CTIA’s Educational Program to Highlight Smart Mobile Business Strategies

WASHINGTON, /PRNewswire-USNewswire/ -- CTIA ENTERPRISE & APPLICATIONS™ 2010 announced its educational program agenda and industry-leading speakers focused on six tracks: Mobile Applications; Mobile Enterprise; Mobile Money; Mobile Retail; Location-Based Services; and Mobile Health. CTIA ENTERPRISE & APPLICATIONS will take place in San Francisco at Moscone Center West October 6-8, 2010; partner conferences will begin on October 5.

"Mobility is a key area of investment in the business community, as the enterprise sees the potential of wireless to revolutionize markets," said Robert Mesirow, CTIA vice president and show director. "CTIA's fall educational program is designed to foster dialogue and deliver actionable intelligence for leveraging wireless to improve productivity and the bottom line."

CTIA ENTERPRISE & APPLICATIONS 2010 Educational Sessions will take place on Wednesday, October 6 and Thursday, October 7. Dedicated tracks will address six targeted areas, including: •Mobile Applications - will take an in-depth look at the latest app trends and development cycles and how carriers, developers and marketing professionals are making the most of mobile's unique capabilities.

•Mobile Enterprise - will focus on real-world deployments and case studies demonstrating cutting-edge wireless solutions that CIOs and IT directors can leverage to boost business productivity.

•Mobile Money - will highlight emerging developments in mobile transactions, reveal financial institutions' views on technology uptake, and provide a forum for debate on next steps for consumer adoption.

•Mobile Retail - will provide an overview of specific issues in marketing and commerce and spotlight innovative ways in which brands and retailers are using the mobile channel to engage consumers throughout the purchase cycle.

•Location-Based Services - will highlight some of most innovative LBS offerings now available and explore the challenges and strategies involved in leveraging location information for the benefit of consumers and enterprise users.

•Mobile Health - will address barriers and pathways to market growth and highlight real-world deployment of wireless technologies effectively used by hospitals, physicians and patients to improve healthcare management and overall patient wellness.

Additional details on CTIA ENTERPRISE & APPLICATIONS 2010 Educational Sessions and speakers may be viewed at:

http://www.ctiaenterpriseandapps.com/info/index.cfm/ctia-educational-ses... [1].

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