



Miguel Paraz

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SMART COMMUNICATIONS

Smart Communications' Miguel Paraz presents at the Mobile Commerce Summit in MANILA

**Day 2 – 24th March 2010, Thursday, 11:55 AM, Manila, Philippines
Presentation Title: Enabling Mobile Commerce Through Web Based Applications**

Neoedge> How is the evolution of Mobile Commerce happening in Manila and how about Globally?

Miguel> Globally, Mobile Commerce is more and more exciting with many standards and projects coming into play. SMART is participating by helping define these standards, and building products around them.

Traditionally, Mobile Commerce in Manila has been using mechanisms like SMS; now we are moving to Internet-based systems

but need to remain friendly to the mass base of non-Internet users. This is where Widgets come in as a platform for new services.

Neoedge> What are the keypoints that you will be discussing in the upcoming Mobile Commerce Summit in Manila?

Miguel> I am coming in as the representative of the Open Mobile Terminal Platform (OMTP). We are defining a standard for Widgets called "BONDI" - <http://bondi.omtp.org>. I will talk about this platform, its applications, and how it enables for mobile commerce Internet applications.

Neoedge> Who are the people you would like to meet at the Summit?

Miguel> Software architects and other industry colleagues shaping the future of mobile, the Internet, and commerce.

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