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Keynote Speaker:

Reed Hundt

Principal of Charles Ross Partners, and former Chairman of the United States Federal Communications Commission

Speakers from:

AT&T, Alcatel, Allaire, Bank of Montreal, Cegetel / SFR, Converse Networks, DDI, Denso, Etak, Information Mechanics, Inktomi, Internet Travel Network, Jupiter Communications, KLELine, Lotus, Mitsubishi (Trium), Motorola, NeoPoint, News America Digital Publishing, Nextel Communications, Nokia Mobile Phones, Omnitel, Panasonic, Phone.com, Qualcomm, Reuters Wireless Services, Samsung, Service Hub, SmartServ Online, Sprint PCS, UltraEx, WAP Forum Board, Webraska, Wireless Data Forum, w-Trade Technologies, 724 Solutions, and others.

phone.com's
unwired universe
bringing WAP to market

REGISTER TODAY TO...

Attend the 1 conference at the center of the wireless Internet.

Choose from 25 WAP business and technical sessions.

Discuss 100s of solutions to extend your reach.

Network with 1,000 industry leaders.

Discover business models and applications to attract 1 billion wireless users.

**Pre-Conference
Developer Seminar
July 26, 1999**

**Phone.com's
Unwired Universe
Conference
July 27-29, 1999**

**The Fairmont Hotel
San Jose, CA**

Phone.com's Unwired Universe is Sponsored By:



NEXTEL



unwired universe: **EXECUTIVE SUMMARY**

Attend the conference for the **worldwide WAP Industry**. Phone.com, Inc. invites you to Unwired Universe. Join the world's most prominent content providers, application developers, phone manufacturers, and wireless network operators, and learn how to leverage the WAP revolution for your success.



Explore the **business and technical issues of bringing WAP to market**. Reed Hundt, Principal of Charles Ross Partners, and former Chairman of the U.S. Federal Communications Commission, delivers the opening keynote address on the business opportunities created by the convergence of the Internet and the wireless phone industry. Phone.com's customers, wireless network operators from around the globe, share their experience in deploying commercial services on the Phone.com™ platform.

Take a **sneak peek at the latest in wireless phones**. See the unveiling of new Internet-ready phones from several of the 23 manufacturers who have licensed UP.Browser.™ Find out how wireless phones are evolving to meet the needs of mobile consumers.

Listen to the business leaders who are **launching wireless Internet applications on mobile phones**. Real-world developers offer their insight into the wireless Internet market. Hear first hand from the creators of wireless phone applications for electronic customer care, banking, email, traffic, online stock trading, ads, games, e-commerce, delivery, dispatch, and travel.

Learn about the **technology of WAP**. Accelerate your entry into the wireless phone market at the Pre-conference Developer Seminar on July 26th. Jump-start your development efforts for the Phone.com platform at Unwired Universe, July 27-29. Technical track sessions from Phone.com engineers give you the information to maximize the impact of upcoming features and functionality in your applications. Don't miss Office Hours, your chance to consult one-on-one with Phone.com's engineers and business development managers. Don't forget to make time to check out the latest wireless phones and applications at the Unwired Universe Exhibits.

Bringing WAP to Japan. Japanese-speaking developers can hear conference technical track sessions via simultaneous translation.

Join us in bringing WAP to market. Register today because space is limited! You'll discover now is the perfect time to create wireless Internet applications and fully leverage WAP's momentum!

who's going to **BE THERE?**

Developers, content providers, device manufacturers, wireless network operators, and you.

If you're an HTML or Web developer, WML or HDML developer, a wireless phone manufacturer, or a wireless network operator, Unwired Universe is a must for the latest in the wireless Internet industry. Training, networking, and insight—get it at Unwired Universe.

Developers get *training* at the Pre-conference Developer Seminar. Transform your Web site! Provide information to the growing worldwide community of wireless subscribers who use Phone.com-enabled phones. This one-day technical seminar introduces the UP.Link™ development environment and Web-based programming model. A technical overview of the UP.Link Platform, plus UP.SDK™ development tools, markup languages, and UP.Link APIs, are presented in detail. Other topics include security, cache management, voice/fax integration, and “pushing” data to devices running UP.Browser.

