

MOBILE FEAST

NEWS RELEASE

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FOR IMMEDIATE RELEASE

BITE INTO THE MOBILE WEB WITH MOBILE FEAST!

With a lot of excitement surrounding the release of the Apple 3G iPhone, there is an equal amount of speculation regarding the expansion of the mobile web. Slattery IT, a marketing organisation in the technology sphere, has decided to kick-start the discussion by hosting an event designed to explore the potentials of the mobile internet.

Held on August 26, 2008, 'Mobile Feast' will discuss the impact of mobile technologies on human behaviour, content generation, and revenue potential. A range of industry-leading speakers including Emily Boyd, founder of Remember The Milk, Angelo Tilocca, manager of content licensing, digital business development with ABC Commercial, and Jamie Perry, general manager of Distribution & Commercial Systems, Jetstar, will explore the future of the mobile web, how mobile internet usage is changing, and the implications for businesses and consumers.

"We've seen business models change with every significant advance in technology," commented Martin Hoffman of Ulysses Ventures and speaker at the Mobile Feast event. "Mobile internet will be no different, and it's important to start thinking about models that will work with this medium."

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Martin Hoffman - Ulysses Ventures

According to Rachel Slattery, director, Slattery IT, Mobile Feast is designed for business people keen to capitalise on the opportunities a mobile web has to offer.

"The IT sector's track record indicates that innovation often comes from left-field," said Ms Slattery, "The mobile landscape is changing rapidly, and Mobile Feast will give attendees a taste of what to expect."

Mobile Feast will be held on August 26, 2008 at Customs House, 31 Alfred St, Circular Quay, from 2-6pm. For more information visit: www.slatteryit.com.au/MobileFeast08/.

Mobile Feast tickets are \$150 and are available online at <https://www.slatteryit.com.au/MobileFeast08.aspx> or by calling 02 9423 8850.

MOBILE FEAST

For more information please, or to obtain a media pass, please contact:

Zaz Teoh

Slattery IT

Ph: 02 9423 8850 | Email: zaz@slatteryit.com.au

About Mobile Feast

Join us as we discuss all things mobile!

This event will help you get your head around the opportunities a mobile web has to offer. The history of technology tells us that the true innovators come out of left field – so if you want to get a taste of what to expect, come along and hear some alternative viewpoints and enjoy a Mobile Feast!

Mobile Feast will address the question of how can businesses and consumers capitalise on the opportunities being served up by the mobile web.

Speakers include:

- » Emily Boyd – Founder, Remember The Milk
- » Dr Richard Favero PhD – Founder & Chief Executive Officer, SOPRANO Design
- » Martin Hoffman – Ulysses Ventures
- » Alan Jones – Doing Words
- » Mark Jones – Founder, Filtered Media
- » Stephen Kilsby – Head, Games Development, Viva La Mobile
- » Dr Marisa Maio Mackay – Director of Research, m.Net Corporation
- » Ramin Marzbani
- » Antony McGregor Dey – QMCodes
- » Jamie Perry – GM Distribution & Commercial Systems, Jetstar
- » Dan Rosen, Chief Executive Officer, Nomad NetworX
- » Cliff Rosenberg – Executive Chairman, Clear Light Digital
- » Christina Thurn – Senior Producer, Walt Disney Internet Group Australasia
- » Angelo Tilocca – Manager Content Licensing, Digital Business Development, ABC Commercial
- » Oliver Weidlich – Ideal Interfaces
- » Peter Williams – Chief Executive Officer, Deloitte Digital
- » Jennifer Zanich – Chief Executive Officer, Xumii