

Mobile Phones FOR THE SENIOR MARKET

26TH
OCTOBER
2009

A ONE-DAY CONFERENCE

Royal Institution of British Architects
66 Portland Place, London W1B 1AD



Speakers include:



Arlene Harris
Founder
Jitterbug and GreatCall

Keynote
Speaker



Dr John Gill OBE DSc FIET
Chairman
PhoneAbility



Eveline Pupeter-Fellner
CEO and owner
Emporia Telecom



Prof. John Clarkson
Professor & Director
University of Cambridge
Engineering Design Centre



Chris Millington
Managing Director
Doro UK



Nicky Hickman
Director
Inglis Jane



Chris Cowpe
Co-founder
Caffeine Partnership



Nick Hunn
Vice Chairman/Executive Director - MDA
Director - WiFore Consulting Ltd.



Ian Hosking
Senior Research Associate
University of Cambridge
Engineering Design Centre



David Brunnen
Founder and director
European Connected Health Campus

www.seniormarket.co.uk

AIMS

The greatest opportunity for business exists where technology meets an unfulfilled need. Serving the aging population is both commercially and socially rewarding. Improved diets, healthcare and conditions mean that we are all living longer, more active lives. A growing demographic with its own needs and preferences.

The mobile phone industry, itself born in the 1980s, has been horribly ignorant of the needs of consumers twice its age. While the industry has been looking to younger consumers, with areas such as meeting new friends, dating and music, it has missed the generation which uses communication to keep in touch with friends, family and services it has used for years. An older, wealthier generation that does not expect all services to be free.

Who should attend?

The aim of the **Mobile Phones For The Senior Market** conference is to bring together those who are already pioneering in the field and the established mobile industry players.

It can be a difficult area to master, even the terminology - older consumers, 55+, grey, senior or aged - can be off-putting. From the consumers' side it can be equally confusing - an industry full of new acronyms, price plans and unfamiliar technologies.

The speakers at the Mobile Phones For The Senior Market conference have been chosen to bridge this gap from both ends. To share their advice and experience on addressing this market. Speakers who are passionate about what they have achieved and what the future holds.

You should attend if you work in the mobile phone industry and are looking for a new, largely untapped market. It's an area which is so full of opportunities that we have been able to assemble a dream team of experts. In one day you'll learn more about the senior market than you thought possible.

You should also attend if you are already working in mobile phones for the senior market. You'll recognise the names and the companies. It's a place to learn what they are working on and where they see the market going.

Most of all the conference is a mechanism to build the market. To meet that unfulfilled need by bringing together the disparate parts of the mobile phone industry to create a whole.

Expect a stimulating, entertaining and opportunity filled day. And bring a lot of business cards.



Simon Rockman

Conference organiser

AGENDA

While the mobile phone market is looking into more and more areas of specialisation in the search for continued growth, the opportunity to fulfil the unmet need of the senior market is largely over-looked. There are some exceptions to this: The aim of the conference is to bring together those exceptional people, from different disciplines and with different experiences, to help with the cross-fertilisation necessary to make the market grow. There is an emphasis on speakers who have real experience with consumers in the field.

9.00 - 9.20

Registration

9.20 - 9.30

Welcome, overview, aims of the day **Simon Rockman**

Each session is planned to include around 10 minutes for questions and answers.

REACHING THE MARKET

9.30 - 10.10

Keynote speaker

Arlene Harris - founder of **Jitterbug** the US MVNO with around ¼ million senior subscribers - provides a unique insight into the problems and opportunities of the market.

10.10 - 10.40

Advertising to the senior market

None of us want to face up to accepting that we are getting older, and the last thing we want is advertisers reminding us of the fact. How do we bridge the gap? **Chris Cowpe**, Non-Executive Director of **Age Concern Enterprises** and formerly Chief Executive of advertising agency **DDB London** has some answers.

