCE operating system, and equipped with the latest WiFi technology, these new tablet PCs offer enough screen "real estate" and wireless connectivity to enable full-blown Web surfing, e-mail management and document creation and editing. Come learn what the market has in store for you — when you get a glimpse of what one of these super PDAs can do, you may never turn back.

Middleware: The Essential Glue 9:00 am - 9:45 am

You've got a workforce standing ready with PDAs in hand, and a LAN equipped with the very latest, state-of-the-art database and communications software and servers. But how to close the

Session Descriptions

Technology

yawning gap between the two? With middleware, of course. A number of middleware solutions are now available to make the job of integrating your enterprise handheld resources with your "legacy" LAN gear practically painless. Providing the essential glue between the network and your enterprise's handheld arsenal, middleware solutions provide you with the means to offer wireline and wireless connectivity to database, e-mail and other information resources residing on the network. Come attend this session to discover the latest middleware tools available to achieve your integration goals.

Battle For The Enterprise

9:45 am - 11:00 am

Find out which platform is best for your company! Will it be Palm, Handspring, PocketPC or BlackBerry?

Productivity Enhancers:

Vital Accessories for Handheld Platforms

1:00 pm - 2:00 pm

WebLink Wireless

The breadth and range of choices available in accessories for handheld platforms today is simply extraordinary. From innovative "clam-shell" folding and snap-on keyboards, to pocket printers, GPS add-ons, cases, combo pen/styluses and scanners (and we've just scratched the surface) — there are a wealth of amazing productivity enhancers available to help you supercharge your handheld computing experience. Learn about the accessories available to help your company's mobile executives and sales team add newfound functionality to their handheld computing experiences.

Removable Media Choices and Strategies

2:15 pm - 3:00 pm

Removable storage media is an essential component of any enterprise handheld computing strategy and promises to revolutionize the PDA market. Removable storage media, in combination with cradle syncing and wireless connectivity, provides an important backup method for mission-critical data, the means to "mobilize" vast quantities of information, as well as a cost-effective and efficient way to share data among mobile workers. The removable media landscape, however, is extremely confusing, with multiple standards and multiple media types available. Come learn about and compare the competing products,

including Secure Digital (SD), Memory Stick, Smart Media and a profusion of removable disk products from the likes of Iomega and Imation — and learn what the best choice is for your enterprise.

Squeezing the Juice: Battery and Power Solutions

3:15 pm - 4:15 pm

Norbert Wank, Strategic Marketing Engineer, Texas Instruments

The bane of any high-powered handheld device user is running into a critical power situation. And to make matters worse, getting a low-battery warning message seems to happen when you need to use your device the most. Moreover, the newer, more-powerful PDAs coming into the market - especially the PocketPC crowd — are more power hungry than ever, and require advance power planning, especially on long trips when an electrical socket is miles away. Thankfully, innovative and unique battery and power solutions are making their way into the market to fill this powerful need. Discover the latest in battery and power technology and solutions, including a new type of emergency battery charger pack to get you the juice you need in a hurry.

Wireline Syncing Options and Software Solutions

4:30 pm - 5:30 pm

StarFish

One of the biggest challenges in making handheld computing devices work productively for an enterprise is the ability to make the task of syncing data and information with desktop and network-based resources as effortless and as painless as possible. When you purchase a PDA, a "sync cradle" and software is usually included in the package, enabling you to back up information stored in the PDA on a desktop PC and to sync, or update, the information added to the PDA's various programs on the PC and PDA — whether the new information is entered on a PC or on the PDA itself. In order to back-up and sync with network server-based information, however, additional software is required. Come attend this session to learn about the various synchronization solutions available for your network-based data, and discover new ways to connect to the network, such as new Ethernet connectivity solutions for handhelds.

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PocketPC magazine is the only print publication exclusively devoted to users of Windows Powered Handheld and PocketPCs. The magazine is dedicated to readers having more fun and being more productive with their PocketPC.



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Handheld Computing is filled with the latest news and information on Palm Powered® hardware, software and accessories. The Enterprise Section helps businesses and IT professionals maximize the efficiency of utilizing Palm Powered handhelds and serves as a guide to forming a wireless workplace.



