



Fabrizio Capobianco, President and Chairman, Funambol

TITLE

The Next Big Thing in Mobile: the Personal Cloud

ABSTRACT

Today, there are more than five billion mobile users worldwide and it will only continue to grow as more rich media-capable devices, such as digital cameras, gain wireless capabilities. With this growing proliferation of connected devices, including smartphones, PCs, tablets and more, organizing, accessing and keeping track of users' media and data across different devices turns into a greater challenge. This task becomes even more daunting with the growing use of the personal cloud, or digital locker, where people can store digital content in the cloud. And with the increased usage of personal clouds, what then are the implications to the overall mobile ecosystem—what will change?

In this discussion, Funambol, provider of smart sync cloud solutions, will explore the industry trends leading people to want and need a personal cloud, the types of data and media being stored, as well as the major obstacles and solutions to broad adoption. Funambol will also take a look at the different types of digital locker services offered by current industry players (like Apple and Google) and delve into the coming changes that will affect this industry, including how other companies (like mobile operators and handset device makers) can successfully enter and compete in the personal cloud market.

BIOGRAPHY

Fabrizio Capobianco is President and Chairman of the Board of Funambol. He has extensive expertise in the mobile industry, with work experience that includes Reuters and Tibco. He is a successful serial entrepreneur, having founded several high tech companies. Fabrizio holds a Ph.D. in computer science from the University of Pavia, Italy, with a focus on usability. He has been recognized as a top '40 under 40' high tech leader and mobile visionary. He writes a blog that was voted among the best in the industry by FierceWireless.