Wireless network operators get a handle on *the best and brightest*. Leading operators identify the model service offerings for mobile subscribers and describe critical success factors in deploying wireless data. Find out how they took the WAP challenge and succeeded. Operators want the application their subscribers are craving—could that application be yours?

Wireless phone manufacturers present *PhoneStudio™* sessions. A series of special Phone.com PhoneStudio sessions, presented by UP.Browser licensees, gives developers detailed information about existing and upcoming handset models. See the latest phones manufacturers have to offer. PhoneStudio also allows network operators to quickly identify well-designed third-party content and e-commerce services that maximize the user experience.



Everyone will enjoy the *Party at The Tech Museum of Innovation in San Jose!* The Tech (www.thetech.org) is a hands-on technology museum devoted to inspiring the innovator in everyone. Get inspired and join the party at 201 South Market Street in San Jose, on Wednesday, July 28th from 6:00P – 9:00P.

Exhibitors *showcase* products and services for the converging wireless and Internet markets.

Phone.com licensees, customers and alliance members demonstrate the latest in phones, solutions, services, tools, and applications that incorporate Phone.com products and technology. Act quickly to get your Exhibitor Kit! Send email to u2@corp.phone.com. Exhibits are open Tuesday, July 27, 1:30P – 7:30P and Wednesday, July 28, 8:00A – 2:30P.

Make it a *vacation!* San Jose is the heart of Silicon Valley. Just 50 miles south of San Francisco, San Jose is close to many attractions. Visit Napa Valley wineries, Sausalito, Muir Woods, Monterey Bay Aquarium, Carmel-By-The-Sea, Great America Amusement Park, and Santa Cruz Beach Boardwalk. For additional ideas for combining Unwired Universe with a family vacation in the Bay Area, send email to u2@corp.phone.com

Register Today!

Phone.com's

pre-conference developer seminar: **SCHEDULE**

Monday, July 26

This seminar is intended for content service providers, application developers, systems integrators, network operators, and device manufacturers interested in developing Web-based content, services and applications for Phone.com-enabled devices.

Technical managers will benefit from an overview of the UP.Link application development environment.

ONE-DAY TECHNICAL SEMINAR	
8:00A	Registration & Continental Breakfast
8:30A	Course Introduction
8:45A	Technical Overview <ul style="list-style-type: none">• UP.Link Platform Architecture• Language Overview & Application Model• Developing Apps with the UP.SDK
10:15A	Break
10:30A	Introduction to Language <ul style="list-style-type: none">• Defining Decks & Cards• Navigation & Links• Formatting Text & Images• Templates & Scope• Handling User Input• Voice Call Integration
12:00P	Lunch
1:15P	Doing More with Language <ul style="list-style-type: none">• Variable Initialization and Defaults• Deck Access Control• Bookmarks
2:30P	Break
2:45P	Content Management <ul style="list-style-type: none">• Customizing & Personalizing Content• Internationalization & Localization• Digests(multi-part responses)• Sending Faxes• Deck Cache Control
3:45P	Break
4:00P	Sending Notifications <ul style="list-style-type: none">• Secure Notification Library and API• UP.SDK Notification Tools
4:45P	Q&A / Course Wrap-up
5:30P	Course Close

Agenda is subject to change. Visit www.phone.com/u2 for the latest agenda updates.

unwired universe conference: **SCHEDULE**

Tuesday, July 27

DAY ONE		GENERAL SESSIONS	
7:00A – 8:30A		Registration and Continental Breakfast	
8:30A – 9:00A		GS1 Welcome and Executive Overview	
9:00A – 9:45A		GS2 Keynote: Reed Hundt	
9:45A – 10:00A		Break	
10:00A – 10:30A		GS3 Sprint PCS Unveils the CDMA Story	
10:30A – 11:00A		GS4 Japan Innovation	
11:00A – 11:30A		GS5 The GSM Connection	
11:30A – 12:00P		GS6 Nextel Packet Data	
12:00P – 1:30P		Lunch	
EXHIBITS open from 1:30P – 7:30P			
		BUSINESS TRACK	TECHNICAL TRACK
1:30P – 2:15P		B1 WAP Services That Drive Usage	T1* What's New in UP.SDK v4.0?
2:15P – 2:30P		Break	Break
2:30P – 3:15P		B2 Corporate Email	T2* Introduction to WML Script
3:15P – 3:30P		Break	Break
3:30P – 4:30P		B3 The User Interface	T3* WML Apps with ColdFusion 4.0
4:30P – 4:45P		Break	Break
4:45P – 5:45P		B4 Portal: Services	T4* International Apps with UP.SDK
RECEPTION in the EXHIBITS area 5:45P – 7:30P			