Planet PDA Magazine is filled with ways to use PDAs and other handheld computing devices to improve profitability by dramatically increasing employee productivity. From field sales and service applications, to seamless access to network data to countless vertical applications, businesses in all industries are recognizing the power of the PDA. Planet PDA Magazine will provide you with a first-class education about choosing, programming, integrating and deploying PDAs and other handheld computing devices for your organization.

Session Descriptions

Enterprise Applications

DAY 1: Tuesday, December 4

**Widening the Field:
Handhelds in Sales Force Automation**
8:30 am - 9:30 am

**Matthew DiMaria, Sr. VP Business Operations,
Everypath**

The sales profession has come a long way since the early days of searching for pay phones from the road or hotel room. First there was the cellular phone. Then laptop computers with dial-up modems cut the cord even further. Today, we are on the verge of an explosion of technologies that will enable mobile sales force professionals to extend their PC desktops to wherever they happen to be. Come learn how Wireless Web and e-mail applications can now allow salespeople to provide customers and prospects with up-to-the-minute offers and information in real-time, eliminating the embarrassment and potential for lost business that comes with missed messages, unanswered e-mail, changing prices and stock status, and redundant sales pitches.

**Mobile CRM Brings Customer Service Out of
the Contact Center**
9:45 am - 10:45 am

An increasingly prominent trend in customer relationship management (CRM) software has been the implementation of a wireless component to jump-start e-CRM. In today's business climate in which the company that best services its customers wins, organizations are learning they must not only integrate all channels of their sales and customer service offerings, but they are beginning to understand that mobile employees are an important component of a true 360-degree customer relationship. If your CRM systems are not accessible to employees away from their PCs, you are shortchanging your customers and yourself. This session will teach you why and how to adopt an effective mobile CRM strategy.

**Using PDAs To Access And Maintain
Corporate Knowledgebases**
11:00 am - 12:00 pm

Micheal Price, CEO, Mobilesoft

Today's business climate demands that all facets of your company work in harmony, sharing and combining information to ensure smooth operation. Gone are the days when individual departments communicated with others on a "hit-or-miss" basis. To better accomplish organizational objectives, companies have begun seeing their database resources for what they are: an exceptionally valuable customer relationship and organizational management tool. With many company employees working remotely, however, information can get lost and updates might be postponed, to the detriment of your hard-won database development and deployment. By linking employee PDAs to your company's databases, you can facilitate the flow of all manner of information to and from your knowledge resources, enabling both data and employees to remain current.

**Your Corporate Lifeline to the Desktop:
Wireless E-Mail**
1:15 pm - 2:15 pm

In business today, e-mail has practically replaced the telephone as the preferred method of communication. While you can make and take your phone calls on the road easily enough, it's been more of a challenge to keep up with e-mail when away from the office or even just away from your desk. It's not hard to imagine that when employees are delayed in reading and responding to important e-mail from co-workers, customers and prospects, productivity and CRM, not to mention sales potential, suffer. Appearing on the market now are handheld computers that not only allow users to access e-mail via wireless Web connections, but that actually "push" e-mail to users in a real-time manner. If you or your mobile employees rely on e-mail to conduct business even moderately, this is one session you can't afford to miss.

**Instant Data: Accessing and Managing Contact
Management Information Remotely**
2:30 pm - 3:30 pm

Most companies today are understandably proud of their contact management databases; after all, they contain information about the most valuable elements of your business: your customers, your suppliers, your partners and your co-workers. What good is the information, however, when it is tied to a desktop PC and is inaccessible to the staff who really need it? How sure are you that employees returning to the office are reliable about remembering to add and update contact information acquired on the road? With today's handheld computing technologies, mobile employees can use and update contact management information remotely, helping it remain current and vastly increasing its value to your company.

