Mobile Development Day
Sponsored by The Research Park at the University of Illinois
iHotel and Conference Center, Jan. 31, 2013

Track Locations:
Technical = Alma Mater Room
Entrepreneurial/Business = Lincoln Room
Design/User Experience = Quad Room

Agenda

8:15 am  Registration Begins

8:45 am  Welcome Remarks and Update on Research Park
Laura Frerichs, Director of Research Park, University of Illinois
Chancellor Ballroom

9:00 am  Keynote: “Computing for the masses using mobile and the cloud”
Chris Williamson, Wolfram Research, General Manager and Executive Director of Software Technology
Chancellor Ballroom

10:00 am  BREAKOUT SESSIONS #1

Community Apps: Research Park iOS Application and ExploreCU
LJ Wong, Research Park, Mobile Development Consultant
Alma Mater Room
Sarah Christensen, College of Fine and Applied Arts, Visual Resources Curator

Mobile Methodology: iOS vs Android; App vs. Website;
Picking the Right Path
Brandon Bowersox-Johnson, Pixo, Vice President of Technology
Lincoln Room
Maya Bruck, Pixo, Lead Designer
Ben Young, Pixo, Senior Software Engineer
Bryan Cribbs, Pixo, Senior Software Engineer

Getting Noticed: Making Apps That Grab Apple’s Attention
Matt Hutton, Creative Director + Partner, Spinlight

11:00 am BREAKOUT SESSIONS #2

Hiring and Being Hired in Mobile Development
Chad Lilly, Lextech, Director

Panel on Mobile Development Education: Coursera at UI, Research Park iOS Classes, Parkland College
Lawrence Angrave, UIUC, Senior Lecturer
Mike Haberman, Illinois Informatics Institute, Senior Software Engineer
Maria Mobasseri, Parkland College, Chair of the Department of Computer Science and Information Technology

Responsive Web Design: Mobile Optimized Website
Doug Burgett, Office of Communications for Enrollment Management, Creative Director
Jed Willard, Institute for Genomic Biology, Senior Web Programming Specialist
Tim Offenstein, Lead Information Design Specialist and Campus Accessibility Liaison, Campus Information Technologies and Educational Services (CITES)

12:00 pm Lunch
Chancellor Ballroom

12:20 pm The Importance of Mobile in Urban Flow
Dan O’Neil, Smart Chicago Collaborative, Executive Director

1:10 pm BREAKOUT SESSIONS #3

Picking The Right Tool For The Job: Developing Android Applications with Native Code
William Seemann, AITS, Software Engineer

Mobile Development in the Office for Mathematics, Science
Lincoln Room
and Technology Education

**Jana Sebestik**, *Office for Mathematics, Science, and Technology Education, Assistant Director of STEM Curriculum Design*

**Michael McKelvey**, *Office for Mathematics, Science, and Technology Education, Coordinator of Engagement Technology and New Media*

Rapid Prototyping

**Tim Kuehlhorn**, 004, *Mobile Software Engineer*  
Quad Room

Public Transit Goes Mobile: MTD's App Challenge

**Ryan Blackman**, *Software Developer/Network Administrator*

**Amy Snyder**, *Communications Specialist*

**Benjamin Esham**, *Software Development Intern*

**BREAKOUT SESSIONS #4**

2:00 pm  
Creating a Better Browser for Mobile Activity  
**Sam King**, Adrenaline Mobility, *Founder and President*

**Shuo Tang**, Adrenaline Mobility, *Founder*

From Development to Release: Orderbolt and Virtual Dugout  
**Bryce Morrison**, Orderbolt, *Co-Founder*

**Dr. Charles “Stretch” Ledford**, *UI Department of Journalism, Assistant Professor*

**Robert Pieta**, *UI Student*

HTML5 and Hybrid Apps  
**Alex Shirazi**, iControl Networks, *User Experience Designer*  
Quad Room

**BREAKOUT SESSIONS #5**

3:00 pm  
Porting kGrove Expertise Application to the iPad  
**Max Burnette**, Ploughman Analytics, *Computer Scientist*

**Eric Crawford**, Independent Mobile App Developer

**Dick Detzner**, Freelance Graphic Designer

Introduction to Faspark, the Street Parking Application and Business Development in a Startup  
**Gerhard Boiciuc**, FasPark, *VP Business Development*  
Lincoln Room
Augmented Reality in Publication

*Alan Craig*, NCSA, Associate Director, Human Computer Interaction at I-CHASS

4:00 pm

**BREAKOUT SESSIONS #6**

**Mobile Accessibility**

*Kathi Gorrell*, UI AITS, Quality Assurance Specialist / Accessibility Testing Specialist  
*Siri Balusani*, UI AITS, Quality Assurance Specialist  
*Alessandro Bellina*, UI AITS, Software Engineer  
*Hadi Rangi*, Assistive Communication & Information Technology, Software Development Specialist

Lincoln Room

**Mobile Development Considerations: IMO® example of using Mobile as an Entrepreneurial Driver**

*Blake Giles*, IMO, Oversight Manager

Quad Room

**From Printed Book to Mobile App**

*Jamie Williams*, mpressInteractive, Senior Developer

5:00 pm

**TechMix!** Reception: Happy Hour and Appetizers  
Sponsored by Research Park at the University of Illinois, Neustar, Singleton Law Firm; and Champaign County Economic Development Center and the Small Business Development Center

Chancellor Ballroom

7:00 pm

Adjourn