

## **SIIA Software Division News**

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## **SIIA Announces New Event to Address Challenges in Transitioning Software to the Mobile Marketplace**

*“All About Mobile” will tackle business issues facing ISVs in the next evolution of the industry*

**WASHINGTON, D.C. (June 28, 2010)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, announces that it will host a special event focusing on the next progression in the software industry – the transition of software and cloud-based applications for use on mobile devices. The event, titled “All About Mobile: The ISV Conference for Mobile Business,” will be held November 16-17, 2010 at the Dolce Hayes Mansion in San Jose, California.

“All About Mobile” will bring together executives from independent software providers (ISVs), major platform providers, and mobile carriers, along with industry analysts, investors and media to explore the business challenges of moving to the handheld device, including smartphones and tablets. Through a series of platform-focused presentations, keynote events, and breakout sessions, participants will explore the requirements for, and challenges of, applications development, infrastructure management, and go-to-market strategies.

Rhianna Collier, Director of the Software Division of SIIA, called the event “the first step in the next wave of transformation for the software industry. Over the 25 years that SIIA has existed, we’ve seen the evolution from the desktop to the server to the cloud. Now, the industry is beginning to address what it takes to win in the mobile marketplace, and this event will establish a stronger footing for leaders in the effort.”

Registration is now open for “All About Mobile.” For more information, visit [www.allaboutmobile.net](http://www.allaboutmobile.net) or call SIIA - +1.202.289.7442.

Requests for media access should be directed to Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com) or +1.202.429.1833.

### **About SIIA**

The Software & Information Industry Association (SIIA) is the principal trade association for the software and digital content industry. SIIA provides global services in government relations, business development, corporate education and intellectual property protection to more than 500 leading software and information companies. **The SIIA Software Division** provides a forum for companies developing the applications, services, infrastructure and tools that are driving the software and services industry forward. For further information, visit [www.siiia.net/software](http://www.siiia.net/software)