The WWW in Your Hand: The Wireless Internet
3:45 pm - 4:30 pm

Steve Rodin, President, Davinci

The wireless Web is a very different creature than the Web that sits on your desktop. PDAs, with their larger screens, improve on the WAP-enabled phone in their Web browsing capacity. And color displays are becoming plentiful in many different brands of PDA, making the viewing experience much more enjoyable. But there's still a bag of tricks to master in order to properly use and benefit from surfing the Internet on a handheld computer. Come learn about the technologies and applications that allow you to deliver and receive content to a handheld regardless of device or platform, and learn about the growing number of Web portals designed exclusively for handhelds. Help eliminate the necessity of trial and error from your own wireless Web experience and let our experts teach you all the tricks.

**The Speaker Roster For
Planet PDA Is Updated
Regularly At
www.planetpdaexpo.com**

Session Descriptions

Enterprise Applications

M-Commerce Puts Wheels On The Shopping Cart

8:00 am - 8:45 am

Davinci

The popularity of e-commerce is unchallenged, but what happens as the consumer and business-to-business buyers become less anchored in the home or behind the PC? Mobile e-commerce, or m-commerce, takes a wide variety of issues into account, such as location-based technologies, merchandising, discounts delivered to mobile customers, Web-based marketing and services that can be delivered via PDA. After all... the best e-commerce strategy in the world is of no use to your company if your customers aren't at their PCs to experience it.

Sound And Vision:

Audio And Video Apps For Handhelds

9:00 am - 9:45 am

Michael Price, CEO, MobileSoft

The earliest handheld computers were little more than digital organizers, but the new breed of PDAs is nearly as sophisticated as your desktop computer. Come learn about the plethora of third-party technologies and appliances available to extend your PDA into a true multimedia tool, and how these apps will benefit your employees and your customers. This session will also discuss the apps you are likely to encounter both now and in the very near future.

Battle For The Enterprise

9:45 am - 11:00 am

Find out which platform is best for your company! Will it be Palm, Handspring, PocketPC or BlackBerry?

Telephony Applications For Handheld Computers

1:00 pm - 2:00 pm

As the line between voice and data delivery continues to blur — and disappears altogether in the near future — telephony applications for the PDA have been developed to allow users to integrate phone features into their handheld computers. Users can now use their handhelds to look up and dial telephone numbers via the unit's infrared interface.

Applications to allow login and logout from any telephone are also becoming available on new IP-based phone systems, enabling a user to brand a telephone as his or her "own" and transfer desktop phone features for as long as required.

Brian Tweedy, Senior Business Development Manager, Air2Web

In the past, maintaining an even flow of information across service personnel, sales, warehousing facilities, shipping functions and retail managers has been the stuff of nightmares... mountains of paperwork or after-the-fact computer entries that frequently failed to inform all departments across the retail channel — a true example of one hand not being aware of what the other is doing. Via wireless data delivery, service personnel can order parts, make notations to a customer's file, check stock, order parts or peripherals and request return authorizations. Retail managers can coordinate inventory processes, improving both speed and accuracy. Ordering can be accomplished remotely and even automatically in the case of appliances and office equipment now capable of self-diagnostics and maintenance and ordering service automatically, via wireless Internet, so consumers need not even worry about equipment maintenance. Attend this session and learn about the present and future state of service and inventory management and how handheld computing can enhance the overall efficiency of your organization.

Presentation Solutions for the Mobile Professional

3:15 pm - 4:15 pm

The most important task of mobile employees is to travel where the customers, suppliers, partners and prospects are, bringing your company's assets and potential to them and acquiring and retaining them as business partners. The art of presentation has evolved greatly over the years, and up until now involved carrying, at the very least, a laptop computer. Come learn about the new solutions being developed today that allow mobile professionals to create, view, edit and even project presentations (such as PowerPoints) on their PDAs, saving time and space, while allowing the presenter to rehearse a presentation anywhere, at any time.