Wednesday, July 28

DAY TWO		EXHIBITS open from 8:00A – 2:30P	
		BUSINESS TRACK	TECHNICAL TRACK
8:00A – 9:00A		B5 GSM Handset Panel	B6 Mobile Customer Care
9:00A – 10:00A		B7 CDMA Handset Panel	T5* Managing UP.Browser Cache (At 9:15A)
10:00A – 10:15A		Break	Break
10:15A – 11:00A		B8 Advertising on WAP handsets	T6* UP.Browser v4.0 Local App Environment
11:00A – 11:15A		Break	Break
11:15A – 12:15P		B9 Mobile E-commerce & Banking	T7* Integrating Back-End Carrier Systems
12:15P – 2:15P		Lunch	Lunch
2:15P – 3:00P		B10 Advantages of Mobile Travel & Ticketing	T8* Advanced WML Programming
3:00P – 3:15P		Break	Break
3:15P – 4:15P		B11 Field Service, Delivery & Dispatch	T9* Developing Custom Services
4:15P – 4:30P		Break	Break
4:30P – 5:15P		B12 Visual Voicemail: Bridging Voice & Data	T10* Application UI Design Guidelines
6:00P – 9:00P		PARTY at The Tech Museum of Innovation	

Thursday, July 29

DAY THREE		GENERAL SESSIONS	
8:00A – 8:45A		GS7 Phone.com Special Session	
8:45A – 9:15A		GS8 Phone.com Roadmap to the Future	
9:15A – 9:30A		Break	
		BUSINESS TRACK	TECHNICAL WORKSHOPS
9:30A – 10:15A		B13 Fast-Track to WAP Deployment	PhoneStudio Sessions (9:30A – 1:30P)
10:15A – 10:30A		Break	
10:30A – 11:30A		B14 Traffic Alerts & Games	Office Hours (9:30A – 1:30P) Sign up for a one-on-one consultation with a Phone.com Engineer or BusDev Manager
11:30A – 11:45A		Break	
11:45A – 12:30P		B15 How Portals Drive Loyalty	
12:30P – 12:45P		Break	
12:45P – 1:30P		B16 Online Stock Trading	

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bringing WAP to market: **TUESDAY-JULY 27**

GENERAL SESSIONS

GS1 / Welcome and Conference Overview (8:30A – 9:00A)

Chuck Parrish, *Executive Vice President, Phone.com, Inc.,*
and *Chairman, WAP Forum Board of Directors*

GS2 / Opening Keynote Address (9:00A – 9:45A)

Reed Hundt, *Principal of Charles Ross Partners, and*
former Chairman of the U.S. Federal Communications
Commission



Operator WAP Deployment Stories

GS3 / Sprint PCS Unveils the CDMA Story (10:00A – 10:30A)

An offering packed with great content and a personalized user interface is what makes Sprint PCS' circuit-switched network well-poised for mass-market consumers. Find out about the handsets they'll deploy, the content they'll be "pushing" and how they'll manage it all.

Jim Ryan, *Director, Product Management, Data Services,*
Sprint PCS

GS4 / Innovation and Iteration in Japan (10:30A – 11:00A)

DDI competes with the world's largest wireless operator, whose services are known for excellence. See how their marketing organization took the WAP challenge as they deployed their new CDMA network in Japan.

Hiroshi Sakai, *Designated General Manager, Mobile*
Communication Engineering, DDI Corporation

GS5 / The GSM Connection: Cegetel & the WAP Portal Play (11:00A – 11:30A)

An unforgiving schedule and a creative team of project managers deliver the first commercial European Wireless Portal to market on the Alcatel One-Touch™ phone. Hear this leading international operator describe the ideal service offerings for the wireless portal, and why mobile consumers approach data differently from PC users.

