



FITCE.BE

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Editorial



As far as FITCE congresses are concerned, Vienna belongs to the past, Athens is the future. As you will read below, the Vienna congress was in all respects a great success. And the Greek section of FITCE is already well on its way to ensure that the 2006 edition is no exception to a long and rich tradition. Where Vienna served us a 'Magic Potion', Athens promises the 'Return of Profit', surely no less than the holy grail for telecom business today. The congress will run from 30 August till 2 September, 2006. The congress' website: www.fitce2006.gr.

Marc Lambert

44th FITCE Congress in Vienna



The 44th FITCE congress drew more than 330 telecom experts and 115 partners to Vienna, a city which is still resplendent with the architectural and other artful jewels from its imperial past. This year the industry met under the motto "The Magic Potion to Meet Customers' Desires!" to look at the "Information Society" from the viewpoint of the user. The Belgian delegation, 25 strong without the partners, was one of the biggest, for which we thank all the participants.

Most of the photographs in this article are courtesy of the official congress photographer Ms. Monika Grilnberger, which we hereby gratefully acknowledge. Do visit the congress website <http://congress2005.fitce.at/> for additional information, photographs and even video recordings of the complete opening ceremony and the keynote session. As usual, members also have access to copies of the individual presentations.

Opening Ceremony



Alois Miedl

The congress was opened by Alois Miedl, chairman of the congress. Interesting speeches were given by Kenneth Ducatel, Member of the Cabinet of EU Commissioner Viviane Reding, and Wojciech Halka, Polish Under-Secretary of Telecommunications and Postal Services. Both emphasized the necessity to enable as many citizens as possible – as quickly as possible - to take part in the advantages of the new information and telecommunications technologies. The politicians pointed out that citizens had to become more aware of the topics of security and data protection - at national and EU level - than they had previously. After the traditional speeches, the opening ceremony developed into a lively panel discussion with numerous participants, an innovation which was clearly appreciated by the audience. The main issues in the debate were the need for ubiquitous broadband availability, by whatever means; bridging the digital divide by making it as easy to learn surfing the net as driving a car; and a perceived excess of regulation.

The first day of the conference closed with two technical sessions entitled *How to mix the Potion? Do we understand the user?* and *Future home environment. Where is the ICE box?*



Panel discussion



The second day was mainly dedicated to multimedia and started with a keynote session (see below). The presentations were held in two parallel sessions which made it necessary to choose, something which was less well received but which had been done in order to limit the conference as such to two full days. (Next year's conference returns to a three-day scheme.) The session titles again illustrated the wide scope of these FITCE conferences.

Services to improve the quality of life

Multimedia in a converged world

RoIP? Regulation over IP. The new regulatory framework

How to fulfil mobility demands. WLAN/3G competition or complementarity

The enabled user. How to enable personalisation

Future access technologies. Broad need for Broadband?

Keynote Session



Dennis Gonier, Senior Vice President at America Online, spoke on *It's not Magic – It's Advocacy* about customer retention, employee motivation and new incentive models. According to Gonier, successful business strategy in the area of Internet comprises three components: brand image, price and service.



Alberto Sigismondi, Head of Content Management/ Research & Development in the digital-terrestrial area, Mediaset, Italy, gave examples of interactive advertising in digital antenna television with *Innovation in Commercial TV Broadcasting*. He gave interesting insights into the Italian road to digital television.



Armin Sumesgutner, Head of Strategic and Innovation Management at Telekom Austria, concentrated on multimedia strategies, convergence and new forms of cooperation and communication such as local television with the prominent example of Engerwitzdorf.

High Priority for Broadband Expansion

For the providers this means that they must further expand the current broadband penetration in Europe of 32.7 %. There is great demand for broadband services. The question that mobile and fixed service providers have to ask themselves in terms of further expansion is simply: "when and with what technologies?" The customer is not interested in what kind of network is deployed, but what types of services can be received. For this reason, even more than before, users must be able to use the new technologies, by means of user-friendly interfaces, etc.

The paper selection committee selected three papers from Belgium. Our Belgian colleagues did an excellent job in presenting those at the Vienna congress.

Prof. Dr. Veerle Van Rompaey, visiting professor at the K.U.Leuven and Bart Van Der Meerssche, Project Leader at the Alcatel Bell Research and Innovation Department had to bear the brunt of a lively presentation on an original technical/sociological project that explored ways and means of involving users in the development of new telecom products. Title: ***Beyond marketing. Applying qualitative user***

The Belgian Presenters





Social Programme



experience research techniques on social media applications.

Wouter Haerick, Research Assistant, UGent, Department of Information and Technology presented research into technologies and architectures to allow secure remote management of home devices by service and/or access providers. The title of this other example of cooperation between university and industry: **Success in home service deployment: zero-touch or chaos?** (no picture available)

Professor Jos Dumortier, K.U.Leuven, teaches ICT law at the Faculty of Law. He is also founder and director of the Interdisciplinary Centre for Law and Information Technology (ICRI). His presentation addressed the challenges, in the area of privacy, posed by the proliferation of personalised interactive communication services. Title: **Combining personalised communications services with privacy-friendly identity management.**

On 6 October, these three presentations will once more be given for the benefit of those who could not attend the congress or enjoy the pleasure of a second hearing.

FITCE congresses are known for their excellent balance of hard work and lighter forms of human activity. And of course, a city like Vienna offers limitless possibilities in this respect.

The evening of the opening day was spent at a traditional 'heuriger', a wine tavern where they serve wine of the most recent harvest also called 'heuriger' together with a buffet of cold and hot food. While tasting the good Austrian things of life, one could also enjoy traditional music and a brief performance by a section of the world-famous Wiener Sängerknaben.



On the second day, the partners visited another landmark, the abbey of Melk, followed by a boat-trip to Krems on the 'Schönen Blauen Donau' which was not as blue as its reputation promises, though. But then again marketing is of all times.



The second night of the congress, a delightful reception was organised at the Albertina where photographs from the early days of art photography were exhibited.



And to round it all up, the last night, once again since the days of Prince Metternich, the congress danced. The gala dinner, in the Orangerie of Schönbrunn Palace, offered us the opportunity to see genuine Viennese waltzes and to even get a lesson.



The gala dinner is also the occasion to present the awards. The award for this year's best paper went to Nico Baken (picture) of KPN. The award for best presenter went for the second time in a row to Wouter Franx of Lucent Technologies and the one for the best young presenter to Edwin Ronacher of Kapsch CarrierCom.

Conclusions and General Assembly



Marc Verbruggen, session 1.2 chairman

Before enjoying the dinner dance on Saturday night, in the morning, a round-up session was organised at which all the session chairmen presented their conclusions and the General Assembly for all FITCE members was held. Our Belgian colleagues Filip Geerts, secretary general and Georges Devroey, treasurer, again played an important role in the proceedings of the GA. The chain of office worn by the president was transferred from Carlos Gonzales Mateos to Georgios Argyropoulos (FITCE Greece), our new president for a year (usually extended for one more year at the following GA). In the afternoon, the delegates and their partners enjoyed a tour through the city and a visit to Schloss Schönbrunn.

