

Boost Your Productivity With A Handheld Computing Strategy!

NEW
Conference
Agenda!



The **4TH** Global Summit On Enterprise & Custom
Volume Handheld Computing Solutions

Sheraton Ferncroft Resort
Danvers, Massachusetts
Conferences: May 19-22, 2003
Exhibits: May 20-21, 2003

Featuring:

NEW Developing An Effective Wi-Fi Security Strategy Workshop

2nd GPS Location Technology Summit

3rd Tablet PC Summit

The World's **Only Event** Focusing On The Entire Handheld Computing Market

- Palm/Handspring/Other Palm OS Devices
- Pocket PC/OS Devices
- RIM/BlackBerry Devices
- Ericsson
- Nokia
- Motorola
- Hybrid PDA/Cell Phones
- Tablets/Wearable Computers
- Linux, Symbian & Java-Based Devices

Come Find Ways To Increase Productivity & Profitability With PDA Technologies:

- Field Sales/Service Automation
- Wireless E-Mail
- Products For Your Wireless LAN
- Wireless Internet
- Mobile CRM
- Middleware Implementation
- Linux Opportunities
- Wireless Services Using XML
- Telephony/VoIP Applications
- Bluetooth Solutions
- Audio & Video Applications
- LAN Access Solutions
- Inventory & Service Mgmt. Technologies
- WAN Access Solutions & Wireless VPNs
- And Much More!

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& Save Big \$\$\$**
Contact Bruce Hirsch:
203-852-6800 ext. 130
bhirsch@tmcnet.com

www.planetpdaexpo.com

Increase Your Productivity & Profitability!

Discover How Handheld Computing Solutions Can Improve Your Bottom Line!



Dear Handheld Aficionado:

Do you believe where the handheld computing market has gone since we launched **Planet PDA™** in 2001? This space continues to grow and Planet PDA continues to offer a first-class forum for learning which handheld computing platform, when effectively deployed, will make your organization more efficient and more profitable. We know your time is valuable, but please take two minutes to read what's below. You will be amazed at what a great value **Planet PDA™ - The Global Summit On Enterprise And Custom Volume Handheld Computing Solutions** is for you.

Realize Rapid, High ROI With A Successful Handheld Computing Strategy!

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 and government employees. Executives everywhere are benefiting from the advantages of handheld enterprise computing and mobility solutions. Worldwide, businesses and government officials with carefully planned strategies are realizing rapid, high ROI from their handheld computing devices.

Best of all, 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, and the value they offer in terms of increased productivity and efficiency can be an order of magnitude greater.

Boost Your Productivity Up To 500% By Keeping Your Workforce Connected At All Times:

- Access & update data in real-time regardless of the location of your workforce.
- Make meetings more productive with full text & voice collaboration.
- Provide unmatched levels of service to your customers.
- Automate the process of delivering & retrieving documents.
- Reduce printing, shipping & telephone costs.
- And much, much more.

The conference sessions at this show have been designed to inform you on how to increase profitability by using the latest handheld software solutions and accessories. Ultimately, what you learn in the conferences and the exhibit hall will allow your organization to be more profitable by transforming your employees from out-of-sight, out-of-mind road warriors into never-out-of-touch contributors and collaborators.

Now is the time to embrace this new technology, and Planet PDA™ is the place. This crucial event will inform you about the productivity increases your company can realize by implementing a handheld computing strategy in your organization.

See you at the show!

Sincerely,

Rich Tehrani
TMC President/Conference Co-Chairman



P.S. Brought back by popular demand! Register for the Diamond Team Package and up to 25 people from your company can attend the conference for as little as \$160 each! This special offer is available on a first-come, first-served basis, so call today at 203-852-6800 ext. 130.

Join The World's Elite Companies That Attend Planet PDA!

A Small Sample Of Past Attendees:

Private Sector Buyers:	
Alien Engineering	Kmart Corporation
Ameriquest Mortgage	KPMG Consulting
America West Airlines	Las Vegas Hilton
American Airlines	Lernout & Hauspie
American Energy	McKinsey & Company
American Nuclear Insurance	Microsoft
AT&T Wireless	MIT
Avaya	Motorola
Blue Cross Blue Shield	National Weather Service
Chicago Mercantile Exchange	NEC
Cingular Wireless	Nokia
Delta Airlines	Pacific Bell
Eastman Chemical	Putnam Investments
Fidelity Investments	Shell Oil
General Motors	Sprint
IBM	State Farm Insurance
Johnson & Johnson	The McClatchy Company
JP Morgan Chase	UBS Paine Webber
	Verizon
	Walgreens Corp.

Public Sector Buyers:	
Boston College	State of Connecticut
Boston University	State of Illinois
City of Boston	State of Nevada
City of Houston, TX	University of Rhode Island
City of Lewisville, NV	U.S. Army Corps of Engineers
City of Newark, NJ	U.S. Army Research Laboratory
City of Sacramento, CA	U.S. Dept. of Agriculture
City of San Francisco, CA	U.S. Environmental Protection Agency
Clark County Fire Dept.	U.S. Customs Service
County of San Mateo, CA	U.S. Marine Corps
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Department of Defense	
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NYC Transit	
National Nuclear Security Administration	
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Don't Miss Evangelists From Leading Companies Explaining Why Their Solutions Are Best For Your Company!

