Industry Influencers Converged on San Francisco to Discuss the Power of Wireless to Revolutionize Business

WASHINGTON, /PRNewswire-USNewswire/ -- CTIA ENTERPRISE & APPLICATIONS™ 2010 converged on San Francisco last week with 14,000 mobile and enterprise industry influencers in attendance to discuss the power of wireless to revolutionize business.

An active networking scene on and off the show floor, along with discussions in the exhibit halls, keynote addresses, and partner and conference sessions focused on monetizing mobile data and exploring innovative uses for wireless technologies across market segments as diverse as health and wellness, energy, transportation, marketing and content. The show took place October 6 – 8 at Moscone Center West.

CTIA ENTERPRISE & APPLICATIONS continued to provide the industry with a forum for building relationships and promoting innovation in the mobile enterprise. Throughout the show, companies launched new products and services, including new Android devices, tablets and smartphones; wireless health applications; mobile music offerings and business and lifestyle applications.

At this year's event, attendees viewed products and services from over 200 exhibitors on the show floor. Mobile business applications dominated the agenda during keynote sessions, partner events and CTIA educational sessions across seven tracks, including: mobile applications; mobile enterprise; mobile money; mobile retail; location-based services; mobile health; and public policy.

"Business has gone mobile in a big way," said Robert Mesirow, CTIA vice president and show director. "From smart cars to mobile workforce solutions and commerce applications, CTIA ENTERPRISE & APPLICATIONS continues to provide a forum for launching the hottest new devices and applications that are changing the business landscape."

On October 7, CTIA unveiled the upcoming holiday season's must-have list of mobile gifts. The annual CTIA Hot for the Holidays awards presentation, hosted by CNBC technology correspondent Jon Fortt, honored the hottest gift ideas in 10 categories, including the fashionista, fitness buff, gadget guru, mobile gamer, music enthusiast and globetrotter. Competition entrants were showcased onsite in San Francisco, where attendees voted via text message for their favorites to win the coveted "Hottest in Show" award. Information on winners can be found at http://www.ctiaenterpriseandapps.com/media/newsdetails.cfm/272 [1]

Next up: CTIA WIRELESS 2011, which takes place March 21 – 24 at the Orange County Convention Center in Orlando. Follow CTIA Shows on Facebook (www.facebook.com/CTIAShow [2]) LinkedIn (http://bit.ly/CTIAShowLinkedIn [3])

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