

### **Wednesday, 10.03.**

#### **10:15-10:45 Mobile distribution channels for tourism services and products**

What are the decisive developments in the mobile world? What are the trends in tourism marketing and sales? How can iPhone apps support the business? The lecture gives some answers to these questions and presents results of the recent study "iPhone & Co. – challenges and potentials of mobile Internet".

- Dr. Hagen J. Sexauer, SEMPORA Consulting GmbH

#### **11:15-11:45 ITB Mobile Guide**

For the second time ITB Berlin offers all visitors a Mobile Guide with a helpful map of the fair ground, the complete congress and event program, a databank of all exhibitors, hints about Berlin sightseeing and a selection of local restaurants and bars. The demonstration highlights these features and explains how to install the program on the personal mobile device.

- Christoph Schotter, TOURIAS Mobile

#### **12:15-12:45 Mobile Internet: 10 golden rules for big success on small screens**

The mobile phone is an exciting tool for the travel trade. It helps to boost brand awareness, to support customer loyalty, to generate new business, to improve service and to increase sales. All that is possible - with certain rules. The presentation shows examples and pinpoints the success factors.

- Steffen Schlimmer, Netbiscuits GmbH

#### **13:15-13:45 mCommerce: The mobile phone as a distribution tool**

What are some of the recent developments in the mobile world? Which brands successfully work with mobile solutions? The presentation shows international best practice and quotes relevant data and facts about the booming market.

- Joachim Bader, CLANMO GmbH

#### **14:15-14:45 Mobile hotel search and booking**

Hotel search and booking on the road is easy today. hotel.de and Netbiscuits present their solution for the mobile phone.

- Torsten Sturm, hotel.de AG
- Steffen Schlimmer, Netbiscuits GmbH

#### **15:15-15:45 Your mobile key to the hotel room**

The live presentation not only shows how simple mobile hotel search and booking can be but also how to enter the hotel room with the help of a mobile device.

- Dr. Peter Agel, MICROS-FIDELIO GmbH
- Pascal Metivier, Openways

### **Thursday, 11.03.**

#### **10:15-10:45 Spotlight: Mobile travel services in the tourism sector**

Who are the most interesting players in mobile services and what technology do they use? Which mobile platforms are useful for the travel trade? What are the success stories and how is success measured? And what are the hurdles in implementing a mobile strategy?

- Stefan Wagner, mvolution GmbH

#### **11:15-11:45 Unified Communications**

Email and phone are standard tools in business life. In the private sector instant messaging, web conferences and apps have entered the users' world. Corporations still lag behind to make use of these opportunities. The presentation shows integrated communication solutions with emails, phone, VoIP, instant messaging, web conferences and much more on one platform. By this method business processes are noticeably supported and accelerated.

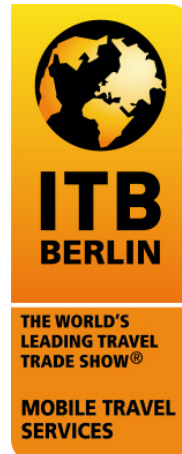
- Wolfgang Rychlak, Microsoft Deutschland GmbH

#### **12:15-12:45 Mobile Travel Assistants**

How can mobile assistants be further simplified and improved? The presentation lets us have a look at the research project ELEPHANT of the renowned Fraunhofer Institute for Communication Systems ESK.

- Dipl. Ing. Michael Stiller, Fraunhofer Institute for Communication Systems ESK

**ITB Berlin 2010**  
Mobile Travel Services, Presentation Stage Hall 7.1c



**13:15-13:45 Mobile solutions for car hire**

Rental car search and booking on the road can be done without hassle today by using smartphones. Avis and travelload present their application for the iPhone. A solution for business and leisure travelers alike.

- Klaus Tusche, Avis Autovermietung

**14:15-14:45 Mobile solutions for air travel**

- Daniel Haisch, Air Berlin

**15:15-15:45 Data safety and security for mobile solutions**

How (un)safe are data on mobile devices? The presentation shows typical mistakes of users and classic situations for loss of data. Also effective ways of protecting mobile data are explained.

- Alexandra Klawonn und Dieter Schrammel, ADS-Consult

**16:15-16:45 Keeping the traveler in the know when on the go**

Be in the know and in touch when on the go with mobile solutions designed to provide the traveler with itinerary information, flight alerts, weather, destination guide, and other valuable information. Complete the trip by adding travel protection, ground transportation and extras and activities in location, all while staying connected to the travel agent.

- Allen Appleby, Sabre Holdings

**Friday, 12.03.**

**ITB Business Travel Days, Hall 7.1 a, Auditorium New York 2**

10.30 - 11.15 Keynote: How will Mobile Travel Services change the World of Business Travel?

