

MOBILE
INSIGHTS
MI99 Registration
Mobile Insights, Inc.
2001 Landings Drive
Mountain View, CA 94043

February 21-23, 1999
Marriott Desert Springs Resort & Spa
Palm Springs, CA

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Mobile Goes Prinetime

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FELLOW MOBILE COMPUTING PROFESSIONALS...

Mobile Is Going Primetime!

In this our fifth annual Mobile Insights™ conference for mobile computing leaders, analysts, and press, we'll have the best program, greatest Hot, Cool Product Showcase and most anticipated Mobility Awards™ of all time. And this year we're adding something completely new: On-Stage Demos.

You'll make new contacts and renew old ones while you hear industry experts' views on where mobile computing is in 1999 and where it is headed.

If you are involved with the development or deployment of mobile computing technology, this conference will give you the insight you need to make a lasting impression in the industry. Can you afford not to attend?

But, you have to register - it won't come to you. So mark your calendars and come see what the buzz is about at MI99 in Palm Springs. See why mobile truly is going primetime!



J. Gerry Purdy Ph.D.
President and CEO,
Mobile Insights, Inc.

Recognized for his insights into mobile computing, Gerry Purdy has consulted for many leading mobile manufacturers, including Apple Computer, AT&T Wireless, IBM, Mitsubishi and Motorola. Gerry founded Mobile Insights, Inc., a professional services firm specializing in consulting, conferences and seminars in mobile computing, in 1994.

Don't miss Mobile Insights 99 - the only conference that's all about mobile computing, and only mobile computing.

Whether your thing is laptops, palmtops, pc cards, wireless data, modems or e-mail, at MI99 you'll find all the latest information, new products and forecasts for the future in mobile.

You'll also meet the people who develop this incredible, cutting-edge technology, as well as the people who buy it for their companies and those who could become your business partners.

In short, you'll find a full spectrum of over 350 mobile professionals and decision-makers, analysts and press people in a non-competitive, educational environment that fosters learning, networking and the sharing of ideas, both at the conference and at our pre-conference golf tournament at the resort's championship golf course.



Something new this time around.

You'll see some of the latest and most exciting hardware and software products and how they work

during our all new On-Stage Demos segments at the conference this year.

Hot, Cool Product Showcase

Wait 'til you get your hands on these!

At the Hot, Cool Product Showcase, you can try out the newest, most innovative products for yourself as the industry's leading companies demonstrate their latest and greatest technology.



Increase your marketing power.

Nothing gives your new product instant credibility in the marketplace like winning a Mobility Award. Over 40 top editors and analysts in the business judge products and services in over 25 different categories to honor the best technology in mobile computing and data communications.

Make a bid for the good of the industry at the Mobility Foundation Auction!

This year, the Mobility Foundation will hold both a silent and a live

auction at the conference. Many of the latest products will be up for grabs with values up to thousands of dollars. Proceeds will support research and education grants in mobile computing and data communications, so this is one event you won't want to miss.

What better place to see the industry's hottest products than the Marriott Desert Springs Resort & Spa in Palm Springs?

During your free time at MI99, enjoy the resort's recreational facilities, including a 30,000 sq. ft. ultra-spa, two 18-hole championship golf courses, tennis courts and restaurants.

Get on board as Mobile Goes Primetime.

To register, please contact us at 800-640-6497, fax us at 650-919-0930 or register online at www.mi99.com

For more information, contact us at 650-390-9800.