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Find Solutions To Your Biggest Handheld Computing Challenges!

- Are your employees downloading sensitive databases from ACT!, GoldMine, or CRM software on their PDAs, leaving your corporate data vulnerable to theft?
- Are your network servers more secure than the databases your employees are carrying on their handheld devices?
- Are your employees syncing PDAs in-house and with multiple databases outside your network, potentially corrupting your precious corporate data?
- Are your employees wasting valuable time troubleshooting problems on their PDAs because your MIS department is not able to support them?
- Do you need ROI data to cost-justify your PDA deployment proposal?
- Are your employees running applications that offer maximum efficiency?
- Do employees sync their handhelds using desktop PCs?

If You Answer
YES To Any Of These
 Questions You Need To
 Attend Planet PDA!



Your All-Inclusive Paid Conference Plan Includes:

- * Admission to all sessions or workshops.
- * All meals served on days in your plan.
- * Unlimited access to the Exhibit Hall.
- * Admission to all keynotes.
- * Admission to the Networking Reception.



Special Attractions



Battle For The Enterprise

The Best-Attended Session At All Previous Planet PDA™ Events!

FREE to all attendees!

Don't Miss Evangelists From Leading Companies Explaining Why Their Solutions Are Best For Your Company!

Every enterprise is grappling with how to best benefit from the implementation of a handheld computing strategy. It's up to you to set a corporate policy on how best to deploy and which handheld devices will be implemented. This is perhaps the most crucial decision you can make as you may have to live with today's decision for years to come. This "Battle" is exactly that, a battle to determine which handheld computing solutions are best for your organization.

Previous Participants Include:



NEC
NEC Solutions America



COMPAQ



CAN'T-MISS EVENTS!

Relax, Unwind, Make A Deal, Find a Business Partner @ These Unique Networking Receptions

Tuesday, May 20 @ 3:30 pm ♦ Wednesday, May 21 @ 2:00 pm
In The Exhibit Hall

The networking at Planet PDA will sizzle. Don't miss this chance to get answers from industry experts who have successfully developed a handheld computing strategy within their enterprise. The diverse audience at this senior management-level event will forge new relationships as the implementation of handheld computing strategies in the enterprise heats up.

Come Network At These Unique Receptions
So You Can Start:

- **Laying the groundwork for a handheld computing strategy.**
- **Sharing ideas that will make your company more profitable.**
- **Inquiring more deeply about what you saw in the Exhibit Hall or heard in the conferences.**
- **Unwinding and catching up with colleagues about the handheld computing revolution.**

Birds Of A Feather - Breakfast

Wednesday, May 21, 2003 7:00 am

FREE For All Paid Conference Attendees

Don't miss this chance to expand your knowledge and network at this fun, breakfast get-together. Come get answers to your most difficult questions in this comfortable atmosphere.



Come Find The Solutions You Need & Get Answers To Your Questions About:

- Q:** What is the ideal form factor for your specific needs?
- Q:** Which platform is best for your vertical industry segment? And why?
- Q:** What are the killer applications for each industry segment and how can you optimize them?
- Q:** What productivity enhancers can make your business more efficient and more profitable?

Pre-Conference Super Workshops

DAY 1: Monday, May 19, 2003 — 9:00 am - 4:00 pm

3rd Tablet PC Summit™



Join us for a very special workshop focused on the Tablet PC phenomenon. Since the recent introduction of Microsoft's Windows XP Tablet PC edition, the initiative has gained broad industry support as a large number of computer companies have announced an array of new Tablet PC devices featuring bold, new innovations in hardware and software design. Attend this information-packed workshop and learn not only

what the Tablet PC platform has in store for you, but also gain an in-depth understanding of the opportunities, applications and special considerations you need to make before deciding which Tablet PCs are right for your company and how Tablet PCs fit into your enterprise mobile computing strategy.

Topics Covered In This Special Tablet PC Summit Include:

- Finding out the latest market projections & industry trends affecting Tablet PC adoption.
- Reviewing the latest Tablet PC devices from leading industry vendors & how these offerings can help your organization become more efficient.
- Discussion of horizontal & vertical market applications for the Tablet PC platform. Which applications are best for your organization?
- Comparing Tablet PCs, laptops, ultra portables & PDAs as they relate to an effective enterprise handheld computing strategy. Which devices are best for your organization?
- Case studies of actual Tablet PC deployments. Find out what strategies are working & which ones are not.
- An overview & discussion of unique Tablet-based features & software that will make your organization more productive & profitable.