Putting The Wireless LAN To Work

4:30 pm - 5:30 pm

Extended Systems

Short-range wireless communication is rapidly stepping up to replace the occasionally unwieldy cradle syncing process and streamline the exchange of data between wireless clients and base stations. The business applications, both enterprise and SOHO-based, enabled by standards such as 802.11b, are incredibly powerful and promise to eliminate most barriers to using PDAs in the enterprise, possibly even eliminating altogether the need for a PC anchored to a desktop. Security issues remain a concern, however, particularly with 802.11b. This session will discuss the benefits and drawbacks of WLAN technologies and help you learn how to reap the benefits of staying connected without experiencing the pitfalls. 802.11b, Bluetooth and HomeRF will be discussed, as will the potential problems inherent in the competing standards.

Don't Miss

Inventory And Technologies
2:15pm - 3:00pm

9:45 am - 11:00 am
Wednesday, December 5

Session Descriptions

Wireless Mobility

DAY 1: Tuesday, December 4

Moving Towards A World Without Wires: A General Introduction to Mobility Solutions 8:30 am - 9:30 am

This session serves as a general introduction to handheld enterprise computing and mobility solutions: what it is, how it can help you extend your enterprise, and how you can realize a significant savings to your bottom line. From field sales and service applications, to seamless access to network data, to countless vertical applications, businesses in all industries are recognizing the power of handheld computing and mobility solutions. Attendees will receive a first-class introduction to choosing, programming, integrating, and deploying the proper solutions as we move to a world without wires.

Strategies For Enabling A Wireless Workforce 9:45 am - 10:45 am

Joe Feliu, CIO, VP of Engineering, Visto

Executives everywhere realize the advantages of setting their employees free to work without a tether to the corporate "mother ship." The real question is how to utilize the latest advances in wireless and handheld computing technology as effectively as possible, generating the greatest possible return on investment, while empowering a wireless workforce to be ever more productive. This session will discuss the many aspects of enabling a wireless workforce, from selecting products and solutions, to effectively managing your employees as well as your employees' expectations, to reaping the many rewards. If you're considering a wireless solution at your company, this is a can't-miss session!

Winning Wireless Applications 11:00 am - 12:00 pm

ViaFone

The mobile workforce is growing every day. Industry research firms predict that by the end of 2005 there will be nearly one billion handheld devices used by enterprise employees. The increased productivity these employees can achieve extends beyond simple scheduling and e-mail access. This session will cover the latest wireless applications and solutions — solutions such as m-commerce, location-based GPS solutions, and other wireless connectivity solutions that give employees secure, anytime/anywhere access to corporate networks. You'll learn what's hot and what's not, and what the future has in store as far as winning wireless applications.

Wireless Access Strategies: The Wide Area 1:15 pm - 2:15 pm

Come to this session to learn all about the various standards, protocols, and available technologies that you need to know about when considering a wide-area network (WAN) access solution to enable your wireless workforce. Discussions will include selection of wireless access solutions such as GSM, GPRS, EDGE — all the way to 3G and beyond; managing relationships with service providers; network architecture; and more. If you're responsible for deploying your company's wireless WAN, this session is a must!

Wireless Access Strategies: The Local Area 2:30 pm - 3:30 pm

Dave Hrivnak, Eastman Chemical

Come to this session to learn all about the various standards, protocols, and available technologies that you need to know about when considering a local-area network (LAN) solution to enable your wireless workforce. Discussions will cover such diverse topics as network architecture for quality of service, maximizing the efficiency of your company's LAN, empowering your workforce as you cut the chains that bind them to their desks, and more! We'll also take a crack at deciphering the alphabet soup that is 802.11. If you're responsible for deploying wireless solutions over your enterprise LAN, you simply must attend this session.

Wireless Access Strategies: The Personal Area 3:45 pm - 4:30 pm

Come to this session to learn all about the various standards, protocols, and available technologies that you need to know about when deploying a personal-area network solution to enable your wireless workforce. This session will cover a number of technologies, including Bluetooth and Home RF; the challenges of deploying in the unlicensed 2.4 GHz spectrum; and more. Attend this session and you will walk away with the most up-to-date knowledge in personal-area networking.