10.40 - 11.00

Break - Coffee in the *Hawksmoor* room

BUILDING AN ECONOMIC CASE

11.00 - 11.40

Attendees to the Mobile Phones For The Senior Market conference probably already have a good idea that it's an economically worthwhile thing to do, but will need to report back to their organisation. **Prof. John Clarkson** of the **University of Cambridge** presents some startling numbers and ideas to think about. Numbers that look too good to miss out on.

11.40 - 12.00

Understanding the Senior Market means understanding that the opportunity is far richer than a single use case, consumer segment or device; it's multiple markets with multiple needs. **Chris Millington** from **Doro** explains why his company uses a wide portfolio of products to support the differing demands of their consumer segments.

11.50 - 12.30

Improved medicine, diets and healthcare have led to longer and better lives, but as the population ages, we see increased strain on the health and insurance services. Remote care is a significant part of the solution. **Nick Hunn** looks at the work of the Continua Alliance technology and business models that will become a necessary part of our future.

12.30 - 1.45

Lunch - served in the *Hawksmoor* room

JOINING THE DOTS

1.45 - 2.15 **Emporia** was established in 1991 and specialises in building mobile phones aimed at the Senior Market. The company has a wealth of experience in what makes people buy and use mobile phones. This is reflected in a growing range of products. **Mrs Eveline Pupeter-Fellner**, co-founder of the company, will explain how they have refined their range of products to meet the market need.

PANEL

2.15 - 2.50 **Getting from the factory to the consumer**

Chair: Simon Rockman

Arlene Harris - Jitterbug

Mrs Eveline Pupeter-Fellner / Richard Parry - Emporia

Chris Millington - Doro

2.50 - 3.30 **Getting the design right helps everyone**

We know that the opportunity is huge but what do the device and service need to do to liberate the consumer? **Ian Hosking** of the **University of Cambridge** looks at different design approaches to making mobiles more inclusive.

3.30 - 3.40 **Break** - Coffee in the *Hawksmoor* room

3.40 - 4.00 **Voice is the natural user interface for the mobile phone**

Is it the ease of use solution the Senior Market has been looking for? **Nicky Hickman** presents the results of her Sound Barriers research.

4.00 - 4.20 **Legislation meeting consumer need**

Most of the conference is aimed at the opportunity that lies behind serving the senior market, but there is an international trend to empower those consumers in that market to force manufacturers to meet their needs through legislation. Manufacturers and operators may have no choice but to cater for the Senior Market. **Dr John Gill OBE**, Chairman of **PhoneAbility** and formerly Chief Scientist of the RNIB looks at the demands and legislation.

4.20 - 4.50 **Doubly Disconnected**

There are many types of Digital Division. The reasons for the divide between the haves and have-nots, and the responses they elicit are numerous and varied. Within the deeper societal divisions there is a need to address a significant minority - the Doubly Disconnected - major consumers of health and welfare services, yet beyond the reach of technologically enthused improvers of public services delivery. David Brunnen - director, European Connected Health Campus rises to this challenge. In the search for solutions, can commercial collaborative advantage deliver where conventional competition has failed?

4.50 - 5.00 **Wrap up**

Simon Rockman gives a brief overview of the lessons we've learned today and thoughts on what can be done next.

Arlene Harris

Founder of Jitterbug and GreatCall



Arlene founded GreatCall and launched Jitterbug in 2006 in partnership with Samsung to create a simple and personalized cell phone experience. The Jitterbug phone and service has earned top honors as a finalist in Yahoo's Last Gadget Standing competition at the Consumer Electronics Show in 2007 and was named to the New York Times 10 Best Brilliant Ideas of 2006 (as judged by David Pogue) as well as Reader's Digest Top 100 Products. Under her guidance, GreatCall won the Wireless Industry's coveted Andrew Seybold Choice Award for "Best New Company" at CTIA in 2007 and the American Society on Aging's Award for "Best Small Business" in 2008. Also in 2008, Arlene received the ATHENA Pinnacle Award in Technology for her industry-leading achievements with GreatCall, was selected for the Qualcomm San Diego Ambassador program which recognizes technology innovators in the San Diego area, was named a Fierce Wireless "Top U.S. Wireless Innovator of All Time," and most recently won a Stevie Awards for Women in Business.

