Wearable technologies are already a talking point in the media:

“Your clothes will soon become accessories for your gadgets… The technology will be so much a part of your clothing, the outside world might not even know it is there though…”

BBC News 11/09/03
Programme Summary

Something to Suit Everyone:
Covers the full range of issues from Business Strategy to Technology, this year with increased balance towards the former:

**BUSINESS**
- Strategic decision-making and CEO-level industry vision:
- Keynotes & Track 1
  - Tuesday - Thursday
  - Market Analysis
  - Monday

**TECHNOLOGY**
- A top-level overview of facts and trends in the market:
- Case studies of key service types in action:
  - Track 2
  - Tuesday - Thursday
- Case studies & discussions around issues that are new, emerging or convergent with GSM:
  - Special Focus, Tues - Thurs
  - Monday
- A detailed look at core technology issues:
  - Technology Summit
  - Monday
- A chance to hear about forthcoming innovations:
  - Ventures Session
  - Monday

NEW Cutting Edge, Venture-Funded Technologies Session
The opening morning of the week, Monday 23rd February, will see an entirely new session format at the Congress, enabling attendees to quickly find out about the latest venture-funded innovations, and to meet those behind them.

The ‘Ventures’ session will feature an ‘Elevator Pitch’ format, whereby early to mid-stage venture funded companies will have just 5 minutes to pitch their technology and business plan. Post-session networking will enable you to meet and discuss further with those that caught your interest.

Companies interested in proposing themselves for a pitch may apply using the online form available at www.3gsmworldcongress.com. The final selection of speakers will be made by a panel of expert VCs, according to criteria which can be viewed with the online form. The final speaker agenda will be published approximately 6 weeks before the Congress.

**Fashion Show**

‘Cool and Connected’ - A Wearable Technology Fashion Show

Fashion has always led functionality - and mobile is no exception. Now mobile technology hits the catwalk with the 2004 3GSM World Congress at Cannes, showcasing the hot new mobile, web and network connections, combined with clothes and portable devices. Work productivity on the move or fashion and fun - all aspects of the next mainstream for mobile will be paraded in a fashion show and shown on our giant video screens.

Attendance at ‘Cool and Connected’ is FREE for all conference delegates and exhibition visitors. More than 30 leading edge companies will present innovative products.

**Keynote Sessions**

- The Congress contains three keynote sessions - once again one session begins each of the three days.
- With a higher level of contribution than ever before; just look at this line-up!
- In order to increase value and entertainment for the audience, a mix of formats is used, including interviews, demonstrations and panel discussion.

![Keynote Speakers](image)

**GSM Association Leadership Summit**

The GSM Association will hold its Leadership Summit 2004 alongside the 3GSM World Congress in Cannes. This event will bring together over 250 CEOs from the wireless industry worldwide, to enhance strategic discussion on the development of the global wireless business.
Introduction

‘Cool and Connected’ - A Wearable Technology Fashion Show

Mobile struts its stuff on the catwalk in Cannes
at 3GSM's fantastic new communications fashion show

More than just a technology, mobile communications has become a dynamic catalyst for combining Fashion, Function and Fun. The result is an emerging breed of fashion accessories, lifestyle enhancers and modern workplace tools that have transformed fanciful concepts into reality!

In celebration of this convergence between technology and self-expression, 3GSM World Congress will be staging a fantastic new communications fashion show featuring wearable technology that is practical and unobtrusive, yet cool and connected. The show will offer a glamorous and dynamic showcase reflecting the spirit of Cannes, while highlighting the role of mobile devices in both lifestyle choices and the business world.

Selecting Wearable Technology for the Catwalk

Mobility can be very functional, fashionable and fun, and we are looking for candidate technologies to put in the show.

Fashion Show Director Ken Blakeslee, Chairman of WebMobility Ventures and a team of independent cross-industry experts will be selecting the most cutting-edge technologies and devices. They will ensure the products on show depict the brightest business and lifestyle enhancements that the future of mobility can offer.

Interested?

Visit: www.3gsmworldcongress.com/fashion to learn more!

Specifications for Candidate Technologies:

1. Focus on fashion and functionality
2. Must be a personal item which is wearable or a fashion accessory
3. High relevance to wide-area mobility (GSM/GPRS/UMTS/Bluetooth)
4. Business or lifestyle enhancing
5. Focus is on commercially available or near-available technologies
6. Highly relevant and feasible concept models also considered.
Event Statistics

Let's face **FACTS...** Can you afford to miss it?

