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# HKNGIS

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Promo code: WebRTC15

## Have you heard about WebRTC?

- ... Find out how it will transform business communication, collaboration and mobility ...
- ... Explore new opportunities for service providers and enterprises ...

Inspira HK and TRPC Singapore are pleased to invite you to the



Hong Kong - Tuesday, 21<sup>st</sup> January; Harbour Plaza North Point Hotel  
Singapore - Thursday, 23<sup>rd</sup> January; Rendezvous Grand Hotel

Asia Forums Co-organized by:



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## Preparing for new business opportunities with WebRTC

**Web RTC (Web Real Time Communications)** promises to transform the telecoms, Internet and enterprise communications world, becoming the foundation for person-to-person communications.

WebRTC will bring real-time high quality voice, video and data communications into the PC browser, as well as smartphones and tablets when coupled with 4G / LTE networks. Trials are under way in the US and early products are already in the market, but awareness in Asia is only just beginning.

Take advantage of the WebRTC Asia Forums to find out how *fixed and mobile telecom operators, web service providers, major enterprises and application developers* can position themselves to take advantage of the business, service and application innovation opportunities ahead.

Learn about how to make WebRTC work for your business and as a catalyst for innovation:

- Hear and meet Dean Bubley, one of the world's leading specialists on WebRTC development – see his blog at: <http://disruptivewireless.blogspot.sg/>

- Meet and learn first hand from industry experts with **Oracle, Cisco, Google** and **Temasys**, all leaders in WebRTC and see WebRTC in action
- Join in the panel Q&A to understand better the applications of WebRTC and how it will be deployed
- Understand the challenges WebRTC poses to telecoms and how telecom business models can adopt and adapt to this new technology
- Gain insights into the potentially massive advantages WebRTC can bring to an enterprise unified communications system, contact call centres and digital commerce

Realistic timelines for commercialisation and availability of WebRTC infrastructure, products, services and supporting device ecosystem, including smartphones, tablets and PCs, will be explored.

### Hong Kong Program Agenda - Tuesday 21<sup>st</sup> January 2014

*Note: Speakers and topics are the same in Hong Kong and Singapore unless otherwise stated*

- 08:15-09:00 Registration
- 09:00 **Welcome and opening remarks**  
**Dr. John Ure, Director, Telecommunications Research Project (TRP), University of Hong Kong & Co-Director, TRPC Pte Ltd, Singapore**
- 09:05-09:30 **What is WebRTC and why is it so important?**
- What is WebRTC? - does WebRTC create new services / capabilities or just enhance existing ones?
  - Key business and consumer markets - What are the most promising applications and who will benefit?
  - How will new WebRTC-enabled business models evolve?
  - To what extent is the technology disruptive, revolutionary or evolutionary?
  - Implications for monetization and real world applications
  - Experiences with pilots and early deployments
- Dean Bublely, Founder & Director, Disruptive Analysis, UK**
- 09:30-10:00 **Deployment challenges and opportunities for service providers and enterprises - Building secure, reliable and interoperable WebRTC services**
- Application control and synchronization during network changes and browser page reloads
  - Rapid application integration with existing systems
  - Identity management between multiple devices and across web and telephony domains
  - Border and application security to prevent attacks and service abuse
  - High capacity media handling for NAT traversal, encryption, and transcoding
  - Robust and dynamic interworking with existing infrastructure
- Doug Tait, Director of Product Marketing, Oracle Communications, USA**
- 10:00-10:30 **Everywhere, Everything & Everyone - How mobile platforms and knowledge graphs are changing the way we live and work**  
**Joen van Driel, Country Manager Google Enterprise, North Asia, Google**
- 10:30-10:55 Networking coffee break
- 11:00-11:30 **WebRTC as a game changer in the world of enterprise ICT and applications**
- How can enterprises exploit WebRTC?
  - Incorporating WebRTC into enterprise solutions and services currently available and under development

- Internal applications for unified communication and visual collaboration
- External applications for better communications with customers and partners
- Innovation in call centres, customer service and web storefronts

**Bill Lewis, Managing Director, Temasys, Singapore**

11:30-12:00 **Why WebRTC is essential to all telcos and OTT players**

- How can telcos implement and exploit WebRTC?
- The big picture of Voice - current and future
- Implications of WebRTC to telcos - threats and opportunities
- How will OTT services and service providers be affected?
- Service and application innovation potential - from messaging and video conferencing to digital services to TV

**Dr. CW Cheung, APAC Head of Telecoms Consulting, Ovum**

12:00-12:40 Panel discussion and audience Q&A: WebRTC impacts and opportunities for telcos, mobile service providers and OTT players

**Chris Lau, Director of Future Services, SmarTone, Hong Kong**

**CW Cheung, APAC Head of Telecoms Consulting, Ovum, Hong Kong**

**Michael Mudd, Managing Partner, Asia Policy Partners LLC & Chief Representative, Asia Pacific Region, Open Computing Alliance (OCA)**

**Doug Tait, Director of Product Marketing, Oracle Communications, USA**

**Bill Lewis, Managing Director, Temasys, Singapore**

12:45-13:55 Networking lunch

14:00-14:30 **Future of enterprise unified communication and collaboration in the WebRTC / HTML5 world - Cisco's perspective**

- How the WebRTC and HTML5 world will enhance enterprise seamless communication, collaboration and transform management of the customer experience
- Potential of open source H.264 stack implementation to speed global WebRTC adoption
- Realising the benefits of Jabber Guest and emerging WebRTC architecture to enhance customer care solutions and the B2C gateway - including creation of "click to call" or "click to video" within web or mobile apps

**Bill Zeng, Chief Technology Officer - APJC, TelePresence and Collaboration, Cisco Systems, Singapore**

14:30-15:00 **How can WebRTC be implemented most effectively? - Layman's introduction**

- Key technical considerations to be aware of
- Utilising commercial infrastructure to ease the development burden
- Potential for use of open source tools to build-it-yourself
- Emerging WebRTC-as-a-service offerings
- Latency minimization and quality of service (QoS)

**Dr. Alex Gouillard, CTO, Temasys, Singapore**

15:00-15:25 Networking Coffee Break

15:30-16:00 **Building up a global ecosystem and value chain to support WebRTC's growth**

- What will the future value chain look like?
- Where do developers, cloud players and integrators fit in?
- Progress with standards development - what is important and why?
- What is emerging in terms of open source tools?

