

**For Immediate Release**

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## **SIIA to Hold 'All About Mobile' Conference Nov. 15 in San Francisco**

*Event will Help Cloud-Based Businesses Deliver Next Generation of Mobile Networks & Apps*

**WASHINGTON, D.C. (September XX, 2011)** – The Software & Information Industry Association (SIIA), the principal trade association for the software and digital content industries, today invited media to attend its second annual [All About Mobile](#) conference. The event will be held on November 15 in San Francisco.

All About Mobile will tackle the next great leap in software by helping providers better understand how they can more effectively deliver business cloud services and enterprise mobile applications.

The conference will bring together executives from independent software vendors (ISVs), major platform providers, and mobile carriers to explore how mobile software is reshaping how companies of all types conduct business. Presentations and breakout sessions will address a variety of business cloud mobility trends – including emerging network and platform solutions, cloud-based financial apps and monetization strategies for both native and web-based mobile apps.

During the event, SIIA will release its first-ever mobile marketing report and will hold a special event to discuss the findings with the media. SIIA is surveying more than 200 chief marketing officers to identify key strategies, emerging ethical issues and social media trends and examine how they contribute to business growth.

To register for All About Mobile, members of the media may contact Beth Dozier at [bethdozier@rational360.com](mailto:bethdozier@rational360.com). Requests for media access may also be submitted online at the [All About Mobile Press Center](#). For more information, and to see a full schedule of events, visit [www.allaboutmobile.net](http://www.allaboutmobile.net).

**WHO:** Software & Information Industry Association (SIIA)

**WHAT:** All About Mobile

**WHEN:** 15 November 2011

**WHERE:** The Mission Bay Conference Center, San Francisco, CA

### **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)

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