



FOKUS Media Web Symposium

Mobile Applications, Social Media and HybridTV –
towards experiencing integrated
communication and media

Berlin, November 4-5, 2010

Media Web Symposium



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communication and media.

Additional Information & Contact

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FOKUS Media Web Symposium

FRAUNHOFER INSTITUTE FOR OPEN COMMUNICATION SYSTEMS FOKUS

Fraunhofer FOKUS, together with partners and friends, invites all interested parties of the (mobile) media and content industry to participate the Media Web Symposium 2010. During these two days, international experts will present and discuss current trends in tutorials, technical workshops, and invited conference presentations.

Thursday, Nov 4th, 2010

Tutorials

- _ IPTV, HybridTV, WebTV, HbbTV
- _ Mobile (Web) Applications
- _ Device APIs: WAC & Co.
- _ Social Media Web
- _ Android programming

Workshops

- _ HybridTV – Interactive Content Services on various devices
- _ Mobile Apps – Mobile application development and distribution

Friday, Nov 5th, 2010

Conference

- Session 1_ Keynote “Future Media Internet”
- Session 2_ Consumer Electronics meets Rich Media
- Session 3_ Mobile Media Cloud and Network Embedded Media
- Session 4_ Social Media and Smart Mobile Content
- Session 5_ Apps everywhere: App Stores & Co
- Session 6_ Panel “Content vs. Apps – what’s the ultimate asset”
- Session 7_ Research Activities and Prototypes

Exhibitions & demonstrations on both days