



MOBILE INDIA 2017

7 JANUARY 2017 (SATURDAY)

Innovations & Disruptions through Mobile

Room Indian Affairs, **Chancery Pavilion**
135, Residency Road, Bangalore, 560025, India

Online Media Partner: **YOUR STORY** | INSPIRE
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Session Partners:



Event Chairs:

Dr. V. Sridhar, Professor, International Institute of Information Technology
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Registration fee: Rs. 1,500/- ; for students: Rs. 750/-

Register at: http://www.comsnets.org/mobile_india.html

Mobile India 2017 (http://comsnets.org/mobile_india.html) is one of the first premier events and will be the curtain raiser for this year's **mobile disruptions** in the country. It is associated with The Ninth International Conference on COMMunication Systems NETWORKS (COMSNETS) (<http://www.comsnets.org>), the world's premier international conference on networking and communications technology innovation.

Theme: Innovations & Disruptions through Mobile

Mobile broadband revolution has been jump started by the entry of new telecom operators, conclusion of one of the largest spectrum auctions, and the continued hyper growth in the mobile start-up space. Bengaluru continues to be in the top 20 in the Global Start-up Ecosystem Ranking, thanks to the continued disruption by the start-ups. The mobile broadband penetration continues to increase and is more than 125 million now with expected exponential adoption this year. Mobile Apps are being integrated into many traditional activities ranging from grocery shopping to calling a cab, a trend that is rapidly spilling revenue from almost every industry in the higher revenue traditional economy into the app economy. It is expected that the spill-overs are greater in emerging countries such as India where there are substantial inefficiencies in the traditional industries. There is intense competition in the sector and innovation is the key for survival. In this edition of Mobile India, we will explore the innovation and disruptions caused by the mobile ecosystem in areas ranging from mobile authentication and security, mobile data analytics and privacy, mobile payments.

Session 1: Online Authentication and Digital Identity

[Sponsored by the **Fast IDentity Online (FIDO) Alliance**]

Traditional online authentication using username/password pairs have resulted in many recent cyber-attacks, leading to financial fraud and loss of private information. As a result, there has been increased efforts among both service providers and consumer electronics manufacturers to find alternatives to username/passwords that can ensure security for online transactions while not compromising the privacy on individuals without their knowledge. A distinguished panel representing many participants in the identity and authentication ecosystem will come together for this session to discuss:

- What are the key challenges in reliable authentication? How are they being met?
- What is the role of the online service provider/ PC, smartphone, tablet manufacturers/ semiconductor companies/ and application developers in secure authentication and privacy preservation?
- What is the role of standardization?

Session 2: Mobile Payments and Wallets

The demonetization has resulted in huge uptake of digital payments across sections of the society. Telcos, payment wallet firms and financial institutions are finding innovative methods to reduce flow of cash and thus encourage the adoption of digital payments in India. The Unified Payment Interface (UPI) as architected by the National Payments Corporation of India is expected to provide unified, seamless interface for all forms of digital payments including peer-to-peer remittances. This session will explore the nuances of digital payments, the challenges and opportunities in this space and the innovations that can take India to a cashless society.

Session 3: Mobile Data Analytics and User Privacy

Pervasiveness of mobiles have resulted in the generation of data relating to proximity, user context, tastes and preferences, and finally the complete user profile. Analysis of the user profiles to target goods and services, advertisements, discount coupons, promotion programmes, have been on the rise. Apart from mobile app

providers, telcos are sitting on a huge pile of location based data that needs exploration and monetization. In this session, experts will deliberate on issues relating to mobile data analytics, personalization, and user privacy.

Session 4: Innovations in Mobiles/ wearable Devices and Services

Mobiles and wearable provide unique advantages for easy collection of proximal and contextual data, enable successful engagement models, and deliver services on the go. With exponential growth in mobiles and wearables, start-ups are innovatively using these to render associated services. In this panel, experts will discuss different disruptive ways of using mobiles and wearables for successful adoption in areas such as healthcare and wellness, IoT, and education. With the ubiquity of these services, security of services rendered also assumes importance. The experts in this session from mobile phone/ wearable firms, services firms, application developers will explore disruptive innovations in this space.

Schedule for the Day

Time	Sessions
9:00-10:00	Registration
10:00-10:30	Keynote-1
10:30-11:00	Tea Break-1 and Networking
11:00-12:30	<p>Session 1: Online Authentication and Digital Identity Session Keynote: Rajiv Dholakia, VP - Business Development, Nok Nok Labs</p> <p>Session Sponsor: </p>
12:30 -13:30	<p>Session 2: Mobile Payments and Wallets</p> <p>Moderator: Dr. Janaki Srinivasan, Professor, IIT-B</p>
13:30-14:30	Lunch and Networking
14:30-15:00	<p>Keynote-2 Sanjay Swami, Managing Partner, Prime Venture Partners</p>
15:00-16:00	<p>Session 3: Mobile Data Analytics and User Privacy</p> <p>Moderator: Dr. V. Sridhar, Professor, IIT-B</p>
16:00-16:30	Tea Break-2 and Networking
16:30-17:30	<p>Session 4: Innovations in Mobiles/ wearable Devices and Services</p> <p>Moderator: Dr. T.K. Srikanth, Professor, IIT-B</p>

17:30-17:45

Closing Remarks by Co-Chair