Sponsored By:

Speakers:

David Altounian
Founder & Chief Product Officer
Motion Computing

Perry Lowe - Professor of Marketing
Bentley College

Joe Harris - Director of Product Marketing
NEC

Naila Seif - Director, Tablet PC Solutions,
Mobile Computing - Hewlett Packard

Roe McFarlane - Product Manager -
Corel Grafigo - Corel Corporation

Gary Marsh - Senior Corporate Director,
Product Development Planning Management
- Brother International

DAY 1: Monday, May 19, 2003 — 9:00 am - 12:00 pm



Sponsored By:  **ekahau**
Accurate Location in Wireless Networks



With the advent of Mobile Commerce and federally mandated initiatives like E-911 (Enhanced 911), location technology and the myriad services it engenders have created intense interest among wireless service providers, content providers, the advertising community and a host of industries with products and services for sale. A number of location technologies currently compete for mind share and deployment opportunities, from satellite-based GPS solutions to terrestrial solutions consisting of independent positioning networks.

Attend this very special workshop and learn about the underlying technology and methods used to determining the location of handheld devices including Time Difference of Arrival (TDOA), Enhanced Observed Time Difference (E-ODT), Global Positioning System (GPS), Angle of Arrival (AOA), Radio Frequency (RF) Fingerprinting, and Ground Locator System (GLS). Also learn about the various mapping and database resources available to turn raw location data into relevant, useable information.

Once you obtain a grounding into the enabling technology, you'll learn about the unique opportunities location-based services create for carriers, handheld device manufacturers and other companies that make up the location technology food chain, including the creation of new revenue streams, new advertising and marketing services, and new applications that leverage location data. Explore such new location-related opportunities as directories and direction services, fleet and sales force management, push advertising, pull marketing, peer-to-peer services, and business asset management.

Speakers:

Antti Korhonen - CEO - Ekahau

Ed Friedman - President - TeleType Company

Alain Kornhauser - Founder & Chairman - TravRoute

Pre-Conference Super Workshops

DAY 1: Monday, May 19, 2003 — 1:00 pm - 4:00 pm



Developing An Effective Wi-Fi Security Strategy Workshop



Speakers:

David Melnick - President, PDA Defense -Asynchrony Solutions

George Heron - Vice President, Technology Officer, Enterprise Security Division - SafeNet

Bryan Glancey - CTO, Mobile Armor Division - EPS Technology

Kevin Shahbazi - Chairman & CEO - Trust Digital

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 device and securing 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:

- What If Your PDA Falls Into The Wrong Hands? Learn How To Develop Secure Applications That Will Protect Your Data & Your Employees.
- Be Sure That Data On PDAs Is As Secure As Data On Networked PCs & 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.

FREE TO ALL ATTENDEES!



Industry Focus Presentations

Wednesday, May 21, 2003 — 3:15 pm - 4:45 pm

Speakers:

Tim Scannell - President/Principal Analyst - Shoreline Research, Inc.

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. Employees can implement remote data access, location-based GPS solutions, and other wireless connectivity solutions that

are secure and enable access to corporate networks and applications anytime/anywhere. Come listen to different industry visionaries present leading industry and technology trends that will make your organization more productive and more profitable. This unique event will provide a first-class learning forum for anyone involved in implementing handheld devices into the enterprise.

For Speaking Opportunities Contact Daphne Lee @
203-852-6800 ext. 271 or dlee@tmcnet.com

Conference Session Descriptions

The 1/2 Rule:

1/2 of what you gain from a trade show is what you learn from the industry's leading experts and brightest minds in the conference sessions!

Technology Track

DAY 1: Tuesday, May 20, 2003

Selecting The Right Palm OS-Based Device - T1

8:00 am - 8:45 am

With over 20 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 190,000 software developers and more than 15,000 available software applications, the Palm family of handheld devices is a defacto standard in the handheld computing marketplace. Palm currently offers a broad selection of PDA models, spanning low-end monochrome units such as the Zire two color screen, Bluetooth and wireless voice-enabled high-end devices such as the new Tungsten T and W. And when Palm decided to license its Palm OS handheld device operating system to other hardware manufacturers, it spawned a whole new array of competitive Palm-software-compatible devices. Today,

a number of companies including Handspring, Sony, HandEra, Acer, Samsung, Kyocera, and Symbol have introduced PDAs that sport the familiar Palm user interface, while at the same time offering unique and innovative features. From Handspring's Springboard family of add-on modules, to HandEra's memory, processor, and battery enhancements, to Sony's snazzy, multimedia-ready LIEs, there are more choices in Palm compatible devices than ever before. Come make sense of the choices available to your company, and learn about the variety of features, enhancements, and options the Palm OS-based devices can offer.

Phone/PDA Hybrids And Next-Gen Handheld Devices - T4

9:00 am - 9:45 am - Jim Conti - Vice President - Digit Wireless

It's a phone, it's a PDA, it's an all-in-one PIM, phone, wireless e-mail device! A number of companies have introduced hybrid devices, including Palm, Handspring, RIM, Samsung, Kyocera, Nokia, Ericsson, Audiovox, Motorola, and most recently a number of Pocket PC PDA vendors, that combine the functionality of a wireless phone, PDA, wireless e-mail and mobile Internet device into a single feature-laden package. For mobile professionals that now employ separate devices for each

function, these next-generation 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-generation handheld devices.