Arnaud Capitant, **Cegetel / SFR**

GS6 / Nextel: Packet Data Potential in the U.S. (11:30A – 12:00P)

Nextel has high-speed packet data services rolling out this year in the U.S.; browser-based mobile phones will offer their vertical and small-to-medium sized business users "online, all the time." Explore the opportunities for Phone.com developers, receive insights on the applications that will drive the market, and hear a summary of critical success factors for long-range deployment.

Mike Ozburn, *Vice President, Nextel Online, Nextel*
Communications

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bringing WAP to market: **TUESDAY-JULY 27**

BUSINESS TRACK SESSIONS

B1 / WAP Services that Drive Usage; Where Mobile Commerce Fits In

(1:30P – 2:15P)

How have various operators organized the delivery and iteration of their applications to follow user habits and consumer expectations? Find out which WAP services will kick-off an operator's flexible launch platform.

Ben Linder, *Vice President, Marketing, Phone.com, Inc.*

B2 / Corporate Email: The Proven Killer App for Wireless Usage

(2:30P – 3:15P)

Enterprise email solutions for wireless technology encompass opportunities as well as challenges. See how MIS will view and adopt wireless technologies to allow the most valuable corporate information "packets" to get to its mobile workers while they're on the job.

A representative from **Lotus Development Corporation**

B3 / The User Interface: Why It Makes – Or Breaks – Your Services

(3:30P – 4:30P)

Why is User Interface a business problem that marketers and developers alike must understand? A UI expert's experiences will show you how a design and planning process can save months of wasted iterations—and make the difference between success and failure.

Paul Smethers, *Director, Product Management, Applications, Phone.com, Inc.*

B4 / What's in a Portal? The Services

(4:45P – 5:45P)

Which services drive loyalty in a wireless portal? Which needs of the mobile user are met and what value will each content type provide to the mobile user?

Mark Desautels (*MODERATOR*), *Managing Director,*

Wireless Data Forum

Paul Gauthier, *CTO & Co-founder, Inktomi*

Jordan Kurzweil, *Vice President, Product Development,*

News America Digital Publishing

Jonathan Baile, *Managing Director,*

Reuters Wireless Services

**Technical Track Sessions
in English & Japanese!**

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TECHNICAL TRACK SESSIONS

T1* / What's New in UP.SDK v4.0?

(1:30P – 2:15P)

New features enable you to easily accelerate development of your wireless applications. Learn how to get complete test coverage of WML, WMLScript, and HDML applications using UP.Browser v4.0 through UP.Simulator™ with or without a connection to an UP.Link Server. You'll hear technical details about the new Digest/Fax library, plus how to use UP.Browser and UP.Link v4.0 features.

Neil Cormia, *Manager, Developer Products, Phone.com, Inc.*

T2* / Introduction to WML Script

(2:30P – 3:15P)

Find out how to leverage this client-side scripting environment to enhance your WML services. Topics will cover the WMLScript language, how to call scripts from WML, how to pass data to and from a WML application, and how to use WMLScript libraries. Also, a walk-through sample of application source code will be included.

Ron Mandel, *Developer Support Engineer, Phone.com, Inc.*

T3* / Creating WML Applications with ColdFusion 4.0

(3:30P – 4:30P)

A technical overview of how the UP.SDK v4.0 provides integration hooks into ColdFusion Studio and HomeSite 4.0. Walk through the process of developing a WML 1.1 application from the ground up using ColdFusion and the UP.SDK.

Ben Forta, *Product Evangelist, Allaire Corporation*

T4* / Developing International Applications with the UP.SDK

(4:45P – 5:45P)

Properly localized WAP services can deliver content in a variety of natural languages as required to support international end-users. In this session we will explore how standard NLS (National Language Support) concepts apply to wireless applications, including identifying the locale of the handset, character set conversion in the UP.Link Server, and a live demonstration of configuring your UP.SDK development environment to display international content. Join us to discover the techniques required to develop WAP services for the global wireless community.

Natasha Flaherty, *Market Manager, Japan and Asia Pacific, Phone.com, Inc.*

bringing WAP to market: **WEDNESDAY-JULY 28**

BUSINESS TRACK SESSIONS

B5 / GSM Handset Panel (8:00A – 9:00A)

Handset manufacturers have already accepted WAP as the de-facto standard for microbrowsers in mobile phones. For these two handset panels, several UP.Browser licensees will review the key trends in design: keypads, pointing devices, displays, and advanced navigational options.

