



iPhone | iPad | iPod Forum
Toronto | June 21st | 2010

Hilton Toronto
145 Richmond Street West
Toronto, Ontario
<http://www.interactiveontario.com/ip3>

8:10	Registration (Convention Level)	
9:00	Welcome and Introduction (<i>Toronto I - Ballroom</i>)	
9:15	Keynote Presentation: Ajit Jaokar, futuretext (<i>Toronto I - Ballroom</i>)	
10:05	Networking Break	
	BUSINESS STREAM (<i>Toronto I - Ballroom</i>)	TECHNICAL STREAM (<i>Carmichael Jackson</i>)
10:40	B:1 - Is The Business of iP3 All About Marketing?	T:1 - Native vs. Web Apps
11:35	B:2 - Case Studies in Revenue Models on iP3	T:2 - Workshops in Development Models on iP3
12:35	Lunch Buffet (Toronto I - Ballroom)	
1:00 - 1:25	Lunch Keynote Session: Growth, Investment & Mobile Apps with Ray Sharma, XMG Studio (<i>Toronto I - Ballroom</i>)	
1:45	B:3 - App Law: The Legal Side of Mobile Apps	T:3 - iP3 Can Be FLASHy: How To Put Flash Content On iP3
2:25	B:4 - iP2: Original vs. Licensed IP	T:4 - User Experience Design in iP3 / iPad and Bodystorming
3:10	B:5 - Innovation Drivers: iWar, eHealth and iCivics	T:5 - Providing a Scalable Video Platform for iP3
3:40	Networking Break	
4:20	Why The iPad is Not The Future of Magazines	
4:55	Out of Touch? Destabilizing the Paradigm	
5:55	Closing Remarks	
6:05	Ends	

Presented by Interactive Ontario

Sponsored by Bell