INVITED TALKS
Recent innovations in information and communication technologies have created a set of potential scenarios that threaten to significantly change the traditional business models of mobile operators. One of these scenarios places mobile operators simply as dumb bit pipes while service innovation and premium revenue streams are generated by other players in the Internet and mobile ecosystem. Since developers constitute one of the most dynamic and innovative driving forces in the ICT business nowadays is therefore natural that mobile operators are moving towards finding successful models to serve developers as customers. But what are the needs and motivations of developers when working with mobile operators? How new technologies such as Mobile 2.0 and cloud computing change the ecosystem? Is the industry ready to embrace developers as first-class customers? What can operators do to make more appealing offerings for third party developers? Answers to these questions will be addressed during the talk and analysed under the light of the current trends in the mobile industry.
During this interactive session, we'll discuss an Introduction to Service Science - an emerging interdisciplinary field of study. Why do we need it, what is it? We'll look at some core concepts for service science and see what actions have been recommended for education, industry and governments. There will be an overview of a recommended IT Services Curriculum. Open discussion will follow the desires of the audience.
Technological Innovation: building the future

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This talk will address key topics about the trends and the potential impact of Scholarly Communications and Virtual Research Environments for scientific research and the academic world in general. Collecting and analyzing data, authoring, publishing, and preserving information are all essential components of the everyday work of researchers. Technology is playing an increasingly fundamental role in supporting this scholarly communication lifecycle. Some examples of research projects jointly developed by Microsoft Research and Academia worldwide will be described showing Microsoft's commitment to scientific research and also to strengthen the Information and Communications Technology (ICT) research agenda in Latin America towards a sustainable and sustained growth in the region.
This talk will address about educative innovation in e-Learning based on technological tools designed to support individual learning or organizational performance goals. E-Learning concept may include all types of technology-enhanced learning where technology is used to support the learning process like 3D virtual learning environments or social software such as blogs, wikis, podcasts, ePortfolios, virtual classrooms, and virtual worlds such as Second Life. However, the challenge in an e-Learning environment is how integrate pedagogy, content, knowledge, technology, and other resources in a successful framework. E-learning is naturally suited to distance learning and flexible learning, but can also be used in conjunction with face-to-face teaching, in which case the term Blended learning is commonly used. During the talk the challenges and the current trends in e-Learning technology will be analyzed.