DAY 2: Wednesday, December 5

We Know Where Waldo Is: Presence and Location Technologies 8:00 am - 8:45 am

"Where's Waldo?" indeed! With today's wireless presence and location-based information and services solutions, there's no need to ask. This session will cover everything from the latest global positioning satellite (GPS) tracking applications, to emergency services (E911), to m-commerce alerting and electronic coupon issuance. Likewise, enterprises can take advantage of this technology to keep track of deliverables, to maintain contact with roaming employees, and to enable those employees to stay one step ahead of the competition with the right information always at their fingertips.

WAP and WAP Alternatives: A Wireless Standards Showcase 9:00 am - 9:45 am -- John Troyer, Neomar

Like so many technologies that have come before, wireless standards have their own language. Unfortunately, sometimes it's impossible to navigate a language without an interpreter. Attend this session to get the knowledge you need to choose among the multitude of wireless standards out there. WAP, XML, XHTML, JAVA, i-Mode... all these and more! Learn what version 2.0 of WAP means to you. Will you need to trash all those old devices? Walk away from this session with the tools you'll need to find your way through the often-foreign land of wireless standards.

Battle For The Enterprise 9:45 am - 11:00 am

Session Descriptions

Wireless Mobility

Find out which platform is best for your company! Will it be Palm, Handspring, PocketPC or Blackberry?

The Buzz About WASPs:

Outsourcing Strategies for Mobile Applications

1:00 pm -2:00 pm

So you've decided to take the plunge and turn your desk-bound employees into a wireless workforce. But your MIS department isn't so keen on managing the whole solution in-house. Luckily, there is a wealth of outsourcing strategies available to you through the advent of Application Service Providers (ASPs) focusing on wireless solutions for your enterprise. This session will focus on the many aspects of dealing with WASPs, including service level agreements, infrastructure choices, technology selection, and more.

Selecting Products for Your Wireless LAN

2:15 pm - 3:00 pm -- Rob Karnbach,
Solutions Line business Manager, 3Com

So, you feel the time is right to implement a wireless LAN solution in your enterprise, but you're not quite sure what your next steps should be. Who are the vendors serving this marketplace? What solutions should you be looking at to "cut the cords" in the office? What hardware is available? What about software? And what of interoperability and standards? Will the solutions you implement today grow with the company, or will you be stuck with outdated technology before you get a return on your investment? These and other deployment questions will be answered in this in-depth look at selecting

products for your wireless LAN.

Selecting Bluetooth Solutions

3:15 pm - 4:15 pm

Ron Wong, WIDCOMM

Bluetooth-enabled products are projected to become available in ever-increasing numbers, and analysts say the market is poised to explode. So how do you wade through all the available products and solutions? This session is a great place to start. You'll learn all there is to know about the state of the Bluetooth market, what products and solutions are available, and most importantly, which ones are right for you! From picture messaging and security solutions to Bluetooth-enabled cell phones and PDAs, if you're charged with deploying Bluetooth in your enterprise, this is a must attend session!

Future Trends In Enterprise Mobility

4:30 pm - 5:30 pm

Who REALLY knows what the future holds? But deep in the heart of many a research-and-development lab across the globe, engineers are turning out glimpses of what the future of enterprise mobility might just look like. Wearable computers, mobile computing devices embedded in articles of clothing... who knows what else these great minds are capable of? This session will take a look behind the curtain of ingenuity to see what the future holds for enterprise mobility. Better and faster access to the corporate information stores? More bandwidth and longer-lasting battery power? Attend this session and find out.

The editorial staff at TMC™ has developed a conference program that will educate you about researching, selecting, integrating and deploying handheld solutions in your business.



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VP Of Publications &
Trade Shows
Conference Co-Chairman



Greg Galitzine
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Dara Mirsky
Vice President of Online Content &
Development.

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Session Descriptions

General Interest

DAY 1: Tuesday, December 4

PDA Basics: Setting Up and Optimizing Handheld Solutions

8:30 am - 9:30 am

You've made the purchase and taken delivery of a new bunch of PDAs. Now, it's time to remove the shrink-wrap and get to work. Attend this session and learn from the pros about how to get the most out of your handheld platform investment. From installing and setting up essential programs, optimizing the platform for specific business applications, discovering programming shortcuts, and learning the basics of synchronization, this session will take you through all the necessary steps to effectively jumpstart your enterprise handheld computing program.