MI99
February 21-23, 1999
Marriott Desert Springs Resort & Spa
Palm Springs, California

MI99 SPEAKERS & MODERATORS:

This year's Premier Speakers include:

Dirk Gates
Xircom
Jef Graham
3Com Magchertz®
Philippe Khan
Starfish Software Div. of Motorola
Rodger Mahme
Phoenix Technologies Ltd.
Janice Roberts
Citrix Systems

Jonathan Roberts
Microsoft Corporation
Adalia Sanchez
IBM Mobile Computing
Frank Spindler
Intel Corporation

This year's Moderators include:

Bill Ablondi
MarketMaps, LLC
Dr. Conrad Blickenstorfer
Pen Computing
Rick Boyd-Merritt
EE Times

John Dickinson
CurtCo Freedom Group
Rob Enderle
Giga Information Group
Leslie Fiering
Maples Communications, Inc.
Jerry Michalski
Sociate
Terry Nozick
Mobile Insights, Inc.
Sandy Reed
InfoWorld
Steve Wildstrom
Business Week

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Everyone who's anyone in mobile computing will be there. Shouldn't you?

Portable Computing

Conference Agenda

Schedule as of January 4, 1999

"A HIGHLY FOCUSED AND PRODUCTIVE ENVIRONMENT FOR DISCUSSING MOBILE ISSUES WITH THE INDUSTRY'S MAVERICKS AND LEADERS. SENSATIONAL."

Denise Cloutier
Director, OEM/Sales
1-800-Batteries™

"MI98 GAVE US INVALUABLE EXPOSURE TO THE WHO'S WHO OF THE MOBILE COMPUTING INDUSTRY."

John Livingston
CEO, Absolute Software Corp.

SUNDAY, FEBRUARY 21

Golf Tournament

Keynote:

"Mobile Computing In The New Millennium"
Frank Spindler, VP,
Intel, Mobile & Handheld Products Group

Mobility Foundation Auction

Auctioneer: Ed Colligan, VP
Development & Marketing,
Handspring, Inc.

MONDAY, FEBRUARY 22

Welcome and Opening Comments

Dr. J. Gerry Purdy, President & CEO,
Mobile Insights, Inc.

Panel Discussion:

"Mobile And The New Millennium"
Moderator: Leslie Faring, Director,
Maples Communications, Inc.

On-Stage Demos I:

Moderator: John Dickinson, VP,
CurtCo Freedom Group

Panel Discussion:

"Standards And Technology"
Moderator: Rick Boyd-Warritt, Senior Editor,
EE Times

Fireside Chat:

"ThinkPad: Creating The Most Successful Brand
In Mobile Computing"
Adalio Sanchez, GM,
IBM Mobile Computing
Host: Dr. J. Gerry Purdy, President & CEO,
Mobile Insights, Inc.

Panel Discussion:

"Companion Systems 2000"
Moderator: Bill Ablondi, Principal,
MarketMaps, LLC

On-Stage Demos II:

Moderator: To Be Announced

Keynote:

"The Client Architecture In Mobile Computing"
Janice Roberts, Director, Client Development,
Citrix Systems

Fireside Chat:

"Universal Synchronization"
Philippe Khan, President,
Starfish Software Div. of Motorola

Hot, Cool Product Showcase & Reception

TUESDAY, FEBRUARY 23

Welcome and Presentation:

"Strategic Insights Re: Mobile Computing"
Dr. J. Gerry Purdy, President & CEO,
Mobile Insights, Inc.

Panel Discussion:

Notebook Session I: "Lessons Learned"
Moderator: Terry Nazick, Industry Analyst,
Mobile Insights, Inc.

On-Stage Demos III:

Moderator: Dr. Conrad Blickenstorfer, Editor-in-Chief,
Pen Computing

Panel Discussion:

"Meeting The New Challenges for Mobile System Design"
Moderator: Rodger Mohme, VP Engineering,
Phoenix Technologies Ltd.
Session hosted by Phoenix Technologies Ltd.

Panel Discussion:

"Industry Luminaries Roundtable: Getting The Scoop
From The Insiders"
Moderator: Jerry Michalski, President,
Sociate

Fireside Chat:

"The 21st Century Mobile Worker"
Jef Graham, GM, Mobile Comm. Div.,
3Com Corp.
Host: Chris Barr, Editor-in-Chief,
CNET

Panel Discussion:

Notebook Session II: "The 21st Century Notebook"
Moderator: Sandy Reed, Editor-in-Chief,
InfoWorld

On-Stage Demos IV:

Moderator: Steve Wildstrom, Technology Writer,
Business Week

Keynote:

"Someday All PCs Will Be Mobile"
Dirk Gates, CEO,
Xircom

Keynote:

"Microsoft Initiatives In Mobile Computing"
Jonathan Roberts, GM, Windows CE and Marketing
Development,
Microsoft Corp.

