



CEntro SViluppo INnovazione

PRESS RELEASE

WHY MCA BarCamp: the mobile revolution took place!

Cremona, December 12th 2009. The **Mobile Revolution** announced by **Cesvin**, took place on Saturday December 12th in Cremona, at **Politecnico di Milano regional office**, during the BarCamp WHY MCA, an event entirely dedicated to the discussion and the analysis of **mobile community and applications**.

The event, organized by Cesvin in partnership with Smemoranda and Vodafone, was promoted by Cremona branch of the Politecnico di Milano, MEF (Mobile Entertainment Forum), Associazione Industriali Cremona, Comune di Cremona Servizio Politiche Giovanili, Banca Cremonese Credito Cooperativo and sponsored by Aemcom, Buongiorno – Peoplesound and HelloTXT, Dpixel, Guide per Cellulari, Mobyt. Mobile Entertainment, Wireless4innovation, Telecolor and Primarete Lombardia were the media partners.

WHY MCA has been able to bring in one day a double revolution. Firstly, and for the first time in Italy, it brought more than 100 people among mobile developers, sector managers and university students, around the same table to discuss together all aspects of Mobile Applications: from the point of view of solutions, technology, social impact and economic sustainability. Secondly, it brought this revolution in Cremona, city that for the first time became a meeting place for the community of mobile developers.

The event was organized as a **BarCamp**, entirely dedicated to speeches and round tables with the main aim to offer an opportunity of confrontation through workshops, work groups and job interviews in an informal environment.

The speeches that during the day followed one after the other were all related to three main topics: Technology, Entertainment and Business. Within the first subject (Technology) we had the intervention of *Filippo Natali, Mobyt*, related to open source's tools for mobile messaging infrastructure, the intervention of *Corrado Ignoti, Aemcom*, on mobile security, and the presentation of **Layar, solution able to recreate personalized representations of augmented reality on mobile phones** by *Andrea Piovani, Cesvin*. The second subject (Entertainment) was represented by the intervention of *Fabrizio Giordano, Buongiorno*, who explained the characteristics of **HelloTXT, a mobile social aggregator** that gives the opportunity to update at the same time every social network to which the user is registered, and the intervention of *Giovanni Dimaggio, Buongiorno*, that illustrated the innovation of **Peoplesound** –nominated with other 5 applications to

compete at the “Best Social Network iPhone Application” in the Mashable Open Web Award 2009 contest– **a social network** that allows users to share in real time a private status with a community of 20 friends and exchange with them free texts, chat, pictures and contents. The third subject (Business) was instead represented by the intervention of *Filippo Renga, Research manager for the Observatory on Mobile Content & Internet of the School of Management of the Politecnico di Milano*, which compared **mobile application and mobile site**, the intervention of *Italo Vignoli, president of Quorum PR*, who illustrated some **PEW Internet and MobileYouth reports on the study of mobile social media** and finally, the intervention of *Riccardo Bosio, Guide per Cellulari Managing director*, who introduced **the evolution (and the revolution) of mobile services and applications** on the available technologies.

Another intervention appreciated by managers and developers has been the one made by *Valeria Cicino (Vodafone)* dedicated to the introduction and description of **Vodafone 360**, the new platform of Vodafone services and applications. In parallel to the speeches there were occasions for discussions, during which groups of developers confronted one each others on several technologies and platforms, shared experiences, doubts and group strategies.

The event ended with the **Vodafone 360 Competition Ceremony** and the award of the prize to a group of students of the Politecnico di Milano. The students created a widget 360 called “CoolTraveling” able to facilitate travelling from a city to another by giving the opportunity to users to access information on trains and flights services, weather forecast and other news.

Considering the success obtained by the event, **in 2010 WHY MCA could be launched** as a periodic and itinerant appointment. Any news will be announced at the website www.whymca.org – where it will be possible to find the material of the event, a forum (through which the WHY MCA Community will keep in contact), twitter #whymca channel and the channel of Peoplesound available by sending a text to the number: +39 338 6738251.

CESVIN

CESVIN is a mixed public and private organization born in 2005 for the will of ACSU (Associazione Cremonese Studi Universitari) to develop joined projects between universities and businesses.

Its mission is the spreading of innovation not only in the area of Cremona by encouraging collaborations between productive realities, University, Research and Local Institutions but also on a wider scale by spreading competencies, funding and resources that could make businesses and the territory developing. It operates in 4 main areas: New Technologies, Web Technologies and Mobile, Environment and Training courses.

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