Partner Programme

Thursday, 1 September 2005
14:00-17:00
City Walking Tour - The Highlights of Vienna's Downtown

Friday, 2 September 2005
09:30-18:00
By Boat from Melk to Krems - Enjoy the Diversity of the Austrian Danube Region

Saturday, 3 September 2005
14:00-17:00
Vienna Sightseeing Tour by Bus for Delegates & Partners

Social Events

Thursday, 1 September 2005
10:00
20:00
Opening Ceremony sponsored by Kapsch AG
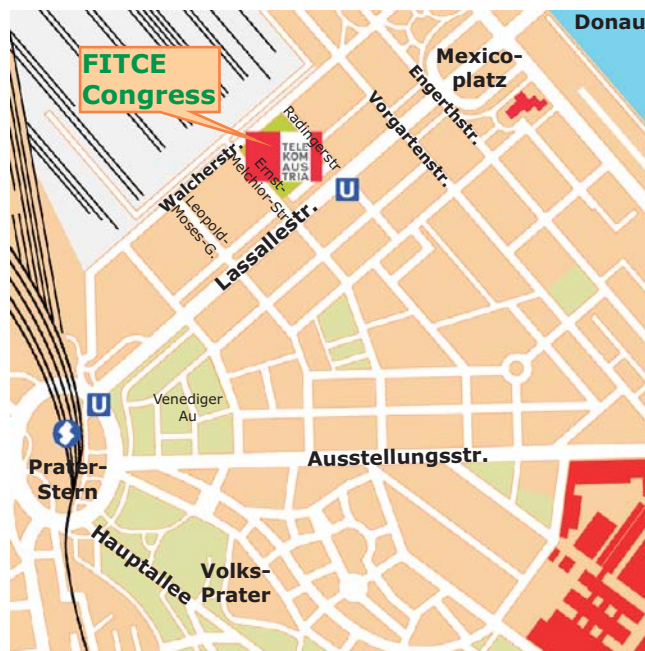**"Heuriger"-Evening"** sponsored by Alcatel Austria AG

Friday, 2 September 2005
19:00
Siemens Communications Presents **" Old Vienna"**

Saturday, 3 September 2005
20:00
Gala Dinner sponsored by Telekom Austria AG

Congress Venue: Telekom Austria Conference Hall, Lassallestraße 9, 1020 Vienna

Congress 2005 Contacts
FITCE Austria
Congress Office
Lassallestraße 9
1020 Wien
Information:
http://congress2005.fitce.at

In cooperation with
- TCN UK - The Communications Network
- sonovista - MANAGEMENT BY MEDIA
- derStandard.at

The Magic Potion to Meet Customers' Desires!

44th FITCE Congress 2005 Vienna
www.fitce.org

I am particularly honoured to be able to welcome ICT experts to the Telekom Austria Conference Hall this coming September.

The FITCE Congress will give experts from vendors and telecom companies the opportunity to present their experiences and visions to an interested audience.

I am impressed with the programme that FITCE Austria has put together for the 2005 congress in cooperation with FITCE Europe, Austria's ICT industry, the ministries, and universities.

The meeting will highlight interesting perspectives regarding the themes convergence, interactivity, and service innovation both for the wireline and the wireless sector.

I wish all participants an exciting congress and look forward to seeing you there.

Rudolf Fischer
COO Telekom Austria AG

The Federation of Telecommunications Engineers of the European Community (FITCE) cordially invites its roughly 3000 members and the ICT sector in general to its 44th congress.

"The Magic Potion to Meet Customers' Desires" is the theme of this year's congress. Or, to put it differently: What ingredients are needed for the "magic potion" that will provide all the answers to the information society? The need for bandwidth for the fixed line as well as the mobile network is indisputable. What further wishes does the e-society have? Are the technological platforms and their applications so obvious? What conditions, technologies and products are the components of a promising formula?

All of these questions will be posed in a panel discussion composed of top representatives from the European Commission, the Austrian government, the regulator, industry and network operators. The congress will provide the platform for 32 carefully selected papers to be presented to the approximately 400 congress participants, offering excellent information on current trends. In addition, the attractive social programme will give participants the opportunity to cultivate their specific "network".

On behalf of the organizers and sponsors we look forward to meeting you at the Congress.

