

# Beyond the Bit Pipes

Mercure Château Chartrons, Bordeaux, France  
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## ICIN 2009 Provides Hype-Free Information and Insights

The [ICIN 2009](#) conference addresses key issues for the ICT industry, including business models, technical implementations and field experience, with presentations from leading players: network and service providers, vendors and analysts.

Full details of the ICIN 2009 Programme can be downloaded [here](#). It is worth reading. Look at what the session chairmen say about their sessions:

- This session will provide insight into key aspects such as web 2.0 mashups, social networking, service brokering, service creation, that are central to any merger between Telecom Network Architecture(s) and Web 2.0 new service offerings.
- This session will give examples of how both innovative and improved services can be enabled by NGN and IMS and how these architectures can be used to enrich the user experience.
- This session will provide hints on how to benefit from improvements of web technologies and how the all-IP network infrastructure can support better functions and services adopting and integrating those technologies.
- This session will explore what new functionality and APIs are required in order for the network-as-a-platform concept to become a reality, covering issues such as QoS and real-time aspects, APIs for multimedia applications and new data-oriented service enablers, and highlighting the unique value that telecom service providers can bring.

And that's just the first few sessions!

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You will find additional information on our web site at [www.icin.biz](http://www.icin.biz).

As the chairmen of the Technical Programme Committee and International Advisory Board, we look forward to welcoming you in Bordeaux at ICIN 2009!

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