



## Making the Mobile Platform Work for You – Seminar

**Thursday 25th March**

**10am – 4pm**

**Hall for Cornwall – (Assembly Room)**

**Buffet Lunch Provided**

**This Seminar is Free to Eligible Attendees\***

Thanks to devices such as Apple's iPhone and Google's Android platform, the mobile content industry is booming and this is your opportunity to find out more & get involved.

This one day seminar will be focussing on the use of mobile phones in particular and to take a look at how functional and accessible this platform can be to your business.

This event aims to encourage creative thought, collaborative and innovative projects, exploring ways in which companies and individuals can take advantage of this technology and use it for themselves.

Exploring this theme over one day will be key industry players, who have extensive knowledge across the creative, marketing and mobile industries:

### **Chris Yanda - Portfolio Executive, BBC Mobile and Vision**

Chris will discuss how this has been a year of apps but many in the industry are worried about fragmentation and are hoping that HTML 5 on mobile might bring order to the madness. Chris will be talking about some of the experiences the BBC have had trying to create mobile web sites with app-like functionality using these emerging capabilities. He will also be providing information on the BBC's mobile offer and stats on what kind of usage it gets!

### **Richard Wilson – Company Director Mobile Pie**

**Award winning developers of imaginative entertainment for mobile platforms**

Mobile Pie is a development studio that creates content for mobile platforms and will be talking about three of their core areas: entertainment, education and the sharing of culture. Part of the presentation will look at how they balance creativity with commercial considerations, and how cutting edge technology drives their work. [www.mobilepie.com](http://www.mobilepie.com)

### **DPN Are Here to Help**

Digital Peninsula Network are keen to help companies wishing to engage with this technology; possibly via a training course, or for those who are looking to embark on a collaborative project and are looking for financial assistance.

For full details & booking please contact Miranda Adams  
[miranda@digitalpeninsula.com](mailto:miranda@digitalpeninsula.com) Tel: 01736 333 700

\*DPN endeavour to cover the cost for attendees as much as possible, please contact Miranda to find out if you are eligible

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