FITCE Europe
President

Carlos González Mateos

FITCE Austria
President

Alois Miedl

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44th FITCE Congress 2005 Vienna
The Magic Potion to Meet Customers' Desires!
Programme

Thursday, 1 September 2005

08:30-10:00	Registration
10:00-12:00	Opening Ceremony
12:00-13:30	Lunch

13:30-15:00   **SESSION 1.1: How to Mix the Potion? Do We Understand the User?**

1.1.1   Understanding and Influencing the Customer Decision Process - an Essential Ingredient for Meeting their Desires

1.1.2   In Search of Universal Consumer Demand Characteristics for Mobile Data Services: Applying the Global Acceptance of Technology Model

1.1.3   Beyond Marketing. Applying Qualitative User Experience Research Techniques on Social Media Applications

1.1.4   Unterstanding Customer Behaviour to Enhance Telecommunications Networks and Services Design

15:00-15:30   Coffee Break

15: 30-17:00   **SESSION 1.2: Future Home Environment. Where is the "ICE" Box?**

1.2.1 Success in Home Service Deployment: Zero-Touch or Chaos
1.2.2 Convergence in Telecommunications Infrastructure
1.2.3 Chances and Challenges of Interactive TV Offerings over DSL
1.2.4 In-Home Video Distribution for Telecom operators
1.2.5 Customer Emotions over IP

Friday, 2 September 2005

09:00-10:00	Keynote Speeches
10:00-10:30	Coffee Break

Conference Room I

10:30-12:20   **SESSION 2.1: Services to Improve the Quality of Life**

2.1.1   Towards an Information Society for All
2.1.2   Transforming Local Government Services through an E-Government Modernisation Agenda
2.1.3   Emergency Call (eCall) Services Based on Approved E-112 Regulations and Infrastructures: A Solution to Improve Security and Release of Road Help
2.1.4   Virtual Mobility Enabling Multi-Dimensional Life
2.1.5   Accomplishing the "Ecosystem" for Convergent Service Offerings

Conference Room II

10:30-12:20   **SESSION 2.2: Multimedia in a Converged World**

2.2.1   A Key Point towards the NGN Evolution: the IP Multimedia Subsystem
2.2.2   Meeting Customer Expectations with Converged Services
2.2.3   The Role of IMS in Triple Play Networks
2.2.4   Mobile Terminal Evolution and Exciting New Applications in Mobile Devices in UMTS 3G Networks
2.2.5   Convergent NG Service Management.

12:30-13:30   Lunch

Conference Room I

13:30-15:00   **SESSION 2.3: RoIP? Regulation over IP. The New Regulatory Framework**

2.3.1   Provision of Content - Legal Implications, Improvement of Costs - Outsourcing from a Legal Perspective, Risk and Opportunity of IT-Contracts - A Correct Service Level Agreement
2.3.2   Voice Logging: New Challenges with the Introduction of IP Telephony
2.3.3   Border Elements between Administrative Domains of VoIP-Operators
2.3.4   Combining Individualized Communication Services with Privacy-Friendly Identity Management

Conference Room II

13:30-15:00   **SESSION 2.4: How to Fulfill Mobility Demands. WLAN / 3G Competition or Complementarity**

2.4.1   With or Without UMTS License - Can Network Deployment with Alternative Technologies Compete with UMTS in Europe?
2.4.2   The TELCO Operators Technological Challenges for the Wireless Broadband Data Access
2.4.3   Wireless Services r-evolution: A Practical Overview of HSDPA
2.4.4   Merging WLAN with GSM/GPRS Architecture; the Profitable Solution for Bandwidth Demanding Applications

15:00-15:30   Coffee Break

Conference Room I

15:30-17:00   **SESSION 2.5: The "Enabled" User. How to Enable Personalisation?**

2.5.1   IP Enabled Communication - The Future of Voice
2.5.2   Service Innovation: I-Centric
2.5.3   Configuration Management as Condition for Service Innovation
2.5.4   How to Measure Interactivity in Telecommunications

Conference Room II

15:30-17:00   **SESSION 2.6: Future Access Technologies Broad Need Broad Band?**

2.6.1   Optimizing Broadband Expectations to Meet Customers' Desires
2.6.2   Broadband Wireless Access
2.6.3   Combining Enterprise VoIP with 2G/3G Mobility
2.6.4   Comparative Study and Technical Analysis of Residential Broadband Access

Saturday, 3 September 2005

09:00-10:30	Conclusions
10:30-11:00	Coffee Break
11:00-13:00	General Assembly
13:00-14:00	Lunch
14:00-17:00	See Partner Programme

Congress Registration
Please register before **1 July 2005** and get the benefit of the early booking fee.
http://congress2005.fitce.at