**FACT 1** 26,000 attendees under one roof in 2003

**FACT 2** Showcase of 576 exhibitors in 2003

**FACT 3** Spanning 27,000 m² of exhibition space

**FACT 4** Including 195 international speakers in 2004

**FACT 5** 4 days of unrivalled networking opportunities in 2004

Hear Views from Around the World:

Views from the following countries:
- Belgium
- Brazil
- Caribbean
- China
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Greece
- Hong Kong
- India
- Israel
- Italy
- Japan
- Korea
- Netherlands
- New Zealand
- Norway
- Philippines
- Singapore
- Spain
- Sweden
- Taiwan
- Turkey
- UK
- USA

Including the following operators:
- AT&T Wireless
- Bouygues
- BT Retail
- Cegetel
- Deutsche Telekom
- Eurotel
- FarEasTone
- Globe Telecom
- KPN
- KTF
- MobileOne
- NTT DoCoMo
- Oi
- Optimus
- Orange
- SK Telecom
- Smart Communications
- Spring Mobil
- Sunday
- Taiwan Cellular
- TDC Mobil
- Telefonica Moviles
- Telenor Mobile
- TeliaSonera
- Telekom Caribe
- TIM
- T-Mobile
- Turkcell
- Vodafone
- Wind

Global Meeting Place for the Entire Industry

- Western Europe: 55%
- North America: 9%
- South America: 1%
- UK: 15%
- Africa: 2%
- Middle East: 5%
- Far East & Asia Pacific: 8%
- Central & Eastern Europe: 5%

Delivering Top Level Delegates

- Sales, Marketing & Business Development: 39%
- Director/VP: 29%
- CEO/President: 8%
- Technical/Engineer: 15%
- Analysis/Consultant: 6%
- Press: 1%
- Other: 2%

The Mobile Industry’s Most Senior Speaker Roster

The 2004 3GSM World Congress features speakers with an unparalleled and unique profile:

- CEO / Chairman: 33%
- CTO/COO: 7%
- President: 5%
- Managing Director: 11%
- EVP, SVP, VP: 20%
- Director, Department Head: 14%
- Manager etc: 10%
Your Questions Answered…

Where will the Fashion Show be held?
It will be located in a purpose-built auditorium next to Exhibition Hall 3. Signage and lighting publicising the show will be clearly visible from La Croisette (the main street in Cannes).

Who will attend?
The Fashion Show will be free to all World Congress attendees. Capacity in the auditorium will be approximately 500, and with the show performed 7 times on the 23rd and 24th February it will reach a total expected audience of over 4000. As a unique event within the Congress, it is predicted to be a sellout! Seats will be allocated on a ‘first come, first served’ basis. Those who miss their chance to see it live will have the opportunity to see it replayed on the video wall in the Fashion Show hall on 25th and 26th February when this area will be transformed into a central cafe – giving the Fashion Show an even greater reach!

When will it be held?
The launch of the fashion show will coincide with the Grand Opening of the exhibition on Monday 23rd February. It will then run regularly throughout the first two days of the event.

How will it look?
A selection panel directed by Ken Blakeslee, Chairman of WebMobility Ventures, and including top GSM Association and Industry Executives, will be seeking the most cutting-edge technologies and devices. They will ensure the products modelled are a genuine reflection of the best in the current market and also the brightest visions for the future.

This will be a professional, state-of-the-art fashion show including informative voiceovers, professional modeling talent, choreography, staging and lighting design all coordinated by Kathy Klingele and an experienced production team. Kathy has to her a credit a number of highly professional technology-driven Fashion Shows at leading trade shows internationally.

Why should you Sponsor?
This is a unique opportunity to share the media spotlight and affiliate your company with a new exciting and dynamic forum that looks at the hottest advances in mobile technologies, in a refreshing way. Launching at the world’s largest GSM event, the Fashion Show is sure to be incredibly popular attracting the top delegates, and grabbing press attention internationally.

The 3GSM World Congress receives global press attention including coverage in The Daily Telegraph, The International Herald Tribune, Wall Street Journal, Asian Age, TIME Magazine, Computer Weekly, Financial Times, New Media Age & various other specialized telecoms publications. Media supporters include BBC World, CNBC & CNN. As a high profile attraction, the Fashion Show promises to grab the spotlight in 2004 ensuring Sponsors huge global exposure from the World’s premium media in business, fashion, IT and retail.
Cannes, France, 23rd-26th February 2004

195 international speakers this year
576 exhibiting companies in 2003
26,000 attendees in 2003

See you there!

www.3gsmworldcongress.com/fashion