In 1994, she founded SOS Wireless, the first ever consumer cellular service. In 1986 she founded Cellular Pay Phone inventing the first application specific end to end cellular offering. In 1985, she founded Subscriber Computing a billing CRM company serving paging carriers globally and built the first cellular switch mediation and first cellular prepaid systems. In 1985, she founded tech incubator, Dyna LLC. In 1983, she co-founded cellular billing CRM leader Cellular Business Systems Inc. now Convergys and created the first cellular switch provisioning systems. She worked in family operated ICS Communications as a mobile telephone operator from the age of 12, helping the company become the worlds largest paging company, heading up automated billing, provisioning, CRM systems, wireless resale, the first customer self help systems (1979), and the worlds first consumer wireless health app. LifePage (1982).

Awards winner as an innovator in technology, she was also the first woman inducted into the Wireless Hall of Fame. She has several patents and was a Founder of the Wireless History Foundation in 2007.

Arlene lives in Del Mar with husband Marty Cooper, inventor of the first cellular portable phone.

Chris Cowpe

Co-founder of The Caffeine Partnership



Chris is a leading expert on advertising and communications, brand and business development. He worked for 30+ years at one of the world's foremost advertising agencies, BMP now known as DDB London, where he was Planning Director, Head of New Business and MD/CE from 1995 to 2005.

He worked across a very wide range of industry sectors including financial services, telecoms, packaged goods, soft and alcoholic beverages automotive, retail and the public sector. During his time at BMP/DDB, the agency won three times as many IPA Effectiveness Awards as any other agency, consistently topped the creative awards tables and was voted Campaign's Agency of the Year four times.

In 2007 he co-founded The Caffeine Partnership, a business consultancy specialising in helping companies to grow faster by providing rapid and sharp injections of energy, advice and ideas to help their clients. The company focuses on business development and brand positioning work in sectors including telecoms, investment banking, accountancy, marketing services, publishing, third sector, real estate and property construction.

With David Kean, Chris co-authored *How to Win Friends and Influence Profits - the art of winning more business from existing clients*; he is a regular writer in the marketing and business press as well as being a speaker at conferences and seminars.

Chris is also a trained Business Coach (London School of Coaching), a fellow of the IPA, Non Executive Director of Age Concern Enterprises, a Trustee of the Arthritis Research Campaign and a Governor of The Godolphin and Latymer School.

Dr John Gill OBE DSc FIET

Chairman of PhoneAbility



John has worked for over 38 years in the area of scientific and technological research for people with disabilities. His research has included the design of fonts, public access terminals, tactile communication, orientation systems, automated production of braille and large print, and access to telecommunication systems and services. He has visited 40 countries and written 250 publications.

John Clarkson

Professor of Engineering Design

Director, Cambridge Engineering Design Centre



John Clarkson returned to the department in 1995 following a seven year spell with PA Consulting Group's Technology Division where he was Manager of the Advanced Process Group. He was appointed director of the Engineering Design Centre in 1997 and a University Professor in 2004. John is directly involved in the teaching of design at all levels of the undergraduate course.

At PA John gained wide experience of product development with a particular focus on the design of medical equipment and high-integrity systems, where clients required a risk-based systems approach to design to ensure timely delivery of safe systems. John has helped pioneer the development of exclusion audits, which is the process of assessing how many people in the population can and cannot use a particular product or service.

His research interests are in the general area of engineering design, particularly the development of design methodologies to address specific design issues, for example, process management, change management, healthcare design and inclusive design. As well as publishing over 400 papers, he has written a number of books on medical equipment design and inclusive design.

