

## Upcoming Mobile World Congress 2012



Barcelona | 27 February - 1 March 2012

### Provence Mobile Valley: French Touch & Mobile Innovation at the MWC in Barcelona!

From February 27 to March 1 2012, the world's mobile telephony and middleware companies will be tuning in to a single, unique "transmitter": the 7th edition of the Mobile World Congress (MWC) in Barcelona! And in the France Pavilion, the PACA Region's stand is sure to catch the visitors' attention! Provence Promotion, in partnership with Euroméditerranée, the Secure Communications Solutions Cluster and Team Côte d'Azur, will be presenting two dozen or so sector players, all trailblazers in mobile innovation and all hailing from a unique area in France: Provence Mobile Valley.

#### Provence Mobile Valley in Detail

- 41,000 IT jobs in the region, half of which in the Marseille-Provence area;
- World leaders in microelectronics, including STMicroelectronics and Gemalto;
- Up-and-coming challengers, such as Inside Secure in the contactless solutions field;
- High-growth start-ups in the marketing field such as LD Mobile or Cellcast, sector leaders in France;
- SME's in the mobile game field, including Exkee, C4M and Playground, which has carried out full-scale tests of geolocation games in the heart of Marseilles' historic city center;
- Vivendi and its ZAOZA platform, developed in Marseilles, which enables the distribution and sharing of content online;
- Avenir Télécom, European leader in multi-channel distribution of mobile phones;
- Bazile Télécom, supplier of one-touch mobile handsets.

#### > MWC 2012: The secrets of a sector in great shape!

All the stars of the mobility world will be gathered at what is one of the leading events for an innovating sector undergoing constant change. If the industry's heavyweights still have a bright future ahead of them, with a trend towards tactile tablet PCs and smartphones (the Apple iPhone is still a market leader), a good showing by Google and the rapprochement between Nokia and Microsoft, our local champions of mobile innovation can still show them a thing or two.

#### > MWC 2012: Focusing on content

In this new, mobile world, the segments are interdependent. Whether it's e-mail or TV, not to mention video games – which are now integrated, content is becoming more and more important. Inventing applications and services is no longer enough; they need to have substance! Consequently, it's the leaders in the field of content, such as Electronic Arts (video games), who are likely to stand out from the crowd among the international participants at this edition.

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> **MWC 2012:**  
**The PACA region - a crucible of mobile innovation**



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In the PACA region, Provence Mobile Valley has positioned itself in the field of mobile innovation and proved that it is a worthy contender in a sector dominated by multinationals. We can take pride in regional players, or companies with regional connections, such as Gemalto or ST Microelectronics, whose subsidiary ST Ericsson was recently chosen by Nokia as the supplier of its future Windows Phone.

**Provence - a test bed for new mobile technology uses**

In addition to its member companies, Provence Mobile Valley is home to a great many innovative measures, including:

- the intelligent city project, EcoCité de Euroméditerranée;
- the PACA Mobile Center, the region's end-use laboratory, which funds experiments relating to new uses for mobile technologies and services;
- wireless hubs (very high speed – 4G) developed by the SCS Cluster, enabling the testing of tomorrow's technological advances.

However, it is important not to neglect the smaller, emerging enterprises (see the complete list below) that use the Mobile World Congress as a launch pad both to foreign markets and (for the smaller ones) to boost their development. With this in mind, a networking cocktail will be organized at midday on 28th February on the PACA stand, in partnership with the Mobile Monday organization. This will provide an opportunity for innovating start-ups and decision-makers from the mobile industry to get together in a relaxed atmosphere and compare notes... Pending greater things!

**Mobile Innovation Players from the PACA Region  
Attending MWC 2012**

BEEPERS	MAPPING CONTROL
BUZZINBEES	MIXXIT
CALADE TECHNOLOGIES	NOMAD 3D
CASSIS INTERNATIONAL	PIXEET
DORIANE	PLAYGROUND
INSIGHT SIP	PRAGMA
INTELLICORE	RIVIERAWAVES
IQSIM	SMARTCOM
LD MOBILE	VIVACOEUR

**To find out more: View the Mobile World Congress 2012 website  
View the Provence Mobile Valley page on the Provence Promotion website**