Towards New Service Architectures

Delegates to ICIN 2011 in Berlin, October 4-7, will benefit from a strong technical programme presenting possible evolution paths from current architectures towards new service architectures strongly influenced by cloud computing up to Future Internet. The focus is also on services, their composability and the creation of viable service ecosystems based on the availability of new enablers.

The **ICIN 2011** conference covers telecoms and web services and service architectures from both technical and business perspectives. Full details of the ICIN 2011 programme including tutorials and workshops can be downloaded [here](#).

The technical sessions are supported by keynote presentations providing insights into the future of network services and applications.

**ICIN 2011 Keynotes**

- **Supporting Innovation in an Open ICT Service Environment**
  - Introducing OMA’s plans in the areas of: support for social networks, RCS components, M2M, supporting personal networks in home, vehicle and e-health use cases
  - Musa Unmehopa, Distinguished Member of Technical Staff, Alcatel-Lucent and Chairman of the Technical Plenary of the Open Mobile Alliance

- **Dynamic Broadcasting -- en Route to Convergence of Broadcast and Mobile**
  - Exploring the concept of dynamic hybrid broadcast systems in which spectrum is only used for live programs and for pre-produced program content which is consumed by large numbers of viewers
  - Ulrich Reimers, Managing Director, Institut fuer Nachrichtentechnik, Technische Universität Braunschweig and Chairman of the Technical Module within the DVB Project

- **Business Web**
  - Envisaging the future of business software through a secure cloud infrastructure optimized for mobile devices
  - Hervé Couturier, Executive Vice President, Business Intelligence & Research, SAP

- **Mining the Silver Lining of the Cloud**
  - Developing independent strategies for service providers to leverage their existing facilities-based assets and customer franchise
  - Joe Weinman, Worldwide Lead, Communications, Media and Entertainment Industry Solutions, Hewlett-Packard

- **Progress of New Generation Network Design and Building**
  - Implementing a vision for the design of a New Generation Network based on social requirements and enabling technologies around 2020
  - Hiroaki Harai, Director of Network Architecture Laboratory, NICT

- **Are Mobile Operators Helping or Hindering the Development of Applications?**
  - Exploring the emerging marketplace for 3rd party developers in the mobile industry
  - Graham Trickey, Senior Director, GSMA
On-demand Networks

Applying network virtualization technology to open the doors to innovative business and operational models

*Hans-Ulrich Schoen, Head of Technology, Business Solutions, Nokia Siemens Networks*

As the chairmen of the Technical Programme Committee and International Advisory Board, we look forward to welcoming you in Berlin at ICIN 2011! [REGISTER NOW!]

Stuart Sharrock, Chairman
ICIN International Advisory Board
chair@icin.biz

Roberto Minerva, Chairman
ICIN Technical Programme Committee
cfp@icin.biz