Nicky Hickman

Director of Inglis Jane Ltd



InglisJane Ltd, a freelance product and innovation management company serving customers in the mobile and internet sectors. Nicky has over 10 years international experience managing and developing products and services for both business and consumer markets. A History graduate, (Leeds, UK), she also has post-graduate qualifications in International Trade & Chinese (ISUGA, France), and Product Development (MIT Sloan School, USA). She has a special interest and expertise in customer-facing Identity Management, Inclusive Design, and mHealth.

For 2 years, Nicky managed a portfolio of products and services for senior customers of Vodafone UK. She worked on developing a number of specialist products such as the Vodafone Speaking Phone, and Vodafone Textphone, as well as inclusive products, such as 1471, particularly suited to senior customers. Her work led to the development of Vodafone Simply. More recently, Nicky has helped O2 develop their strategy for the sector. Grounded in solid commercial analysis, and an intimate knowledge of customers and their needs, Nicky has consistently demonstrated that senior customers have excellent customer life-time value (CLV), and that service providers can effectively serve and profit from them, with simple changes that don't break the bank.

Ian Hosking

Senior Research Associate, Cambridge Engineering Design Centre



Ian has over 20 years of experience of working in Industry with a focus on the effective application of technology through understanding people's needs. He first looked at inclusive mobile phones back in 1997 for a major handset manufacturer.

Ian led the team that conducted the ground breaking exclusion study for Vodafone which estimated that 9% of the European population over 16 is excluded from the most basic mobile usage. This work also identified key features that can significantly reduce exclusion.

Ian is also one of the founders of Intrasonics Ltd and was instrumental in the invention of the technology that enables advanced mobile-media interactivity.

Ian joined the Engineering Design Centre at the University of Cambridge in June of this year and is responsible for promoting inclusive design in the UK as part of the KT-EQUAL programme. His interests include the convergence of inclusive and sustainable design. He is also a Fellow of the RSA.

Chris Millington

Managing Director, Doro UK



Chris Millington has over twenty years of international consumer electronics commercial management experience - gained through working in a variety of positions for some of the industry's key players.

He began his career at Kenwood Hi-Fi where he became the business development manager, before moving onto Sony's Computer VAIO division where he was responsible for all UK sales via retailers and distributors. Subsequently Chris joined Oregon Scientific where he ran a sales team as trade sector manager.

Since joining Doro in January 2005, Chris has been instrumental in restructuring the UK business in line with the needs of the modern family, the senior audience and people who require an easy-to-use mobile phone.

Central to his success is a dynamic product roadmap ensuring that UK consumers get what they really want from their electronics - regardless of their age or ability. Doro is a company which strives to improve the lives of the people using its products and design heritage. This ethos is also a key personal driver for Chris - simply put 'to make a difference'.

In his spare time Chris enjoys playing Nintendo Wii, golf, home DIY, current affairs, emerging technologies, environmental awareness and spending time with his family/friends.

Nick Hunn

*Vice Chairman / Executive Director - Mobile Data Association
Director - WiFore Consulting Ltd.*



Nick Hunn is Vice Chairman of the Mobile Data Association, where he takes a special responsibility for promoting the development of eHealth to Government bodies, mobile networks and device manufacturers. He also advises on all aspect of wireless design and applications through his role in WiFore Consulting.

Nick has over thirty years of experience in design and technical evangelisation, developing a diverse range of products, ranging from robot vision systems to laser gyroscopes, M2M communications systems and semiconductor processing equipment. He was also responsible for a world leading range of sperm and embryo freezers which won the Queen's Award for Technology.

Over the last fifteen years, Nick has been heavily involved with wireless standards and has been intimately involved with the development of Bluetooth. He is now one of the key evangelists for the new low energy Bluetooth technology.

Nick is well know as a writer and conference speaker, where he is recognised for his role in presenting the reality of technology - explaining the real world issues in deploying wireless and designing products. He is a fervent advocate for better design and usability, believing that if we want to expand wireless connectivity then we need to make it fit the customer's needs rather than the technologist's dreams.

Within the Bluetooth standards group, Nick is Vice Chair of the Bluetooth low energy evangelisation group, defining the new low power standard for web connected health devices and has been intimately involved in developing the existing Bluetooth Health Devices profile.

