



Conference Aim

Is communication a field for social scientists only or how strong are or should be the relation to classic sciences including telecommunications & computer sciences? The conference highlights the interdependences between telecommunications and social sciences. Scientists, professionals and senior students (Master & PhD), present their R & D results. Industrial key figures and lobby group leaders share their views on the evolution of telecommunications. This will be supplemented by panel sessions with discussions between the participants and the audience.

Who should attend?

The conference is aimed at experts in the telecommunications' business, industrial people and academics, communication scientists as well as post-graduates (Master and PhD students) on both subjects.

Representatives of Universities and Research Institutes may nominate candidates for the Poster Sessions.

Awards

Student Awards will be donated for

- The best abstract
- The best poster

Dependent of other donators more awards may be granted.

Sponsors

The following organisations/companies have generously pledged financial support to the conference:

- Technische Hochschule Wildau [FH]
- T-Systems
- Vodafone

Contact

Technische Hochschule Wildau [FH]
Technical University of Applied Sciences
Bahnhofstraße
D-15745 Wildau (Germany)
www.th-wildau.de

Conference 27th May 2010 Halle 14 Room B001
8.30 – 19.00
28th May 2010 Halle 14 Room A001
9.00 – 17.30

Contact persons Mrs Linda Herascu
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Prof. Dr. Bernd Eylert, TH Wildau
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Registration deadline 30th April 2010
conference2010@tfh-wildau.de

Registration details see next page

Accommodation Seehotel Zeuthen
Fontaneallee 27, D-15738 Zeuthen
phone: +49 (0) 33762- 89-0
www.seehotel-zeuthen.de, special rates:
single room: 72,00 €, double room: 99,00 €
For students please contact:
Mrs Linda Herascu,
conference2010@tfh-wildau.de

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„You will Shape the Digital Society with Your Knowledge-Make It Happen!“

Conference on Communications
– a Common Playground for Social and Telecommunications Scientists

Final Programme

Conference Chairman:
Prof. Dr. Bernd Eylert, TH Wildau
Conference Co-Chairman:
Dr. Julian Gebhardt, Uni Potsdam/Hasso Plattner-Institut (HPI)

sponsoring:

••T••Systems•





Conference Programme

Wednesday, May 26th Welcome reception at 20.00 Mensa TH

Thursday, May 27th
08.30 – 09.00

Registration & Coffee

Session 1
09.00 – 09.15

Introduction & Welcome

Welcome address by **Laszlo Ungvári** (President TH Wildau, Germany)

09.15 – 09.30

Conference introduction by **Bernd Eylert** (TH Wildau, Germany)

09.30 – 10.00

Johannes Meier (Xi, Germany)
The Role of Communications in our Modern Media Society

10.00 – 11.00

1st Poster session with coffee break

Session 2

The Role of Communications and Social Sciences in the Media Society
Chairman: **Andreas Nungesser** (Zweites Deutsches Fernsehen (ZDF), Germany)

11.00 – 11.30

Joachim Höflich (University of Erfurt, Germany)

Living in a media dominated world

11.30 – 12.00

Jane Vincent (DWRC Surrey University, UK)

Body-to-body Interaction in Broadband Society

12.00 – 12.30

Julian Gebhardt (University of Potsdam/HPJ, Germany)
Communication Studies: How They Influence the Technical Design

12.30 – 13.00

Richard Harper (Surrey University Guildford & Microsoft Cambridge, UK)
Combined imaginations: Working with sociological and computer Science perspectives when designing new communication technologies

13.00 – 14.00
Session 3

Lunch
The Role that R&D of the Telecommunications' Industry Plays in Serving the Media

14.00 – 14.30

Society
Chairman: **Mike Walker** (Royal Holloway London, UK)

Bernd Wiemann (R&D Vodafone Group Munich, Germany)

Future Challenges for the Telecommunication Industry Regarding the International Delphi Study 2030

14.30 – 15.00

Peter Möckel/Heinrich Arnold (T-Labs Berlin, Germany)
Innovation – User Driven and Open

15.00 – 15.30

Dirk Poppen (E-plus Düsseldorf, Germany), *Strategic Aspects in serving the Media Society*

15.30 – 16.30
Panel 1

2nd Poster session with coffee break
Scientists' Responsibility in Serving the Media Society

16.30 – 17.30

Chairman: **Klaus Vedder** (Giesecke & Devrient Munich, Germany)
Speakers of the day

17.30 – 18.00

Christian Rauch (amina Stiftung Berlin, Germany)

Ethics & sustainability – necessary cross-sectional skills for scientists and engineers

18.00 – 19.00
20.00

3rd Poster session with coffee break
Dinner

Friday, May 28th
Session 4

The Influence of Industrial Associations on the Development of the Modern Media Society

9.00 – 9.10

Chairman: **Vincent Chan** (MIT Boston, USA)

9.10 – 9.30

Introduction by the Chairman
Statements:

9.30 – 9.50

N.N. (ETSI Sophia Antipolis, France)
Alan Hadden (GSA, UK)

9.50 – 10.10

Jean-Pierre Bienaime (UMTS Forum London, UK & Orange, France)

10.15 – 11.15
Panel 2

4th Poster session with coffee break
Is the Melting Pot of Scientists of Different Areas - Industrial Associations, Standardisations and Lobby Groups - ready for the Challenges in the Telecommunication's Future?

11.15 – 12.00

Chairman: **Klaus Vedder** (Giesecke & Devrient Munich, Germany)
Speakers of Session 4

12.00 – 12.30

Announcement of the winners of the Student Awards

Panel 3

What Learning Lessons do we take from this Conference?

12.30 – 13.30

Chairman: **Richard Harper**, (Surrey University & Microsoft Cambridge, UK)

Student Awards Winners

Vincent Chan (MIT Boston, USA)

Bernd Eylert (TH Wildau, Germany)

Joachim Höflich (University of Erfurt, Germany)

Mike Walker (Royal Holloway London, UK)

13.30 – 14.30

Lunch

Academic Farewell of Bernd Eylert

15.00 – 16.00

Bernd Eylert final lesson

16.00 – 17.00

Speeches and Addresses

17.30

Reception

Conference fees:

350 €

Academics: 50,00€

Students: 20,00 €

Presenting Persons: free

Registrations payment:

Landeshauptkasse

Bank: WestLB Düsseldorf

BLZ: 30050000

Kontonummer: 7110402877

IBAN: DE88300500007110402877