Focus On The BlackBerry Platform - T3

Alex Willis Practice Manager, Professional Services, Research In Motion

Research In Motion's BlackBerry wireless e-mail 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 current and future Blackberry devices including

10:00 am - 10:45 am

models with combined voice, e-mail, and wireless Web capabilities. Gain an in-depth overview of the platform's wireless e-mail capabilities, and a look at the third-party development options now available that allow you to custom tailor BlackBerry applications for enterprise use. Discover the vital role the BlackBerry can play in your handheld enterprise strategy.

Selecting The Right Pocket PC-Based Device - T2

11:00 am - 11:45 am - Kevin Sheehan - Business Productivity Advisor - Microsoft

Microsoft's Pocket PC platform provides the brainpower and functionality for an array of innovative, Pocket PC devices. The Pocket PC platform has established a new handheld computing standard, and is enjoying major success in large part due to its close relationship to the Windows desktop computer interface, its ability to run pocket versions of many common Microsoft Windows applications, its ability to support popular Windows application file types, and meld easily with a Windows-centric enterprise networking infrastructure. Pocket PC-powered devices, manufactured by such leading companies as Dell, Compaq, NEC, Hewlett Packard, Samsung, Symbol, Sharp, Casio,

Intermec, Itronix, Palmax, Hitachi and others have become wildly popular, and are giving other handheld device manufacturers a real run for the money. The variety of options and choices available — from display types to expandability, from the variety of add-on modules to multimedia functionality — make it extremely challenging to decide which Pocket PC device is the right one to standardize on. Come attend this session to learn about the variety of Pocket PC devices available on the market today, and decide which Pocket PC device is the right choice for your corporate handheld computing strategy.

Technology Track — DAY 2: Wednesday, May 21, 2003

Symbian OS Phones - T5**8:00 am - 8:45 am**

When it comes to PDA standards, the battle for the enterprise is much more than a "two-horse race." In fact, there are a multitude of options, including the Palm OS, Pocket PC, Linux, the BlackBerry, and Symbian OS. As the race heats up to win mindshare in connected handheld computing, Symbian, headquartered in Europe, has recently seen U.S. rivals eating away at its promising early lead. Symbian is a consortium set up by British handheld computer company Psion, with mobile phone partners that include Motorola, Nokia, Panasonic, Samsung, Siemens and Sony Ericsson. Symbian OS is an

operating system tailor-made for mobile computers and Internet-based communications and Symbian plans to establish it as the leading industry standard. Attend this session to examine the unique features and capabilities of Symbian OS, how it compares to the competition, and discover the Symbian OS phones that are available on the market today, including the Nokia 9200 Series Communicator, the Nokia 7650, the Nokia 3650, Sony-Ericsson's popular P800.

Productivity Enhancers: Batteries, Power Management And Other Vital Accessories For Handheld Platforms - T6 - 9:00 am - 9:45 am**Gary Marsh - Senior Corporate Director, Product Development Planning Management- Brother International**

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 pens/styli 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. Also, as more power hungry PDAs come into the market - especially those in the Pocket PC crowd -

innovative and unique battery and power solutions are making their way into the market to fill this powerful need. Come learn about the latest accessories available to help your company's mobile executives and sales team add newfound functionality to their handheld computing experiences. And discover the latest in battery and power technology and solutions, including solar and new types of emergency battery charger packs to get you the juice you need in a hurry.

Microsoft's Smartphone And Future Trends In Handheld Computing Technology - T7**2:00 pm - 2:45 pm****Sandeep Sibal, Chief Technology Officer, Kirusa**

The Microsoft Windows Powered Smartphone Software was developed with the goal of providing first and foremost the most functional and innovative cell phone on the market with rich features that would give you a choice to communicate via voice or text along with the ability to access information and services so you can stay in touch while on the go. Smartphones will ship with several applications, including a calendar, address book, e-mail client (with SMS support), and a Web

browser with support for WML (Wireless Markup Language) and XML. Additionally, third-party developers and service providers will be able to use the Smartphone as a standardized platform to develop their own offerings using existing software development tools and environments. Attend this session and learn about the capabilities of the Smartphone platform, the types of applications and services that can be created, and other future trends in handheld computing technology.

Wireless/Mobility Track

Wireless/Mobility Track — DAY 1: Tuesday, May 20, 2003

Strategies For Enabling A Wireless Workforce - W1**8:00 am - 8:45 am - Chuck Gautney, CTO & VP of Product Development, Defywire**

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!

802.11x: Wi-Fi Standards — Cutting Through The Confusion - W2**9:00 am - 9:45 am - Rob Karnbach, Marketing Engineer, 3Com**

Come learn all about the various standards, protocols, and available technologies that you need to know when considering an untethered 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.

Constructing A Wireless LAN: A Walk Through The Installation Process - W3**10:00 am - 10:45 am - Sandeep Singhal, Co-founder & Chief Technical Officer, ReefEdge**

Attend this session and get a first-hand look at an actual Wi-Fi installation. Follow the instructor as equipment is connected, software is programmed and network parameters are established. In addition to learning the tricks of the trade from an experienced Wi-Fi network installer, also discover how to diagnose and

troubleshoot network problems, optimize network performance, and set up secure communications to prevent unauthorized access. If you're planning to set up a Wi-Fi network for your company, this is a "can't miss" educational opportunity!