He holds an MA in Natural Sciences from Cambridge University.

David Brunnen

Founder and director of the European Connected Health Campus



The European Connected Health Campus is a not-for-profit Community Interest Company created to respond to economic, demographic and societal challenges of sustainable healthcare and services.

During his career at BT he created and led several new businesses units - a role that continued on an agency basis after he left to form Groupe Intellex and specialise in nurturing disruptive technologies.

As a journalist and business writer he is best known for his editorials on IT and Communications issues and, as a consultant, his advanced network designs.

His work in collaborative market development includes leadership of the UK's eBusiness Innovations Awards programme, creation of Business Team (a collaborative indirect sales channel) and service on the Strategy Panel for the UK government's Sciencewise programme aimed at improving policy development between sciences and citizens.

Connected Health requires a similar collaborative approach with inclusive engagement of many and diverse actors. In the formative year for ECHCampus he has led the production of 'A Manifesto for Connected Health' and now leads several projects within that framework.

Eveline Pupeter-Fellner

CEO and owner of Emporia Telecom



Within Emporia Ms. Pupeter-Fellner is responsible for the international strategic business, working with carrier partners and marketing strategies. Taking the range of products aimed at those people who are new users of mobile phones, people with impaired motor function and people who are overwhelmed by the multiple functions of conventional mobile phones to the European market of over 120 million people and beyond. The award-winning range of Emporia mobile phones provides a wide range of products to meet the needs of the target group.

Before she joined Emporia she was MD of an European publishing house. Well-known in the mobile phone business Ms. Pupeter-Fellner founded Emporia with her husband Albert. They now employ 40 people in Linz, Austria.

Simon Rockman



The conference organiser used to be, well, he used to be a lot of things. The editor of the recently lamented Personal Computer World, the biggest computer magazine in the country while there he founded What Mobile magazine as a hobby. That's another thing he used to be, owner, editor and publisher of What Mobile.

He spent ten years writing critical reviews of Motorola phones until it became clear that he knew Motorola better than the company did themselves so they gave him a job looking at the future, where he worked with a team much of which which have come to pass. His team was however ignored so he set up one to build a new user interface. Slick and consistent, easy to use and capable of running on the cheapest of phones. It was shut down and he went to Sony Ericsson where he worked on mass market phones. Four words: Sony Ericsson Mass Market. They don't sit very happily in the same sentence and Sony Ericsson retreated to the mid and high tier where it was sure of its ground.

Through all of this Simon has had a passion for phones that cater to the senior market. It felt a long way off being something he'd need when he started but now it seems imminent. Over the years he's built an unparalleled set of contacts in the industry and it is these that he has brought to bear to assemble people for the conference.

BOOKING

Conference places are £350 per person. Please visit: www.seniormarket.co.uk and complete the online booking form. For details on group bookings, exhibition space and sponsorship opportunities please contact the organiser, **Simon Rockman** Blah Ltd, 38 Cavendish Avenue, London N3 3QN
Email. simon@seniormarket.co.uk | **Tel.** +44 (0)7973 204024

VENUE

The conference is being held at **The Royal Institution for British Architects (RIBA)**. The venue has been chosen for its expertise in hosting a wide variety of events, its **central location** and comfortable conference rooms. Registration will take place on the sixth floor outside the Wren and Hawksmoor rooms. The RIBA building is opposite the Chinese Embassy and near the BBC.



ACCOMMODATION

The four star **Grange Fitzrovia Hotel** is located just a 4 minute walk from the venue and is offering a discount to delegates on either standard single, double or twin rooms, including buffet breakfast, at a room rate of £115.00 (+VAT) per room. A saving of £95. Please quote: Senior Market for this offer.



CONTACT INFORMATION

For more information on the Mobile Phones For The Senior Market conference please see www.seniormarket.mobi or contact: **Simon Rockman** simon@seniormarket.co.uk