

AGENDA MAPCI INAUGURATION DAY, JUNE 3 2013

- 15:00 Arrival, registration, mingle, drinks and canapés. Visit the exhibition presenting the founders products and projects.
- 16:00 Inauguration speeches by the founders
Vice-Chancellor at Lund University Per Eriksson, Site Manager at Sony Mobile Communications in Lund Bengt-Arne Molin and the First Governor of Region Skåne Pia Kinhult. Greetings by the Mayor of Lund, Mats Helmfrid. Facilitator is the Acting Director of MAPCI Björn Ekelund.
- 16:30 Inspirational speeches about cloud technology
Ulf Ewaldsson, Senior Vice President and Chief Technology Officer at Ericsson and Tomokazu Tajima, Senior VP UX Creative Design & Planning at Sony Mobile Communications.
- 17:15 Mingle and exhibition
- 18:00 The end

We are proud to have you as our guest at the inauguration of MAPCI - the Mobile and Pervasive Computing Institute at Lund University.

Lund University, Region Skåne and Sony Mobile have partnered to create this new research institute, that will focus on distributed cloud technology – a new area combining communications and software technologies, and take on the explicit role of bridge-builder between existing mobile research centers in southern Sweden as well as with industry.

The objective of establishing the institute is to confirm and strengthen Skåne as an international and national hub for research, innovation and commercialization within the mobile communications area.

The purpose of the institute is to drive the research frontier within the research theme and thereby

- Develop original knowledge
- Nurture new competence within industrial members
- Drive innovation through cross-disciplinary projects
- Create critical mass in key research topics
- Provide easy access to competence for industrial members
- Bridge research, innovation and industry

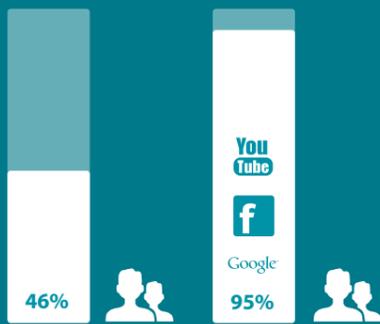


FURTHER INFORMATION

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MAPCI





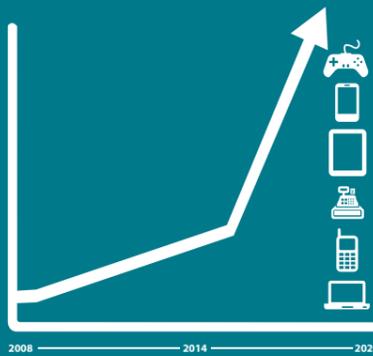
46% say they hardly ever or never use the Cloud, even though 95% use Cloud services like Facebook, Gmail and Youtube.

- Citrix Cloud Survey August 2012 among Americans above 18.



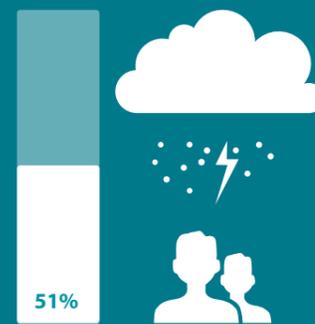
Storage on PC will gradually be replaced by storage in a Personal Cloud. This will be the glue that connects the web of personal devices that can be used in different situations.

- Gartner Top Ten Technologies and Trends 2013



During 2008 the number of things connected to the internet exceeded the number of people on earth. By 2020 there will be 50 billion.

- Ericsson company vision 2010



51% of respondents thought stormy weather would interfere with cloud computing.

- Citrix Cloud Survey August 2012 among Americans above 18.



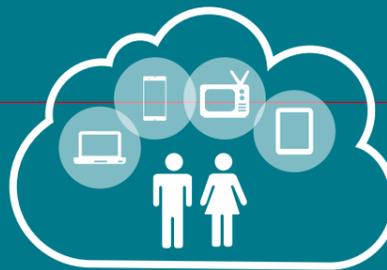
14% said they've pretended to know what cloud computing is in a job interview.

- Citrix Cloud Survey August 2012 among Americans above 18.



By 2020 the size of the cloud computing market worldwide will be over \$241B.

- Forrester Research



Today's cloud is in faraway server halls.

Tomorrows cloud is all around us.

- MAPCI



Devices interact in the Distributed Mobile Cloud, sensor data is managed and processed with low latency, actuators are controlled and relevant local information is visualized. Global Cloud is used for global information management and processing boosting when needed.

- MAPCI



This could mean an additional EUR 45 billion of direct spend on Cloud Computing in the EU in 2020, as well as an overall cumulative impact on GDP of EUR + 957B, and + 3.8M jobs, by 2020.

- European Commission "Unleashing the Potential of Cloud Computing in Europe" September 2012



The cloud is often described as the next major generation shift in the IT world. The ability to have IT delivered "on tap" and only pay for what you use, is a dream come true for many decision makers.

- Cloud Sweden



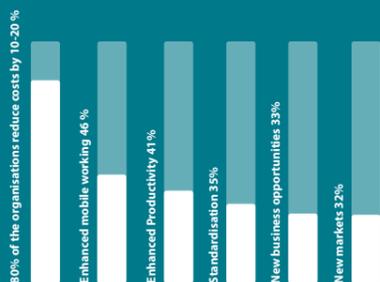
There is 10000 times more processing power and storage capabilities in a Sony Xperia Z than it was in Apollo 11.

- Bogdan Tudosoiu, Mobile Heights



Large companies in the US could save + \$12.3B annually in energy consumption by adopting cloud computing

- Carbon Disclosure Project, 2011



The results of adopting cloud computing

- 2011 survey for the European Commission



We know that the future is no longer about traditional computers, but we should not limit ourselves to smartphones and tablets. Six billion people on the planet have access to television and it is six times more than those who have access to smartphones. Information, entertainment, advertising and knowledge right into your living room is a dream that is now becoming reality.

- Claes Magnusson on building apps for television



If someone from the 1950s suddenly appeared today, what would be the most difficult thing to explain to them about life today?

" - I possess a device, in my pocket, that is capable of accessing the entirety of information known to man. I use it to look at pictures of cats and get in arguments with strangers."

- Thread found on Facebook