Wireless/Mobility Track — DAY 1: Tuesday, May 20, 2003 (Continued)

Selecting The Right Wi-Fi Products - W4

11:00 am - 11:45 am - Jim Zyren, Director of Strategic Marketing, Intersil

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.

Wireless/Mobility Track — DAY 2: Wednesday, May 21, 2003

Wide Area Wireless: Choosing A Wireless Service Provider - W5

8:00 am - 8:45 am - Jay Best, President, Best Mobile Computing

Come to this session to learn all about the various standards, protocols, and available technologies that you need to know 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, and EDGE — all the way to 3G and beyond; selecting and managing relationships with service providers; key differentiators in network architecture; and more. If you're responsible for deploying your company's wireless WAN, this session is a must!

Bluetooth And The Personal Area Network - W6 - 9:00 am - 9:45 am

Bluetooth-enabled products are poised to become available in increasing numbers, and analysts say the market is ready to explode. In this session, you'll learn all there is to know about the state of the Bluetooth market, what products and solutions are — or will soon be — available, and

most importantly, which ones are right for you! From 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!

Winning Wireless Applications - W7

2:00 pm - 2:45 pm - Andrew Blachman, VP Business Development, WideRay Corporation**Corina Moore, Director, Business Development, PrinterOn**

The mobile workforce is adding new members every day. In fact, 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 covers the latest wireless applica-

tions and solutions — solutions such as m-commerce, location-based GPS solutions, and other wireless connectivity applications 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/Mobility Track — DAY 3: Thursday, May 22, 2003

Managing Presence And Instant Messaging - W8

9:00 am - 9:45 am - Maxime Segueineau, CEO, Antepo

With today's wireless presence and location-based information and services solutions, the capability to track the whereabouts of your mobile employees and/or mobile resources in real time is within reach of all companies, regardless of size. This session will cover everything from the latest global positioning satellite (GPS) tracking applications, to emergency services (E-911), to m-commerce alerting and electronic coupon issuance.

Enterprises can take advantage of this technology to communicate with workers in "near real time" through a variety of instant messaging solutions, keep track of deliverables, maintain contact with roaming employees, and enable those employees to stay one step ahead of the competition with the right information always at their fingertips.

An Overview of Microsoft's .NET Mobility Technologies - W9

10:00 am - 10:45 am - Derek Ferguson, Editor-in-Chief, .NET Developers Journal

.NET is Microsoft's platform for delivering information anywhere, anytime... on any device. In this session, you will receive a thorough introduction to the use of .NET with all manner of mobile computing devices. The session will begin with a thorough examination of how the Mobile Internet Toolkit - a key part of Microsoft's .NET mobility strategy, can deliver

appropriately formatted content for diverse handheld clients from a single ASP.NET page. We will conclude the session by discussing Microsoft's technology for building self-contained .NET applications for execution on "smart devices" such as Pocket PCs and Tablets — the .NET Compact Framework.

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Wireless/Mobility Track — DAY 3: Thursday, May 22, 2003 (Continued)

Developing An Effective Wireless Middleware Strategy - W10

11:00 am - 11:45 am - Brian Marquette, CTO, SandCherry, Inc

Dave Clark, Lead Mobility Architect, Electronic Data Systems

You've got a workforce standing ready with Wi-Fi-enabled 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 yawning gap between the two? With middleware, of course. A number of wireless middleware solutions are now available to make the job of integrating your enterprise handheld resources with your "legacy" LAN gear and data practically painless. Providing the essential glue between the

network and your enterprise's handheld arsenal, middleware solutions provide you with the means to enable wireline and wireless connectivity to database, e-mail, and other information resources residing on the network. Come attend this session to discover the latest wireless middleware solutions available to allow you to achieve your integration goals.

A Wireless LAN Security Primer - W11 -

12:00 pm - 12:45 pm - Eugene Chang, Vice President of Strategic Business Development, Funk Software

Tales abound in the press of resourceful hackers, cruising along the highways with a wireless scanner at the ready, plucking all sorts of passwords and sensitive, confidential information out of thin air. While we might like to think stories like this are merely apocryphal — put forth as "words to the wise" — the threat, and the possibility, that some uninvited "guest" is snooping on data coursing over newly installed

Wi-Fi networks is all too real. Attend this session to learn how easy it is to perform a Wi-Fi hack, and learn about the common tools real hackers employ in a typical attack. Discover the vulnerabilities that exist in today's Wi-Fi networks, and how you can plug all the holes in your new wireless LAN. Remember - a smart Wi-Fi network is a secure Wi-Fi network.