From PIM to PNA: The Rise of the Personal Network Assistant

9:45 am - 10:45 am

When PDAs first came on the scene, they were used exclusively as PIMs, or Personal Information Managers. Primary uses entailed maintaining address books, calendar and scheduling programs, and expense reports. Unable to maintain a consistent connection to a network, users were mostly concerned with backing up their data with the occasional cradle sync. Today, thanks to a number of new wireless connectivity solutions and middleware software products that effectively integrate handheld computers with corporate network resources, PDAs are evolving into PNAs, or Personal Network Assistants. Come learn about the key applications for PNAs, and how to mobilize your enterprise information to make your company's employees more productive than ever before.

Cost Justifying a Handheld Computing Strategy

11:00 am - 12:00 pm

In this new age of fiscal prudence, every new proposed technology purchase is being scrutinized and deliberated. Projects that are unable to demonstrate a short-term ROI are increasingly being postponed and even cancelled. On the other hand, purchases and initiatives that promise significant productivity increases coupled with a quick ROI are still passing muster - especially those that involve handheld computing and mobility. According to the latest research into the relative cost of ownership of various types of enterprise computer systems, PDAs represent one-fifth the annual cost of a laptop computer — or \$2,000 versus \$10,000 - and the value they offer in terms of increased productivity and efficiency is an order of magnitude greater. Attend this session to learn how to cost justify a handheld computing strategy for your enterprise so your accounting department is as happy as the rest of your mobile workers.

Developer/Networking

DAY 1: Tuesday, December 4

PDA Melting Pot: Supporting Multiple Devices Across the Enterprise

1:15 pm - 2:15 pm

The number of information appliances keeps growing, likely exceeding the power of any enterprise to impose uniformity. But then how is the enterprise to cope with the threat of device chaos, the challenges of supporting applications on everything from WAP-ready mobile phones, to wireless-enabled PDAs and laptops, to a new generation of hybrid voice/data devices? One answer: device-agnostic applications, which shift the burden of multi-client support from the enterprise to developers. Attend this session to gauge the dimensions of the development challenge (and opportunity), exploring such issues as transcoding and server-side processing and translation.

Expanding the Functionality of the PDA Platform

2:30 pm - 3:30 pm

Kirk Wolfe, President, Enterprise Mobility

Handheld computers, like desktop computers, demonstrate their flexibility through the exploitation of expansion cards and other accessories, which may not only increase memory capacity, but also introduce entirely new functionality. Handheld computers may accommodate pagers, wireless LAN cards, video cameras, cell phones, GPS receivers, etc., thanks to expansion methods such as PCMCIA and Compact Flash. Come learn how these two options, as well as additional expansion methods, continue to widen the scope of development opportunities, addressing perennial concerns such as power management software installation and de-installation and more.

Linux and Other Open Source Development Opportunities

3:45 pm - 4:30 pm

As if there weren't already enough device options, including Windows CE- and Palm-based PDAs, we now see Linux being adapted for use on handhelds and smartphones. For example, several Linux variants are already available for the iPAQ. Linux advocates claim that the operating system will appeal to manufacturers because they'll be allowed to tweak the software, optimizing it for specific devices and applications, achieving a high degree of customization, without having to secure the approval of the software provider. If you are an open-source aficionado, or are looking for a Linux-based handheld computing alternative, you've found the right session.

Session Descriptions

Developer/Networking

DAY 2: Wednesday, December 5

**Effective Middleware Implementation:
Connecting the Client to the Network**
8:00 am - 8:45 am

Zeosoft Corporation

Middleware applications are anything but simple, since they may need to accommodate multiple alternative data sources, applications, services, and devices. To facilitate the development of such applications, integrators, wireless application service providers, database software vendors, application software vendors, and others are positioning themselves as all-purpose intermediaries, courting developers, promising to enable modular, components-based application development. Developers who attend this session will learn how middleware frameworks will allow them to concentrate on just one component or level in a larger solution, while relying on the larger software infrastructure, connecting to other components, completing end-to-end solutions.

