

Father of the Ringtone Ralph Simon to appear at XIMedia|Lab Global Media Ideas Summit in Sydney

“Australia is one of the most important new media intellectual and development centres in the world”

Ralph Simon

X|Media|Lab Global Media Ideas, an international summit celebrating creative ideas and innovation to be held as part of Vivid Sydney this June 18, will host one of the founding fathers of the mobile entertainment industry, Ralph Simon. Dubbed the father of the ring tone, Ralph Simon and his team created and developed the first ring tone business, which they launched in the USA, Europe, Africa and Australia in 1998. Simons career has seen him become the mobile strategy advisor to U2; work with Sir Bob Geldof, Bono and the Live Aid organisation and he is currently the mobile producer of the 2010 World Cup "Celebration music event in Johannesburg. At X|Media|Lab, Simon will look at some of the key new developments in mobile, and more specifically in cross-platform or trans-media where the seamless interfacing of mobile, web and TV screens can create wider global audiences for Australian developers and companies. Simon will also address various ways Australian Internet start-ups can find capital or smart support for their company and commercial ideas. The level of coding and technology knowledge in Australia is on par with the best in Silicon Valley. Australian innovators and creatives have every reason for being immensely successful in the international market if they come up with something viral and compelling enough - Farmville came out of nowhere! said Simon. While in Australia, Simon will also be mentoring some of Australias most promising technology start-ups in X|Media|Labs Lab; a two-day program where entrepreneurs can receive one-on-one mentoring from some of the worlds most connected and experienced entrepreneurs, VCs and commercializing experts, to assist them in taking their business global. Australia is one of the most important new media intellectual development centres in the world.

I am particularly interested in meeting with companies that find new uses of music and mobile including game changing mobile games and lifestyle companies, said Simon. X|Media|Lab Global Media Ideas will be held at the Sydney Opera House on Friday 18th of June, 2010 as part of Vivid Sydney (27 May - 21 June), the annual festival of music, light and ideas featuring the spectacular illumination of the Sydney Opera House sails. The event consists of two parts: the Conference Day on 18th June (General Admission) for which just 300 places are available; followed by the Lab (19th - 20th June) during which selected digital media businesses and project teams work one-on-one with the International Mentors gaining high-level elite personal consultation and entering into an impeccable international network. Confirmed speakers include: Ralph Simon Founder of the mobile entertainment industry. (London); Amin Zoufonoun Director of Corporate Development at Google, responsible for evaluation, negotiating and executing Google's mergers, acquisitions and investments (Mountain View); Robert Tercek President, Digital Media at the Oprah Winfrey Network. (Los Angeles); John Penney Executive Vice President, Strategy & Business Development, Starz, LLC (Los Angeles); Steve Jang Strategic Advisor at Animoto / Conduit Labs / Pixelpipe / StumbleUpon (San Francisco); Wayne Borg COO, twofour54 (Abu Dhabi); Joy Mountford renowned User Experience Designer (Apples Human Interface Group, Interval and Yahoo!) (San Francisco); Gotham Chopra Media Entrepreneur and Co-Founder of Liquid Comics (Los Angeles); Dana Al Salem Founder of Fanshake and formerly Co-Founder Yahoo! Europe (Paris); Anand Giridharadas Technology Columnist with The New York Times / International Herald Tribune (Cambridge, Washington, Bombay); Parmesh Shahani Author and Media Entrepreneur

(Mumbai);Haidong Pan -

Founder and CEO, Hudong Chinas largest online encyclopedia

(Beijing)Nick Yang, Founder,

President and CTO, KongZhong one of Chinas most successful internet entrepreneursScott Halcomb International Business

Development Director, SystemK (Japan);Rob Manson Managing Director of MOB an Innovation Lab

(Sydney)Ralph Simon will

appear at X|Media|Lab Global Media Ideas Summit as part ofVivid Sydney

festival event18th of June, The Studio, Sydney Opera House.Book your tickets at www.xmedialab.comMedia Contacts:The PR Group Caroline

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X|Media|LabX|Media|Lab is the internationally acclaimed professional network and

digital media event for the worlds creative industries. X|Media|Lab provides

assistance with creative industries development, business development and

access to international expertise and finance. Each X|Media|Lab is a completely

unique event where people with original digital media ideas connect with a

superb international network of independent creative thinkers, technology

wizards, commercialisation experts, potential business partners and financial

resources. Since launching in Sydney in 2003, 35 X|Media|Lab events have been

held in 13 different cities in 10 countries around the world

including London, Beijing, Mumbai, Amsterdam, Kuala Lumpur, Singapore,

Shanghai, Los Angeles, Auckland, Wellington, Seoul, Melbourne and Sydney. The

full X|Media|Lab program is available at www.xmedialab.comAbout Vivid SydneyX|Media|Lab Global Media Ideas Summit is taking part in Vivid

Sydney (27

May-21 June), the annual festival of light, music and ideas featuring the

spectacular illumination of the Sydney Opera House sails. Vivid celebrates

Sydney as the creative hub of the Asia Pacific with large-scale light

installations and projections; music performances and collaborations; creative

ideas, discussion and debate. Vivid Sydney is one of five anchor events in the

NSW Master Events Calendar developed by the NSW Government through Events NSW.

The full Vivid Sydney program is available at www.vividsydney.com