



Your invitation to join the GSMA Experience Dome

At Learning without Frontiers

25 - 26 January 2012, Olympia, London

The GSMA represents mobile operators worldwide. Our Mobile Education initiative seeks to address the barriers and accelerate the adoption of mobile education solutions around the world. Part of this exercise involves showcasing the innovative solutions being developed and the benefits being realised such as increased student attainment, greater convenience and improved personalisation.

Our sessions will showcase some latest developments involving our members from around the world.

Wednesday 25th January 2012

Morning session

10.15 – 10.30 Mobile learning in the tsunami disaster area

Presenter Mr Yasuo Kawabata, Senior Manager, Global Business Development Department, KDDI and Mr Satoshi Yamawaki, CEO of Castalia

Hear how the students in the disaster-affected areas of the Great East Japan Earthquake used a mobile learning platform, created by KDDI and Castalia on wireless tablet devices, to prepare for the entrance examinations for colleges/high schools.

11:10 – 11.25 Augmented Reality Development Platform: FreshAiR

Presenter Dave Payne and Daniel Burgess, Co-Founders, MoGo Mobile Inc

"FreshAiR™, an Augmented Reality (AR) development platform provided by MoGo Mobile™, leveraging Qualcomm's Vuforia™ technology, allows anyone to create their own AR experiences. Drive Your Brand, Tell Your Story, Create Your Game, using both location based and vision based functionality."

Afternoon session

12.00 – 12.15 Childhood Education through Robots

Presenter Mr Yoon-Suk Joo, Product Manager, KT

Watch Kibot2 in action. KT's second educational robot, which can make facial expressions and other actions, is designed for elementary school children below the age of 13. Based on the Android platform, it has a 7" screen, beam projector, a 5Mp camera and voice recognition. Parents can use it via mobile phone and, using Wi-Fi, for monitoring the home and engaging in video calls with children.

12.25 - 12.50 *Michael O'Hara, GSMA CMO's Keynote presentation on "Learning while Mobile" @ LWF Theatre*

13.15 –14.30 Panel Discussion: The digital curriculum of the future and the impact of mobile technologies

Dr Mike Short, Vice President R&D, Telefónica Europe

Mark McGinn, Head, O2 Learn

Ed Baker, CEO of the Education Games Network and Founder of the Education Startup Weekends

Mr Showk Badat, Principal, Essa Academy

Vikki Liogier, Head of e.Learning and Innovation, Epping Forest College

Peter Kemp, MIS Manager, Christ the King Sixth Form College, Lewisham

15.15 – 15.30 iUOC: Enhancing mobile learning at the University of Catalonia (UOC)

Presenter Eva P Gil-Rodríguez, Community Initiatives Director - Learning Technologies Office, UOC

The University of Catalonia is a fully online and asynchronous university with more than 50,000 students and 2,000 teachers who teach and learn through a Virtual Learning Environment (VLE). iUoC is a mobile learning tool, that enables students and teachers to access digital content and alerts using mobiles such as the iPad, and is developing interactive and specific native mobile apps for education.

Evening session

16.15 – 16.30 Augmented Reality: A learning cultural experience from Madrid

Presenter Vanessa Lucio, Head of Marketing, Telefónica Learning Services

Telefónica's Augmented Reality treasure hunt "enreda Madrid" shares the cultural landmarks and delights of Madrid

17.00 - 17:45 Panel Discussion: How can mobile technologies and the mobile industry support education in schools, colleges, universities and Work-Based Learning?

- Which mobile technologies are making the most impact in education?
- What are the current trends in mobile learning and what is on the horizon?
- What services can mobile operators bring to education?

Alistair McNaught, Senior Advisor, JISC TechDis

Dr Nick Dennis, Assistant Headmaster, Felsted School

James Clay, ILT & Learning Resources Manager, Gloucestershire College

Josep Rivera, Universitat Oberta de Catalunya, Spain

Yuriko Ishihara, Softbank Mobile Corporation, Japan

18.00 – 20.00 Networking drinks reception

Thursday 26th January 2012

Morning session

10.15 – 10.30 Childhood Education through Robots

Mr Yoon-Suk Joo, Product Manager, KT

Watch Kibot2 in action. KT's second educational robot, which can make facial expressions and other actions, is designed for elementary school children below the age of 13. Based on the Android platform, it has a 7" screen, beam projector, a 5Mp camera and voice recognition. Parents can use it via mobile phone and, using Wi-Fi, for monitoring the home and engaging in video calls with children.

11:10 – 11.25 Augmented Reality: A learning cultural experience from Madrid

Presenter Vanessa Lucio, Head of Marketing, Telefónica Learning Services

Telefónica's Augmented Reality treasure hunt "enreda Madrid" shares the cultural landmarks and delights of Madrid

Afternoon session

12.00 – 12.15 iUOC: Enhancing mobile learning at the University of Catalonia (UOC)

Presenter Eva P Gil-Rodríguez, Community Initiatives Director - Learning Technologies Office, UOC

The University of Catalonia is a fully online and asynchronous university with more than 50,000 students and 2,000 teachers who teach and learn through a virtual learning environment (VLE). iUoC is a mobile learning tool, that enables students and teachers to access digital content and alerts using mobiles such as the iPad, and is developing interactive and specific native mobile apps for education.

13.15 –13.30 Mobile learning in the tsunami disaster area

Presenter Mr Yasuo Kawabata, Senior Manager, Global Business Development Department, KDDI and Mr Satoshi Yamawaki, CEO of Castalia

Hear how the students in the disaster-affected areas of the Great East Japan Earthquake used a mobile learning platform, created by KDDI and Castalia on wireless tablet devices, to prepare for the entrance examinations for colleges/high schools.

14.00 – 14.45 Panel Discussion: Mobile education – Collaboration of educators, researchers and mobile operators to provide sustainable education services

Key highlights:

- Matching the needs of educators with the goals and expertise of the mobile industry
- Translating mobile learning project successes into commercially viable mobile education services
- Creating anytime, anywhere mobile learning
- Identifying research topics of interest to both the academic and mobile operator communities

Geoff Stead, Technology Director, Tribal

Prof Agnes Kukulska-Hulme, Professor of Learning Technology and Communication, Open University, UK and President of the International Association of Mobile Learning

Prof Norbert Pachler, Department of Learning, Curriculum & Communication, Institute of Education, London

Jill Attewell, GSMA Mobile Education

15.15 – 15.30 Augmented Reality Development Platform: FreshAiR

Presenter Dave Payne and Daniel Burgess, Co-Founders, MoGo Mobile Inc

"FreshAiR™, an Augmented Reality (AR) development platform provided by MoGo Mobile™, leveraging Qualcomm's Vuforia™ technology, allows anyone to create their own AR experiences. Drive Your Brand, Tell Your Story, Create Your Game, using both location based and vision based functionality."