Tackling Database Backend Connectivity Issues
9:00 am - 9:45 am

An enterprise may find its prodigious data repositories less than useful if mobile workers have no way of accessing the information sitting at the back end. But what if the mobile workers were to use wireless-enabled handheld devices, reach into corporate information resources, and exploit the information on the spot, resolving customer queries or closing sales? In many corporations, information is already more easily available via Web servers. How about making information access easier still, by giving Web servers a wireless dimension? Or, if you prefer, let mobile workers rely on intelligent clients, processing data once it's been received. Attend this session to discover new solutions to tackling the prickly database connectivity issues that keep you late at work and up at night.

Battle For The Enterprise
9:45 am - 11:00 am

Find out which platform is best for your company! Will it be Palm, Handspring, PocketPC or Blackberry?

The Big Tradeoff: Intelligent Versus Thin Clients
1:00 pm - 2:00 pm

John Adams, SVP & CTO, Data Systems International

Many cost-conscious corporations will prefer thin clients, inexpensive devices that rely on browsers to access not only corporate data, but also server-side processing resources. Other corporations will prefer intelligent clients, which may accept more or less raw data, and which may then process this data on their own. Intelligent devices are typically more complex and expensive, but they may permit offline activity — an important consideration, especially since wireless coverage can be spotty. If coverage is lacking, a thin client can leave a mobile worker stranded. On the other hand, an intelligent client, if lost, could represent a security risk, especially if it contains entire databases. Anyway, it's clear both client types have their advantages and disadvantages.

But which is most appropriate for any given application, or for the markets that you want to target? Find out in this session.

**Eureka! How Resource-Constrained Handhelds
Find Helping Hands**
2:15 pm - 3:00 pm

Yuval Boger, CEO, Unwired Express

Enabling the dynamic installation, discovery, and removal of services is useful in a wired context, improving interoperability and simplifying configuration, but service discovery may be even more interesting in a wireless context, where "light" handheld devices are resource constrained, and need to enlist the aid of "heavier" network elements to accomplish high-speed network access, printing, faxing, data storage, etc. More ambitious applications might also take advantage of data synchronization and presence detection. The available service discovery technologies include Bluetooth SDP, Salutation, Jini, SLP, and Microsoft's Universal Plug and Play. In this session, we'll explore the promise of such architectures and how they'll influence enterprise applications.

Developing Wireless Services Using XML
3:15 pm - 4:15 pm

Mobile servers, which act as intermediaries between enterprise data and mobile devices, typically expect to handle data in standard XML format. Now, it would be convenient if all enterprise data were already in XML format, but that's often not the case. Some coding to accomplish legacy-to-XML translation is required. Fortunately, mobile servers may provide APIs to facilitate translations, and once that's accomplished, it may be possible (platform permitting) to track XML requests, gauging the use of your applications, improving management, and suggesting additional improvements. Once acquainted with the available tools, attendees will more easily recognize the wireless opportunities within their grasp.

Integrators Reach Beyond Custom Solutions
4:30 pm - 5:30 pm

Traditionally, wireless-enabled enterprise applications have had a custom "one off" feeling, their scope often limited to extending the utility of a particular application, usually an expensive customer relationship management or sales force automation application. While costly, such extensions were justified because the clients were able to enhance the value of legacy infrastructure. But now the integrators with wireless expertise advocate a more generalized approach, describing a progression from dedicated mobile solutions, to extended mobile servers (Web servers with add-on mobile functionality), and "true" mobile servers, platforms that consolidate mobile services (WAP, SMS, SMTP), core services (scheduling, notification, session management, etc.), and enterprise services (data adapters), as well as mobility development kits. But how do you know an integrator really has what it takes to help you roll out an end-to-end solution? Attend this session and find out.

Super Workshops

Thursday – 8:00 am -11:30 am

Super 1/2 Day Workshop #1 – Security

Perhaps the most critical issue in rolling out mobile handheld computing applications is security. Making sure that your data, network, and applications are protected is essential for your company. This security workshop will focus on the technology, protocols, and products designed to protect the data residing on handheld devices and securing wireline and enterprise wireless networks. Workshop sessions are structured to educate IT personnel on how to ensure the devices and networks are operating safely and soundly.

