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Cellular 25

## Cellular 25 21<sup>st</sup> January 2010

Venue: Flight Gallery, The Science Museum, Exhibition Road, London, SW7 2DD

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15:45 Registration in the Flight Gallery

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16:15 **Welcome and introduction from Sir David Brown – Conference Chair**

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16:25 **The Making of Modern Communications Scene 1**

**‘Technical and Commercial Innovation – The Next Ten Years’**

**Mike Short, CTO, O2 Telefonica**

The start of a new decade provides the opportunity to look ahead at the challenges and opportunities for the cellular industry over the next ten years, the contribution that cellular can make to social, economic and environmental progress in developed, emerging and survival economies, the challenge of connecting the unconnected, building a future based on technology, engineering, market, business and educational innovation.

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16:35 **The Making of Modern Communications Scene 2**

**‘Network sharing and the wireless broadband revolution’**

**Emin Gurdenli, CTO, T Mobile**

Consumer expectations of anywhere anytime wireless broadband, the vision of universal broadband connectivity, require radical changes to the way that new services are delivered. Network sharing provides a step function improvement in delivery efficiency and will be a key part of new business models for the UK and international cellular and computing community.

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16:45 **The Making of Modern Communications Scene 3**

**‘Universal Broadband Service Obligations – the new wireless frontier?’**

**Ed Candy, CTO, Hutchison Group UK**

Technology innovation, new spectrum, international agreement on standards and investment incentives are all necessary preconditions for delivering on the promise of universal broadband connectivity.

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16:55 **The Making of Modern Communications Scene 4**

**‘Innovation and sustainable growth- the reinvention of invention’**

**Orange Labs, UK**

In today’s economy, innovation has to deliver a short term return together with long term economic social and environmental sustainability  
This demands a new approach to innovation – the reinvention of invention.

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17:05 **The Making of Modern Communications Scene 5**

**‘The Global Future’**

**Vodafone Group Services Limited**

**Steve Pusey CTO Global Technology**

Cellular communication has the potential to transform our global future, bridging the divide between developed and developing economies, delivering economic and social progress to the many not the few – a new age of enlightenment?

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17:15 **Break**

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17:45 **The Making of Modern Communications Scene 6: Icons of Invention**

**‘The Dynatac Dynasty – making the impossible possible’**

**Motorola**

In the early 1980’s the cellular industry had to have a portable handset that would work at 800 MHz across hundreds of narrow band channels – **an RF and microprocessor challenge** – meeting this design brief marked the start of a new industry which now dominates our daily lives, making the impossible possible.

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17:55 **The Making of Modern Communications Scene 7**  
*'From steam to silicon - cellular software and service value'*  
**John Caterer, Qualcomm**

The silicon revolution has driven the cellular and computing industries forward along paths which are now converging – the silicon economy and the low carbon economy can potentially be mutual best friends and together provide the foundation for economic, social and environmental progress.

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18:05 **The Making of Modern Communications Scene 8**  
*'Consumer expectations – connecting with the future'*  
**John Cronin, Managing Director, Wireless Access, Arqiva**

In 25 years mobile usage in the UK has moved from the preserve of the wealthy to the point where there are now more mobile phones than people. We live in an age where the ability to make a call while on the move, and, increasingly, access the internet, is perceived by many as a basic human need. Indeed, near universal coverage for the current networks appears to be a given amongst consumers.

We look to the future and examine the growing role of network sharing - at all levels from sites to the core of the network - as a cost effective method of continuing to meet the 'always on' expectation of consumers.

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18:15 **The Making of Modern Communications Scene 9**  
*'The Network Economy- a 25 year view'*  
**John Cunliffe, CTO, Ericsson Limited**

Once upon a time we used cellular phones to talk to one another. Now cellular networks help us to interrelate with the physical world around us – what will cellular networks look like twenty five years from now, what services will they provide, what difference will cellular networks make to everyone's lives? In developed economies, emerging economies, survival economies? What will be the cost and energy and environmental efficiency benchmarks for rural and urban deployment and how will these requirements drive future technology invention, innovation and opportunity?

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18:25 **The Making of Modern Communications Scene 10**  
*'Information networks in an information age'*  
**From mainframes to a cellular service economy**  
**Stephan Scholz, Head of Research, Technology and Platforms, Nokia Siemens Networks**

In the second half of the twentieth century, the international engineering community developed and built some of the world's most powerful mainframe computers, the age of the calculation engine.

Today's cellular networks build on this legacy of computing innovation to bring to the world 'connection engines' with the capability to transform how we work, rest and play.

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18:35 **Panel session**

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19:00 Walk to the Making the Modern World Gallery for Networking Drinks Reception

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20:15 **Professor Chris Rapley, CBE, Director of the Science Museum**

It is 100 years since the Science Museum was founded. The Museum is marking this anniversary by announcing a major project to build a new gallery, 'The Making of Modern Communications' dedicated to the role of Communications and Computing in the past, present and future. The gallery will be similar in scale and ambition to the existing 'Making The Modern World' gallery with a similar narrative approach and educational and inspirational ambition.

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20:25 **Guests return to Flight Gallery**

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20:35 **Dinner served**

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22:00 **Coffee**

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22:30 **Event closes**

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*With the permission of the speakers, presentations will be loaded to the Cambridge Wireless website on the day following the event*

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