Enterprise Applications Track

DAY 1: Tuesday, May 20, 2003

Mobile SFA: Leveraging Handhelds For Sales And Support Force Automation - EA1

8:00 am - 8:45 am - Bob Schreib, Director, Product Marketing, Symbol Technologies

Tom Cochran, Sales Director, ArcStream Solutions

The sales and customer support professions have come a long way since the early days of searching for pay phones from the road or hotel room to communicate with the home office and with customers. First there was the cellular phone. Then came laptop computers with dial-up modems. Today, we are on the verge of an explosion of technologies that will enable mobile sales force and customer support professionals to communicate and share data wherever they hap-

pen to be. Come learn how wireless Web and e-mail applications can now allow these professionals to provide customers and prospects with up-to-the-minute offers and information in real time. The technology succeeds in eliminating the embarrassment and potential for lost business that comes with missed messages, unanswered e-mail, changing prices and stock status, as well as redundant sales pitches.

On The Go And In The Know: CRM For Mobile Customers And Agents - EA2

9:00 am - 9:45 am - Richard Brock, President & CEO, Firstwave Technologies

An increasingly prominent trend in customer relationship management (CRM) software has been the implementation of a wireless component to jump-start eCRM. 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 show you how to adopt an effective mobile CRM strategy.

Using PDAs To Access And Maintain Corporate Knowledgebases - EA3 - 10:00 am - 10:45 am

Frank Yacano - Director of Business Development - SYWARE

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 employ-

ees 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 in real time, enabling both data and employees to remain current.

The Mobile Inbox: Reaping The Rewards Of Wireless E-Mail - EA4

11:00 am - 11:45 am - David Koretz, Founder, President & CEO, BlueTie

In business today, e-mail has practically replaced the phone 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 a few steps away from your desktop PC. It's easy to see 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. Thankfully, a growing number of

wireless e-mail solutions are available that not only allow users to access e-mail via wireless connections, but that actually "push" e-mail to users in a real-time manner. While RIM pioneered this type of solution, companies such as Handspring, Palm, and a host of others are also adopting the "always on, always connected" push model. 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.

Enterprise Applications Track — DAY 2: Wednesday, May 21, 2003

The Web In Hand: Benefiting From The Wireless Web - EA5**8:00 am - 8:45 am - Corina Moore, Director, Business Development, PrinterOn**

The wireless Web is a very different creature than the Web that resides 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 PDAs, 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 on 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.

Telephony Applications For Handheld Computers - EA6**9:00 am - 9:45 am - Jason Johnson, Director, The Wireless VoIP Consortium**

As the line between voice and data delivery continues to blur — and promises to disappear altogether in the near future — telephony applications for PDAs have been developed that allow users to integrate phone features into their handheld computers. For example, users can now use their handhelds to look up and dial telephone numbers via the units' infrared interface. Applications to allow login and logout from any tele-

phone are also becoming available on new IP-based phone systems, enabling a user to register a phone as his or her "own" and transfer desktop phone features for as long as required. Other vendors have developed innovative ways to extend the corporate phone system, providing access to a wealth of PBX and ACD functions like conferencing, call transfer, and call park.

Multimedia On PDAs - EA7**2:00 pm - 2:45 pm**

Happily, the days of low-res, monochrome displays, little or no audio capabilities, and a dearth of support for media-rich file types is fast becoming a footnote in the history of PDAs. Many of today's new handhelds sport bright and sharp color screens, built-in microphones and speakers, and plenty of horsepower to handle streaming media. And that's just for starters: some new devices, like the new CLIE model from Sony,

feature built-in digital cameras, MP3 players, and other multimedia technologies. For business users, PDAs can now be used to host PowerPoint presentations, serve as image management tools, and perform voice recording and memo functions. Attend this session to learn about the multimedia-based applications that are now possible with today's new breed of handheld computers.

Policy And Management Solutions Track

DAY 3: Thursday, May 22, 2003

Developing An Effective Handheld Computing Support Strategy - PM1**9:00 am - 9:45 am - Joe Owen, CTO, Xcellenet**

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 session 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. Attend this session to learn how you can

develop an effective handheld management strategy that will make your company more productive and more profitable; get information on selecting, installing and supporting the software applications your staff rely on; learn how to upgrade and enhance your network infrastructure with cost-effective solutions; discover how to add wireless LAN solutions to your corporate network; and get tips on how to monitor and maintain your mobile network to ensure that corporate data is always accessible to your mobile team.

Comparing And Containing The TCO Of Mobile Computing Devices - PM2 10:00 am - 10:45 am**Teresa Doster - Sr. Product Manager, Mobile Systems Management - Synchrologic**

When it comes to calculating the TCO, or total cost of ownership of handheld computers — or any computing platform for that matter — the cost of the device is but a fraction of the total overall cost. It's been estimated that the enterprise TCO for PDAs is as much as \$2,500 per year, as you must also include the cost of providing support, network connectivity, replacement units, training, and necessary software applications. Attend this session to compare the TCO for a variety of portable computing devices, including PDAs, Tablet PCs,

ultra-portable notebooks, and laptops. Also learn about the steps you can take to dramatically reduce TCO. According to the latest research, end-user operation costs comprise nearly 40 percent of all costs due to the time investment required to keep devices synchronized with user desktops or servers. By embracing centrally managed mobile infrastructure software, and by enforcing policy management and automatic "healing" tools, TCO can be significantly reduced.