Jeff Damir (MODERATOR), *Vice President, Business Development, Phone.com, Inc.*

A representative from Alcatel

Viet Mailam, *Director, GSM Products Development, Mobile Communication R&D Center, Mitsubishi Electric (Trium)*

Mark Powell, *Director, Portfolio Planning, Motorola Personal Communications Sector*

A representative from Panasonic

B7 / CDMA Handset Panel (9:00A – 10:00A)

See Session B5 for session description.

Mike Coad (MODERATOR), *Vice President, Subscriber Equipment, Sprint PCS*

Stuart Thomson, *Sr. Manager, Wireless Communications Denso Sales California, Inc.*

William Son, *CEO, NeoPoint, Inc.*

Gina Lombardi, *Vice President, Product Development, Qualcomm*

Muzibul Khan, *Director, Product Management, Samsung*

Larry Paulson, *Vice President, CDMA Product Line Management, Nokia Mobile Phones*

B8 / Advertising on WAP Handsets (10:15A – 11:00A)

What should content providers, handset manufacturers, and operators know about online advertising strategies? This expert analyst will offer opinions on maximizing this medium for optimal revenue, while considering the constraints and advantages of the device and bandwidths.

Drew Ianni, *Analyst, Online Advertising, Jupiter Communications*

B9 / Mobile Electronic Commerce & Banking: Planning for Applications That Pay (11:15A – 12:15P)

What's involved with setting up a mobile service that allows buying and selling online? Are the risks worth the rewards? Find out how mobile banking will fit into the picture and how the ultimate consumer convenience will make the mobile lifestyle easier.

MODERATOR TBA

Chris Erickson, *President, 724 Solutions*

Mark Dickleman, *Vice President, Bank of Montreal*

Abdallah Hitti, *CEO, KLELine*

TECHNICAL TRACK SESSIONS

B6 / Mobile Customer Care (8:00A – 9:00A)

One of the best WAP applications is allowing subscribers to help themselves by answering their own questions with online access to account information. How does the screen of a mobile phone offer cost saving opportunities? Find out about the latest "call avoidance" strategy for Mobile Customer Care.

Michael Luna, *Director, Standards, Phone.com, Inc.*

T5* / Techniques for Managing the UP.Browser Cache (9:15A – 10:00A)

How is the cache for the WAP browser different from that in HTML Web browsers? This session covers the UP.Browser v3.1 and new v4.0 deck caching behavior in detail, including advanced programming techniques with a walk-through of how cache operations can be asynchronously pushed from the application server to the phone using the UP.Link Notification API.

Don Schuerholz, *Manager, Developer Services, Phone.com, Inc.*

T6* / UP.Browser v4.0 Local Application Environment (10:15A – 11:00A)

To make the Web model usable under latency conditions, the UP.Browser v4.0 has been enhanced to support the new Channel content type and Outbox request-delivery mechanism. This session will cover how developers can write applications that hide network latencies from the end user.

Larry Stein, *Senior Software Engineer, Phone.com, Inc.*

T7* / Integrating Back-End Carrier Systems with UP.Link Server (11:15A – 12:15P)

Providing seamless integration between the UP.Link Server, the billing system, provisioning system, short messaging center, fax gateway and customer care systems requires a successful combination of business process and technical experience. This session includes a description of the APIs that facilitate back-end integration of carrier back-end systems with the UP.Link Server, plus design and development techniques system integrators can use to manage an UP.Link Server within a carrier's wireless network.

Joe Ferrero, *Senior Director, Global Consulting Services, Phone.com, Inc.*

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bringing WAP to market: **WEDNESDAY-JULY 28**

BUSINESS TRACK SESSIONS

B10 / The Advantages of Mobile Travel & Ticketing (2:15P – 3:00P)

These online veteran travel companies will discuss online ticketing and why it will enhance mobility for WAP phone users. Hear why the WAP mobile phone will save the travel agency money and improve customer satisfaction, while creating an irresistible, personalized travel center for the Wireless Portal user.