- Creating new opportunities with WebRTC in Asian markets

**Stefan Rust, CEO, Exicon, Hong Kong; Founding Member and Chairman Emeritus, Mobile Entertainment Forum (MEF)**

16:00-16:30 Panel discussion and audience Q&A: WebRTC enterprise opportunities and future ecosystem

**Bill Zeng, Chief Technology Officer - APJC, TelePresence and Collaboration, Cisco Systems, Singapore**

**Jeroen Kool, Managing Partner and Infrastructure Architect, Integrative.IT**

**Stefan Rust, CEO, Exicon, Hong Kong; Founding Member and Chairman Emeritus, Mobile Entertainment Forum (MEF)**

16:30-16:50 **Wrap up: What's next for WebRTC in Asia?**

- What's on the horizon, cool, disruptive and innovative?
- Frontier development areas with WebRTC including
  - data channels / peer-to-peer multiplayer
  - M2M and Internet of Things
  - fit with TV and consumer electronics
- Does WebRTC pose any issues for regulators in Asia? Or will it help open up communications markets and business opportunities?

**Dean Bublely, Founder & Director, Disruptive Analysis, UK**

17:00 Close of WebRTC Asia Forum

**Register online today - limited seats available!**

To find out more and register online, please visit [www.webRTCcapac.com](http://www.webRTCcapac.com) today!

**Confirmed speakers include:**

- Dean Bublely, Founder & Director, **Disruptive Analysis, UK**
- Bill Lewis, Managing Director, **Temasys, Singapore**
- Doug Tait, Director of Product Marketing, **Oracle Communications, USA**
- Bill Zeng, Chief Technology Officer - APJC, TelePresence and Collaboration, **Cisco Systems, Singapore**
- Dr. Alex Gouaillard, CTO, **Temasys, Singapore**
- Joen van Driel, Country Manager for Google Enterprise, North Asia, **Google, Hong Kong**
- Chris Lau, Director of Future Services, **SmarTone, Hong Kong**
- Stefan Rust, CEO, **Exicon, Hong Kong**; Founding Member and Chairman Emeritus, **Mobile Entertainment Forum (MEF)**
- Dr. CW Cheung, APAC Head of Telecoms Consulting, **Ovum, Hong Kong**
- Jeroen Kool, Managing Partner and Infrastructure Architect, **Integrative.IT, Hong Kong**
- Michael Mudd, Managing Partner, **Asia Policy Partners LLC, Hong Kong** & Chief Representative, Asia Pacific Region, **Open Computing Alliance (OCA)**
- Dr. John Ure, Director, **Telecommunications Research Project (TRP), University of Hong Kong** & Co-Director, **TRPC Pte Ltd, Singapore (Chair / Moderator)**

## Who will attend the WebRTC Asia Forums

Senior management, strategy and ICT executives seeking to understand the opportunities offered by WebRTC to transform business products, services and applications as well as realise operational, customer service and productivity benefits - including the following organisations:

- ⇒ Broadband service providers
- ⇒ Mobile operators
- ⇒ ISPs and web businesses
- ⇒ Web app developers
- ⇒ Enterprise CTOs, CIOs, CMOs
- ⇒ Strategic investment firms

## Contact us

For queries on sponsorship and other participation opportunities please contact:

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## Venue details

### Harbour Plaza North Point Hotel

665 King's Road, North Point, Hong Kong  
Tel: +852 2187 8888

## About the Co-organisers



TRPC is a boutique consulting and research firm with over 25 years' experience in the telecoms and ICT industries in the Asia-Pacific. We offer specialised advisory, research and training services with a focus on regulatory and strategic business issues, possessing an extensive regional network of industry experts and professionals.

Our research focuses on the economics of telecoms and information technology as well as the policy and regulatory issues associated with national information infrastructure development. Our expertise encompasses both countries with more developed ICT infrastructure such as South Korea, Japan, and Hong Kong, as well as those with fast-growing and emerging ICT industries in SE Asia including Indonesia and Vietnam.

Our recent work covers a range of up and coming areas such as broadband wireless access, mobile banking, mobile payments and cloud computing, among others.

TRPC has offices in Beijing, Hong Kong and Singapore with on-the-ground presence or associates throughout the region.

For more information, please visit [www.trpc.biz](http://www.trpc.biz)



INSPIRA Inspira Events is a Hong Kong based company established by two senior executives with over 30 years of combined experience in the telecoms, IT and high-tech events industry. We bring strong technical knowledge and business understanding to organise high quality, insightful thought leadership conferences.

We have hands-on experience and track record in organizing both in-country and regional events across the Asia Pacific region. Our footprint covers China, Hong Kong, Singapore, Australia, Japan, Korea and emerging markets such as Indonesia, Vietnam, Malaysia, Philippines and Thailand.

In terms of size, our events have ranged from an audience of 150 for highly focused forums up to large-scale global congresses with over 1,000 delegates and 200 international speakers.

Conferences that Inspira team have organised around IT, broadband and mobile communications include 3G, 4G, mobile internet, network infrastructure and Internet of Things.

For more information, please visit [www.inspira-events.com](http://www.inspira-events.com)