2010 is set to be a year of dramatic growth for mobile services. The proliferation of easy-to-use smartphone devices means that business travellers are increasingly accessing mobile travel services to check-in, access alerts, make, access and change booking whilst on-the-move. At this critical time, it is important for TMCs and Corporates to understand how mobile services can best be used to improve service by offering increasing convenience to customers. This session will present latest case studies and best practice to assist in the development and extension of mobile strategies to serve the corporate traveller.

**Speaker:**

[Gerry Samuels](#), Founder & Executive Director, Mobile Travel Technologies Ltd.

**Mobile Travel Services, Presentation Stage Hall 7.1c**

**10:15-10:45 Mobile hotel search and booking**

Smart phones like Blackberry or iPhone begin to revolutionize the travel sector. HRS presents their solution for mobile hotel search and booking. What is available today? And what makes an app really worthwhile?

- Christian Riesenberger, HRS

**11:15-11:45 Mobile Video Streaming via Internet and mobile phone**

- Dr. Michael Stepping, AVINOTEC

**12:15-12:45 Mobile solutions for rail travel**

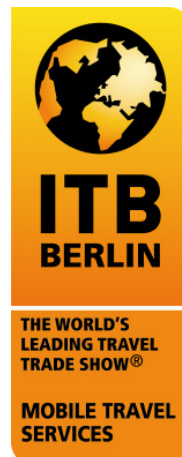
- N.N., German Rail

**13:15-13:45 Mobile travel services for business travelers**

Users on the road today get answers to their travel-related questions such as: "What terminal and gate is my flight departing from? Will I make it to my connecting flight? What alternative flights are available? Where is my hotel located? Will my travel manager know that my flight is cancelled?" Solutions including booking functions along corporate travel policies will be demonstrated using the example of the "BCD Travel Mobiler Reiseplan". See also the roll-out of "TravelGuard" – a tool which surveys your flights and calculates potential delays.

- Marina Hegemann, TouristMobile GmbH
- Oliver Schulze, BCD Travel

**ITB Berlin 2010**  
Mobile Travel Services, Presentation Stage Hall 7.1c



**14:15-14:45                    Tourist guides for mobile phones**

What are the features of mobile tourist guides today? The presentation shows how to utilize maps, location finders, hotel bookings and other examples with multimedia aspects. Tourias presents the solution for Hamburg Tourismus.

- Christoph Schotter, Tourias Mobile GmbH

**15:15-15:45    Value-added and value-enhanced managed services for making mobile international telephone calls**

- N.N., EcoCarrier

**16:15-16:45                    Mobile door-to-door solutions**

Printouts of emails with travel info and an array of apps are not the end of the road when talking about improving mobility solutions. The presentation shows the travelload mobile door-to-door solution including travel plans with functions for updates, trip variation and location based services.

- Stefan Wagner, mvolution GmbH

**ITB Business Travel Days, Hall 7.1 a, Auditorium New York 2**

16.30 - 17.30 How will Mobile Travel Services influence Travel Management Processes – A Glance at the near Future

**Moderated by:**

[Gerd Otto-Rieke](#), Akademie Neue Medien

**Panel guests:**

[Joachim Bader](#), Managing Director, Mobile Interactive Agency CLANMO GmbH

[Klaus Düll](#), PRETIOSO

[Marina Hegemann](#), Managing Director, TouristMobile GmbH

[Steffen Schlimmer](#), Head of Sales Europe, Netbiscuits GmbH

Get-together event:

Mixer Happy Hour @ Mobile Travel Services ITB Berlin 2010 at the stage in hall 7.1c, sponsored by GIATA, Tourias Mobile & Melitta

**Saturday, 13.03. Mobile Travel Services, Presentation Stage Hall 7.1c**

• **10:15-10:45                    Online travel guides – custom-tailored solutions**

Compile your own online travel guide for your favorite destinations. Use the content available via Internet magazines. While traveling, use your mobile device to enter "your" web page which is enhanced by a route planner and local hints.

- Nanno van der Laan, SpotmySpots

**11:15-11:45                    Mobile solutions for pedestrians**

N.N., Heidelberg Mobil

**13:15-13:45                    Mobile solutions for rail travel**

- N.N., German Rail

**14:15-14:45                    Mobile solutions for air travel**

- Daniel Haisch, Air Berlin

**15:15-15:45                    Mobile travel guides to fine arts**

Use the mobile phone as an audio guide maneuvering you through cities and regions or to explain sights. The presentation shows mobile solutions for urban areas, museums, palaces and gardens.

- Dr. Holger Simon, pausanio.de