Gadi Maier, *CEO & President, Internet Travel Network*
Second Speaker TBA

WAP and Internet Content

B11 / Field Service, Delivery & Dispatch Successes (3:15P – 4:15P)

Small and medium sized businesses need an edge to compete. Hear how time-and-date stamps, call closures, and overall customer responsiveness will be improved with mobile phone-based dispatch.

Bill Rissberger (*MODERATOR*), *Director, Technical Marketing, Advanced Services Organization, AT&T*
Michael Meissner, *President & CEO, Information Mechanics*
Gary Fletcher, *Co-Manager, Service Hub, LLC*
Paula Schmidt, *Director, Information Technology, UltraEx, Inc.*

B12 / Visual Voicemail: The Bridge from Voice to Data (4:30P – 5:15P)

Gain invaluable insights into the kinds of benefits subscribers can expect, how usage patterns might vary throughout the world, and hear recommendations for marketing programs.

Stewart Hampton, *Manager, New Services Product Marketing, Converse Networks Systems*

TECHNICAL TRACK SESSIONS

T8* / Advanced WML Programming Techniques: Tips & Tricks (2:15P – 3:00P)

The lead WAP developer for Phone.com's email application will reveal the WML programming "bag of tricks" created during the development of the UP v4.0 family of applications (UP.Mail,® UP.Organizer,™ etc.). Topics will include how to optimize the end user's experience while working within the constraints of the wireless network, leveraging the UP.Browser context model, and more.

Aditya Bhasin, *Software Engineer, Phone.com, Inc.*

T9* / Developing Custom Services for UP.Phones® (3:15P – 4:15P)

The UP.Browser and UP.Link Server architecture allow phone manufacturers to define custom built-in "local services" that can be accessed via any third-party WML or HDML service. You'll hear a high-level overview of how these services work, and cover possible methods for how developers and network operators can work with phone manufacturers to define and implement these services.

Tim Hyland, *Director, OEM Accounts, Phone.com, Inc.*

T10* / Application User Interface Design Guidelines for Next-Generation Phones (4:30P – 5:15P)

In 1999, many new phones will go commercial on the UP.Link Platform v3.1. Application developers will have to answer some basic questions for designing their applications. You'll see a demonstration of the basic characteristics of several phones, observe how the UP applications family has been tailored to these characteristics, and receive hints on designing your applications for maximum usability across all phones.

Paul Smethers, *Director, Product Management, Applications, Phone.com, Inc.*

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bringing WAP to market: THURSDAY-JULY 29

BUSINESS TRACK SESSIONS

B13 / Phone.com's Fast-Track to WAP Deployment (9:30A – 10:15A)

Phone.com's consulting organization has a patented process for implementing key components of the system to let operators enter the market quickly and as flawlessly as possible. You'll discover how revenue and differentiation make it worthwhile, while practical methodologies for deployment make it possible.

Joe Ferrero, *Senior Director, Global Consulting Services, Phone.com, Inc.*

B14 / Traffic Alerts & Games: Solving Problems & Training Users (10:30A – 11:30A)

When you're facing the Highway 101 or the Paris Periphérique, you need specific and timely traffic information. Here, you'll find out first how traffic applications provide high-value information, then you'll enjoy an entertaining session on how games draw users into new applications and devices, and keep them coming back for more.

Mark Desautels (*MODERATOR*), *Managing Director, Wireless Data Forum*
Steven Taylor, *Director, Product Marketing, Etak, Inc.*
Marina Bonomi, *Omnitel*
Jean-Michel Durocher, *CEO and Founder, Webraska*

B15 / Personalization: How Portals Drive Loyalty & Return Usage (11:45A – 12:30P)

Why is Personalization the hot topic for every WAP application? What does it mean on a mobile phone, and how is it achieved? You'll discover how personalization—from both the handset and the PC—is accomplished, why it leads to "sticky" customers, and what skills developers need to craft these services.

Bruce Martin, *Vice President, Product Development, Carrier Services Group, Phone.com, Inc.*

B16 / Online Stock Trading: Meeting a Power User's Needs (12:45P – 1:30P)

Electronic stock trading has changed the brokerage business. Learn how day-traders and occasional traders will pump up the volume of trades even further, once they're wireless and online all the time.