Issues Covered In This Special Security Workshop Include:

Speakers: Kevin Shahbazi, Trust Digital; Rick Geritz, SafeNet; PointSec Mobile

- What If Your PDA Falls Into The Wrong Hands? Learn How To Develop Secure Applications That Will Protect Your Data And Your Employees
- Be Sure That Data On PDAs Is As Secure As Data On Networked PCs and Servers
- Selecting The Right Encryption Products
- Ensure Secure Wireless Access To Your Corporate Data — You'll Find Out How To Balance The Need For Security With The Need To Access Information
- Developing A User Profiling Strategy To Create Appropriate Classes Of Service
- Protecting Your Handheld Devices From Damaging Viruses

Thursday – 8:00 am - 11:30 am

Super Workshop #2 – Application Software Development

So, you have a great idea for developing a killer PDA application. Now you have to ask the big question: Which platform has the scalability and versatility to design my application upon? The Palm, the PocketPC, and the Blackberry platforms each have their own set of unique features and advantages. This workshop will compare and contrast these three major PDA platforms, enabling software developers to determine which option has the features and functionality to build a great PDA application or service.

Issues Covered In This Special Application Software Development Workshop Include:

Speakers: Weblink Wireless

- Learning How To Develop User-Friendly Customized Applications For Mobile Teams
- Discovering How To Customize Existing Programs For Specific Vertical Applications
- Exploring And Comparing The Various Development Kits For Each PDA Platform
- Educating Yourself About New Java And XML Based Application Development Tools
- Creating Wireless-Network Friendly Applications
- Evaluating Alternative OS Choices (Such As Linux)

Thursday – 8:00 am -11:30 am

Super Workshop #3 – Developing An Effective Handheld Computing Support Strategy

IT personnel supporting wireless networks and handheld devices are doubly tasked: They must keep a tight reign on the devices and networks deployed throughout their company, while also learning how to monitor and manage wireless and wireline networks using this new technology. This special MIS/Support workshop will cover the fundamentals of device and network management from a technical support perspective, while also teaching IT and MIS personnel how to use PDAs and wireless access to monitor and manage many vital networking activities.

Issues Covered In This Special Handheld Computing Support Strategy Workshop Include: **Speaker -- Dan Elliot, Compucom**

- Learning How You Can Develop An Effective Handheld Management Strategy That Will Make Your Company More Productive And More Profitable
- Selecting, Installing And Supporting The Software Applications Your Workers Rely On
- Deciding Which Handheld Operating System Your Company Is Going To Standardize On
- Finding Out What The Best Platform Is For Your Company
- Learning How To Upgrade And Enhance Your Network Infrastructure With Cost-Effective Solutions
- Discovering How To Add Wireless LAN Solutions To Your Corporate Network
- Monitoring And Maintaining The Mobile Network To Ensure That Company Data Is Always Accessible To Your Mobile Team

Thursday – 8:00 am -11:30 am

Super Workshop #4 – Focus On Verticals

Handheld computing applications offer vital opportunities for many vertical markets, from enabling health care professionals with instant access to patient records and medication information, to providing banking and financial services personnel access to real-time financial information and transactions. We've zeroed in on six key vertical markets to provide the latest information and actual success stories about the deployment of handheld computing applications in these fields. For a true look at how the PDA applications of today and tomorrow will be deployed in established vertical markets, you won't want to miss this workshop.

Opportunities for handheld computing will be discussed for the following vertical markets: **Speakers: Robert Lewis, Explorer Software * Hoa Luu, President, Infiniq, Jeff Kleban, EVP of Corporate Strategy, Syclo; Venue Maitre 'D**

- Medical/Health Care
- Education
- Financial
- Hospitality
- Government/Law Enforcement
- Legal

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 15. CLEC
 16. Integrated Comms. Provider (ICP)
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 20. Cable
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