Leveraging Existing Investments: Getting The Most Out Of What You Already Have - PM3**11:00 am - 11:45 am Don Sorcinelli - BostonPocketPC.com**

So you want to implement a handheld computing strategy at your company, but you want to make sure that you do so in the most cost-effective manner? One of the best ways to contain costs is to leverage your existing equipment, repurposing it for new mobile handheld

applications. Attend this session to explore the various strategies for breathing new life into old equipment, and in the process keeping a lid on deployment expenses.

Policy And Management Solutions Track — DAY 3: Thursday, May 22, 2003 (Continued)

Cost Justifying A Handheld Computing Strategy - PM4 - 12:00 pm - 12:45 pm**Don Sorcinelli - BostonPocketPC.com**

In this new age of fiscal prudence, every 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 var-

ious types of enterprise computer systems, PDAs represent one-fourth the annual cost of a laptop computer - or \$2,500 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 team.

Development Track

DAY 3: Thursday, May 22, 2003

Developing Apps For The Palm OS - D1 - 9:00 am - 9:45 am**JB Parrett - Principal Software Developer - PalmSource, Inc.**

With over 260,000 software application developers, it's not surprising that PalmSource boasts one of the most comprehensive developer's programs in the industry. Today, PalmSource offers a number of development programs: The Plugged In Program is designed for developers of new hardware expansion solutions and software content cards, while the Palm OS® Program is for developers and licensees of the Palm OS platform. Come learn about the Plugged In Program's resources, and gain an overview of available Hardware Development Kits (HDKs) and Software Development kits (SDKs); design, manufacturing, and distribution information; availability of expansion parts; and more. Discover

the wealth of resources available in the Palm OS Program, including the Palm OS Emulator, for testing and debugging your applications; tools to create applications that run on Palm Powered™ handhelds; tools to create "conduits" or small plug-ins to HotSync technology that runs when you press the HotSync button; tools to create wireless Web clipping applications; and reference designs to create hardware peripherals for both Palm branded and Palm OS licensee devices like those from Acer, AlphaSmart, Fossil, Garmin, GSL, Handera, Handspring, HuneTec, Kyocera, Legend, Palm, Samsung, and Sony.

Developing Apps For The Pocket PC Platform - D2**10:00 am - 10:45 am**

Pocket PC runs on the Microsoft Windows CE operating system. In general, Windows CE is very similar to Microsoft Windows NT, but uses only a subset of the functionality. Although both operating systems use 32-bit processors, Windows NT is only available on the x86 family of processors from Intel, AMD, or Cyrix, while Windows CE can run on a variety of different 32-bit processors, including MIPS, ARM, SH3/4 and the PowerPC. Start developing for Microsoft Windows-powered mobile devices today — and gain new business opportunities while leveraging your existing

Microsoft Visual C++ and Visual Basic skills. In this session, learn the basics of developing PocketPC applications, including an introduction to Visual Basic 3.0 and C++ 3.0; discover how to install Pocket PC development tools; get help in choosing the right programming language; and tour the Pocket PC SDK and get an overview of the Pocket PC Emulator to test your Pocket PC applications on your Windows NT or Windows 2000 desktop PC.

Developing Apps For The BlackBerry - D3**11:00 am - 11:45 am - Alex Willis, Practice Manager, Professional Services, Research In Motion**

RIM Wireless Handhelds are pioneering communication devices that allow mobile professionals to send and receive e-mail wherever they go. If you're interested in developing applications for these handhelds, rest assured that they can quickly and easily be created using the company's free Software Development Kits (SDKs). In this session, learn about the various device platforms for development, including the client/server development model, developing a wireless application using a wireless browser, and developing forms engines. The client/server model involves creating an end-to-end application where a client application will reside

on the RIM Wireless Handheld and interact with a host application on a server. Using a wireless browser is the quickest and easiest way to build a wireless application. It involves using existing Web standards along with a third-party browser provider to enable wireless applications, with supported mark-up languages including HTML, HDML, and WML. Finally, learn how to develop forms engines that allow a user to enter data into a form on a BlackBerry handheld, send that data to a server, and receive a response that is formatted according to a template.

Developing SALT Apps - D4**12:00 pm - 12:45 pm - Albert Kooiman, Business Devt Manager, .NET Speech Technologies, Microsoft Corporation
Yousif Hassan, Engineering Manager, SpeechWorks**

SALT, for Speech Application Language Tags, is a new, open speech technology standard that gained instant credibility in late 2001 when the SALT Forum was announced by a powerful consortium including Microsoft, Cisco, and Intel. This special session will examine the specific capabilities that SALT brings to the development of voice-enabled Web applications for handheld computers, and offers the aspiring SALT appli-

cation developer the knowledge required to start creating innovative Web applications such as speech recognition-enabled forms and navigation tools. Don't allow confusion to stall the development of innovative voice-enabled Internet applications — attend this in-depth SALT session and learn the role SALT can play in your voice-Web initiatives.