Mark Desautels (*MODERATOR*), *Managing Director, Wireless Data Forum*
Donna Oliva, *CEO, w-Trade Technologies*
Sam Cassetta, *Chairman & CEO, SmartServ Online*

GENERAL SESSIONS

GS7 / Phone.com Special Session (8:00A – 8:45A)

Don't miss it!

GS8 / Phone.com Roadmap to the Future (8:45A – 9:15A)

What does the future hold for WAP application developers, network operators, Internet content developers and phone manufacturers? Find out as Phone.com unveils its plans.

Andy Laursen, *Vice President, Product Development, Phone.com, Inc.*

TECHNICAL WORKSHOPS

Special PhoneStudio Sessions!

Developers can interact directly with phone manufacturers to get a sneak peek and in-depth technical look at the latest in wireless phones. Over 23 phone manufacturers have licensed the Phone.com WAP-compatible UP.Browser micro-browser.

Office Hours

Take advantage of Phone.com Office Hours—your chance to consult one-on-one with key Phone.com engineers and business development managers. Sign up to receive free advice from a WAP expert!

Visit the Unwired Universe Conference

Web site at www.phone.com/u2 for

additional information and updates!

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Phone.com's Unwired Universe and Pre-conference Developer Seminar **REGISTRATION FORM**

CHOOSE FROM 3 WAYS TO REGISTER!

ONLINE Visit our Web site to register online: www.phone.com/u2.html

BY FAX Complete and fax form to the U2 Registration Manager at +1 408 615 7686

BY MAIL Mail this form to: U2 Registration Manager, PO Box 5409, Redwood City, CA 94063, USA

Please check all information for accuracy before submitting. Confirmations will be sent to the email address provided. Questions? Contact the U2 Registration Manager via email at u2@corp.phone.com or via fax at +1 408 615 7686.

Registration fees are refundable if written notice is received by July 16, 1999. Send written notice of cancellation to the U2 Registration Manager via email at u2@corp.phone.com or via fax at +1 408 615 7686. After July 16, 1999, conference fees are NON-REFUNDABLE.

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Title _____

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Company _____

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Address2 _____

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State/Province _____

Zip _____

Country _____

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(Please include country/area code)

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No Special Requirements

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Vegan

PACKAGE (Please select one)

4 DAYS July 26-29, 1999
U2 Conference AND Pre-conference Seminar,
US\$650.00 (Save \$150!)

3 DAYS July 27-29, 1999
U2 Conference ONLY, US\$550.00

1 DAY ONLY July 26, 1999
U2 Pre-conference Seminar ONLY, US\$250.00

PAYMENT

Please select one method of payment: credit card, corporate check, money order, or company purchase order. Registration will not be confirmed prior to receipt of payment.

Corporate Check* or Money Order*

Company Purchase Order*

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If you are **not** paying by credit card, fees must be paid in US Dollars, and drawn upon a United States bank. **Personal checks will not be accepted.** Please make corporate checks and money orders payable to Phone.com, Inc., and mail to: U2 Registration Manager, PO Box 5409, Redwood City, CA 94063.

***IMPORTANT:** Please notate, directly on the check, money order, or purchase order, the first and last names of the person(s) for whom the fees are being paid.



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+1 650 817 1499 (fax)

CONFERENCE HOTEL

The Fairmont Hotel in San Jose is located adjacent to the San Jose Convention Center and The Tech Museum of Innovation, near the Silicon Valley Financial Center.

A block of rooms is available for Unwired Universe attendees at a special conference rate of \$169.00 per night plus 10% room tax until June 24, 1999. After this date room reservations will be accepted on a space-available basis at the standard hotel rate. To reserve a room at the special rate, you must **contact the Fairmont Reservations desk at +1 800 527 4724 by Thursday, June 24, 1999** and mention "Phone.com's Unwired Universe."

The Fairmont Hotel
170 South Market Street
San Jose, CA 95113, U.S.A
+1 408 998 1900 (tel)
+1 408 287 1648 (fax)
+1 800 527 4727 (toll-free)

Make your hotel reservations now to secure the special room rate for Unwired Universe Conference attendees. *Reduced hotel rate offer expires Thursday, June 24th!*

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