



# Cisco at 4G World 2009

Cisco is Proud to be a Key Strategic Partner  
in the Mobile Market Migration to 4G



- WiMAX World and Mobile Internet World have come together for first time to form a new conference **4G World**
- 4G World is the first conference covering the entire landscape of next generation mobile networks from infrastructure to devices, applications and content
- Cisco is a Premier Sponsor of 4G World 2009

***Visit the Cisco Meeting Room - 471B  
McCormick Place West, Level 4***

# Cisco Speakers at 4G World

Hear Cisco experts speak on multiple topics shaping the mobile transformation. Visit the community the week of September 21 to download videos and transcripts of each presentation.

## 4G World Keynote Address



### [Simon Aspinall](#)

**Sr. Director, Cisco Service Provider Marketing, SP Mobility Solutions**

Keynote Address: [The 4G Mobile Internet Transformation](#) will cover the mobile market transition towards IP and discuss ways that providers can monetize the mobile internet while delivering more of everything their subscribers want.

Date: Thursday, September, 17 | Time: 10:30am

# Other Cisco Speakers Featured at 4G World



Jim Tavares, Manager, Product Marketing  
Panel: [Femtocell and Picocell Technology Strategies](#)  
Date: Tuesday, September 15 | Time: 3:00pm



Paul Sergeant, WiMAX Solution Manager  
Solutions Theater: [Maximum Healthcare with WiMAX](#)  
Date: Wednesday, September 16 | Time: 1:30pm



Sai Subramanian, Director of Marketing, Broadband Wireless Business Unit  
Presentation: [WiMAX End to End...Why it's more than just a Radio](#)  
Date: Thursday, September 17 | Time: 2:00pm



Bob Friday, Director of Strategic Initiatives, Wireless Networking Business Unit  
Panel: [Cable Operator Plans for Mobile Broadband and TV Everywhere](#)  
Date: Thursday, September 17 | Time: 4:00pm

# Other Cisco Speakers Featured at 4G World



Shailesh Shukla, Vice President of Product Management and Marketing, Edge Routing Business Unit

Panel: [Open Mobile Initiatives and the M2M Opportunities](#)

Date: Thursday, September 17 | Time: 3:30pm



Kittur Nagesh, Director, Service Provider Marketing, Mobility Solutions

Panel: [Monetizing the Mobile User Behavior](#)

Date: Thursday, September 17 | Time: 4:00pm

Presentation: [Redefining the Mobile Internet Applications Experience](#)

Date: Friday, September 18 | Time: 1:00pm

Panel: [Rise of the Mobile Internet Applications Market](#)

Date: Friday, September 18 | Time: 2:00pm

# Check out this Month's Ask the Expert!

Want the lowdown on Internet Protocol Version 6 (IPv6)?

Discuss Ways that the Mobile Internet is Transforming the Way We Live, Work, Play and Learn...

Want to Know what's on the Mind of an Internet Guru?

This month's community expert is Internet Guru Fred Baker. Fred will answer your burning technology questions in the community September 15 through September 18

<https://www.myciscocommunity.com/community/sp/mobility>

# Ask the Expert!

What's on the Mind of an Internet Guru....

What's Next for IPv6...



## Fred Baker

Cisco Fellow and  
Internet Society (ISOC) Board of Trustees Chairman

Fred has made many significant contributions to the Internet through his years of involvement with the Internet Engineering Task Force (IETF) as well as various other activities related to the development and propagation of the Internet. He has contributed to over 40 IETF protocols and holds several US patents.

Fred will answer your questions in the community September 15 – 18.

<https://www.myciscocommunity.com/community/sp/mobility>

