



**14 NOVEMBER 2007**  
**BFI IMAX LONDON**  
**[www.future-of-mobile.com](http://www.future-of-mobile.com)**

**A NEW EVENT DEDICATED TO THE FUTURE OF THE MOBILE WEB**

**BATH, September 3, 2007** - **The Future of Mobile** brings together pioneers of the mobile web to discuss future directions in content, usage, devices, development, commerce, marketing, advertising and more.

This unique event brings together the strands of the mobile story so far, with experts from across the industry presenting on topics such as:

- How the iPhone will change the mobile space
- Beyond WAP: Advanced Browsing, mobile AJAX & the future of the web
- Next generation user interfaces
- How are people using mobile today?
- Keeping users happy and coming back for more!
- The truth about mobile web development standards
- Cracking the code: developing for mobile devices

The event's programme chair is mobile expert and author Brian Fling ([www.blueflavor.com](http://www.blueflavor.com)). He's invited a list of leading mobile practitioners to join him on stage, including:

Daniel Appelquist - Vodafone, Mobile Monday London  
Matt Millar, Adobe  
Andrea Trasatti and Ronan Cremin, dotMobi  
Steve Page, Mobile Commerce  
Tom Hume, Future Platforms  
Julie Strawson, Monotype Imaging  
Chetan Sharma, Chetan Sharma Consulting  
Dr. Guillaume Peersman, Dialogue  
Marek Pawlowski, PMN

Joining this prestigious speaker list will be over 400 attendees from design, development, marketing, founder and advertising backgrounds. So as well as an affordable opportunity to get up to speed on all things mobile, the Future of Mobile is also a great way to connect with peers and potential partners in the industry.

Ryan Carson, Director of Carson Workshops said, "*The Future of Mobile* was an event that was just begging to be launched! There's so much excitement around the mobile industry right now, and Europe is where it's at. This event will bring you bang up to date with developments in the space and help you build your own mobile web strategies."

All Carson Systems events aim to deliver exciting, informative conference experiences that deliver really practical benefits at affordable prices. This one-day conference costs £89 exc VAT per delegate.

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### **About Carson Systems**



Carson Systems ([www.carsonsystems.com](http://www.carsonsystems.com)) is based in Bath, England, and focuses on building web applications, while also offering world-class events for the web industry. Carson Systems is the producer of successful conferences such as the Future of Web Apps (<http://www.futureofwebapps.com>) and the Future of Web Design (<http://www.futureofwebdesign.com>).

Carson Systems was recently recognized at the 10<sup>th</sup> annual South by Southwest (SXSW) Interactive Web Awards with top prize in the Educational Resource category for Vitamin ([www.thinkvitamin.com](http://www.thinkvitamin.com)), an online magazine for web designers, developers and entrepreneurs.

### **For further information, please contact:**

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