

Media Contact:
Suzy Feine
612.723.7181
sfeine@feineprintcreative.com



MobCon 2013 Secures Leading Technology CEOs to Keynote

XRS, Appian and Cooliris Company Executives will Present Groundbreaking Mobile Topics

MINNEAPOLIS, MN. JULY 13, 2013— MobCon 2013 (<http://mobcon.com>), the premier mobile conference in Minneapolis on November 7-8, 2013, announced today it has secured Jay Coughlan, CEO of XRS; Matthew Calkins, CEO and President of Appian; and Soujanya Bhumkar, CEO and Co-Founder of Cooliris as keynote speakers.

Coughlan will discuss how four forces—information, mobile, the cloud and social—are converging on American industry with profound impact. XRS, the leader in mobile trucking intelligence, refocused its business model, products and strategy in order to meet the changing needs of its customers as a result of these powerful forces.

Calkins will present how the convergence of mobile, social, cloud and big data technologies can create new business opportunities and innovative ways to work. Attendees will learn how to turn today's social and mobile revolution into real business value and discover how to bring measurable meaning to social in your enterprise.

Bhumkar will share how the world continues to move toward a convergence between users and media, where groups of people are communicating more seamlessly than ever before through shared media and photos. Cooliris, an app that allows you to view and share photos from various Internet sources all in one place, has generated 4.2 million active users each month, and Bhumkar will present how the company has remained focused on innovating user engagement with mobile.

MobCon 2013 will include 40 innovative sessions on leveraging the powerful capabilities of mobile technology, marketing and business strategy. Tickets can be purchased at <http://mobcon.eventbrite.com>.

About MobCon 2013: MobCon 2013 is the annual two-day premier mobile conference for executive, IT and mobile strategy business professionals to learn and share ideas on how organizations are using mobile to reach customers and get ahead of their competition. Learn more at <http://mobcon.com>.