Enterprise Advisory Board:

"End User Roundtable: Impressions Of MI99"
Moderator: Rob Enderle, Director, Desktop &
Mobile Technology,
Giga Information Group

Hot, Cool Product Showcase & Reception

1999 Mobility Awards



Megahertz



IBM Mobile Computing
IBM Global Services
IBM Storage



MOTOROLA



Microsoft



Xircom

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Conference Registration Form

Marriott Desert Springs Resort & Spa
Palm Springs, CA
February 21-23, 1999
Registration Deadline: February 5, 1999

Register 1 of 3 convenient ways... Fax: 650-919-0930

Mail: Mobile Insights, Inc., MI99 Registration, 2001 Landings Dr., Mountain View, CA 94043

Web: www.mi99.com

Questions? Contact Tracey Gilbert, Registration Manager, at 650-937-0958 or tgilbert@mobileinsights.com

ATTENDEE REGISTRATION (Please complete one form per person.)

Name:
Title:
Company:
Address:
City/State/Zip:
Phone: Fax:
Email:
Name for badge:
Shirt size: (M) (L) (XL)
Conference Fee: \$2,495
(includes 1 year subscription to Mobile Letter)
Guest/Spouse Fee: \$400

Name:
Conference registration fee includes all business sessions, meals, evening functions and golf. Spouse/Guest registration fee includes nightly receptions and dinners. Fees do not include cost of hotel.

Payment: Choose one

Check made payable to Mobile Insights, Inc.

Credit Card: () Amex () Visa () MC

Exp. Date: / /

Card Holder Signature:

Golf Tournament: Sunday, February 21, 1999

Golf Registration: 11:00AM, Tee Time: 12:00PM

() I will participate () I will not participate

() Novice () Intermediate () Advanced

Club Rental (extra charge) () L () R

Meals: Please indicate which meals you will be attending.

Sunday, February 21

Golf Box Lunch: () yes () no

Reception: () yes () no

Dinner: () yes () no

Monday, February 22

Breakfast: () yes () no

Lunch: () yes () no

Showcase & Reception: () yes () no

Tuesday, February 23

Breakfast: () yes () no

Lunch: () yes () no

Showcase & Reception: () yes () no

Mobility Awards Dinner: () yes () no



American Disabilities Act If you require special assistance of any kind, including special meal requests, please indicate your needs in the space provided:

PAYMENT POLICY: All registrations must be paid in US Dollars. Full Payment must be made prior to attendance at the conference. Purchase Orders are not accepted as payment in full. **Cancellation Policy:** Conference registration fees are refundable until February 12, 1999, less a \$250.00 service charge. After February 12, 1999 there are no refunds or cancellations. Registrations are transferable and all modifications must be made in writing. No-shows will be liable for entire registration fee. **Conference Cancellation Liability:** In the event of conference cancellation for any reason, Mobile Insights, Inc.'s liability is limited to the return of the registration fee only. Registrants will not be reimbursed for any travel or hotel cancellation fees or penalties.



Hotel Information

All room reservations must be made directly with the hotel:

Marriott Desert Springs Resort & Spa
74855 Country Club Drive
Palm Desert, CA 92260
800-331-3112

HOTEL RESERVATIONS: To ensure the group rate and availability, hotel reservations must be made by January 22, 1999. After January 22, 1999, the hotel will accept reservations on a space available basis, but the group rate is not guaranteed. The negotiated room rate for MI99 is \$275 single/double occupancy (applicable taxes and gratuities/service charges not included). Please note the hotel may impose a \$25 early departure fee.

