Driving Adoption through Innovation: The Alltel Celltop Case Study (Mobile Widget Platform)

and

The evolving design of OPEN social sharing networks: Bookmooch, Magnatune, and the future of shared passions

Tuesday, July 10 2007
7:00to 9:30 p.m.
http://www.baychi.org/program/

PARC's George E. Pake Auditorium
3333 Coyote Hill Road
Palo Alto, CA 94304

7:00 to 7:30:
Tea, Coffee, Socializing, Joining BayCHI...

7:30 to 9:30:

Driving Adoption through Innovation: The Alltel Celltop Case Study (Mobile Widget Platform)

Mahin Samadani, frog design

Mahin Samadani will discuss the ideation, design, development, and nascent success of the Alltel Celltop, the first widely deployed mobile widget platform that was released in January 2007. frog design developed Celltop from idea to shipping as a standard application on multiple Alltel handsets in under a year and it is already producing measurable results.

Mahin Samadani is a Business Development Director in frog design's San Francisco studio. Prior to joining frog in 2004, Mahin worked in the PalmSource division at Palm, the Newton Group at Apple, Intel Corporation, and was an early employee of dot-com era consultancy Scient. Mahin also consulted with the Government of Singapore on the country's strategy for driving innovation. His design contributions and insights have been featured by popular gadget blog Gizmodo, the American Institute of Graphic Arts, the National Science Foundation, and he is a co-inventor on a pending patent for a mobile handset interface.

The evolving design of OPEN social sharing networks: Bookmooch, Magnatune, and the future of shared passions

John Buckman, Bookmooch & Magnatune

Bookmooch.com, founded in 2006, was designed as a place where people could share their enthusiasm for books and ensure that books end up in the hands of appreciative readers. John Buckman’s presentation will cover the global dimensions of the mooch network, and the continuous improvements being made to the site. Connections with Magnatune and Creative Commons will also be discussed.

John Buckman founded Magnatune in 2003, an Open Music site known for its commercial application of Creative Commons licensing and overtly artist-friendly business practices. In August 2006, he launched the non-profit BookMooch, an online community for the exchange of used books. In November 2006, Buckman was elected to the Board of Directors of Creative Commons for his experience using CC licensing to support commercial enterprise. In February 2007, he was elected to the board of advisors of the Open Rights Group.

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