For Speaking Opportunities Contact Daphne Lee @
203-852-6800 ext. 271 or dlee@tmcnet.com

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Gary Freytag, President & CEO, Blue Rocket Wireless

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Agenda At A Glance

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Developing An Effective
 Wi-Fi Security Strategy
 Workshop

1:00 pm - 4:00 pm

Day One: Tuesday, May 20, 2003

	Technology Track	Wireless/Mobility Track	Enterprise Applications Track
	7:00 am - 8:00 am CONFERENCE BREAKFAST 7:00 am - 8:00 am		
8:00 am - 8:45 am	Selecting The Right Palm OS-Based Device T-1	Strategies For Enabling A Wireless Workforce W-1	Mobile SFA: Leveraging Handhelds For Sales & Support Force Automation EA-1
9:00 am - 9:45 am	Phone/PDA Hybrids & Next-Gen Handheld Devices T-4	802.11x: Wi-Fi Standards — Cutting Through The Confusion W-2	On the Go And In The Know: CRM For Mobile Customers & Agents EA-2
10:00 am - 10:45 am	Focus On The BlackBerry Platform T-3	Constructing A Wireless LAN: A Walk Through The Installation Process W-3	Using PDAs To Access & Maintain Corporate Knowledgebases EA-3
11:00 am - 11:45 am	Selecting The Right Pocket PC-Based Device T-2	Selecting The Right Wi-Fi Products W-4	The Mobile Inbox: Reaping The Rewards Of Wireless E-Mail EA-4
	11:45 am - 12:45 pm CONFERENCE LUNCHEON 11:45 am - 12:45 pm		
	12:45 pm - 2:00 pm KEYNOTES <i>FREE TO ALL ATTENDEES!</i> 12:45 pm - 2:00 pm		
	2:00 pm - 5:00 pm VISIT THE EXHIBIT HALL <i>FREE TO ALL ATTENDEES!</i> 2:00 pm - 5:00 pm		
	3:30 pm - 5:00 pm NETWORKING RECEPTION <i>FREE TO ALL ATTENDEES!</i> 3:30 pm - 5:00 pm		



Agenda At A Glance

Day Two: Wednesday, May 21, 2003

Technology Track	Wireless/Mobility Track	Enterprise Applications Track	
Symbian EPOC OS-Based PDAs T-5	Wide Area Wireless: Choosing A Wireless Service Provider W-5	The Web In Hand: Benefiting From The Wireless Web EA-5	8:00 am - 8:45 am
Productivity Enhancers: Batteries, Power Mgmt. & Other Vital Accessories For Handheld Platforms T-6	Bluetooth & The Personal Area Network W-6	Telephony Applications For Handheld Computers EA-6	9:00 am - 9:45 am
BATTLE FOR THE ENTERPRISE 9:45 am - 11:15 am <i>FREE TO ALL ATTENDEES!</i> 9:45 am - 11:15 am			
VISIT THE EXHIBIT HALL 11:15 am - 4:00 pm <i>FREE TO ALL ATTENDEES!</i> 11:15 am - 4:00 pm			
CONFERENCE LUNCHEON 12:15 pm - 1:15 pm 12:15 pm - 1:15 pm			
NETWORKING RECEPTION 2:00 pm <i>FREE TO ALL ATTENDEES!</i> 2:00 pm			
Microsoft's Smartphone & Future Trends In Handheld Computing Technology T-7	Winning Wireless Applications W-7	Multimedia On PDAs EA-7	2:00 pm - 2:45 pm
INDUSTRY FOCUS PRESENTATIONS 3:15 pm - 4:45 pm <i>FREE TO ALL ATTENDEES!</i> 3:15 pm - 4:45 pm			

Day Three: Thursday, May 22, 2003

Policy & Mgmt. Solutions Track	Wireless/Mobility Track	Development Track	
Developing An Effective Handheld Computing Support Strategy PM-1	Managing Presence & Instant Messaging W-8	Developing Apps For The Palm OS D-1	9:00 am - 9:45 am
Comparing & Containing The TCO Of Mobile Computing Devices PM-2	An Overview Of Microsoft's.NET Mobility Technologies W-9	Developing Apps For The Pocket PC Platform D-2	10:00 am - 10:45 am
Leveraging Existing Investments: Getting The Most Out Of What You Already Have PM-3	Developing An Effective Wireless Middleware Strategy W-10	Developing Apps For The BlackBerry D-3	11:00 am - 11:45 am
Cost Justifying A Handheld Computing Strategy PM-4	A Wireless LAN Security Primer W-11	Developing SALT Apps D-4	12:00 pm - 12:45 pm

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Monday - May 19 th	7:00 am - 3:00 pm
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Wednesday - May 21 st	7:00 am - 4:00 pm
Thursday - May 22 nd	7:30 am - 11:00 am

Exhibit Hall Hours

Tuesday - May 20 th	2:00 pm - 5:00 pm
Wednesday - May 21 st	11:00 am - 4:00 pm

Conference Hours

Monday - May 19 th	9:00 am - 4:00 pm
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Wednesday - May 21 st	8:00 am - 4:45 pm
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- 6. Service (non-ISP)
- 7. Other (Specify) _____

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- 21. Application Service Provider/ Outsourcing (CASP)
- 22. PTT
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- 35. Catalog Marketing/Publishing
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- 38. Advertising/Public Relations
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- 40. College/ University/School
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