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The Global Voice of Mobile Entertainment

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Digital Hollywood - 29 October-1 November, Hollywood

MEF is proud to endorse **Digital Hollywood Fall**, a must-attend event bringing together the mobile, online, IPTV and other digital industries to discuss today's most pressing issues.

Date: October 29 - November 1, 2007

Location: The Grand Ballroom at Hollywood and Highlands and the adjacent Renaissance Hollywood Hotel, 1755 N. Highland Ave., Hollywood, California, Tel: 800-769-4774 (next to the Kodak Theater)

MEF will be chairing the panel track :

"Mobile TV & Video: The Establishment of a Platform: Content, Distribution & Commerce."

Highlights include:

Monday, October 29th

2:30 PM - 3:30 PM

Mobile TV & Video: The Establishment of a Personalized Entertainment Platform: Content & Commerce

Moderated by Frank Chindamo, Fun Little Movies and Special Advisor to MEF

Tuesday, October 30th

9:00 AM - 10:15 AM

The Rush to Mobile Video: The Creation of a Revolutionary Entertainment and Communications Medium

Featuring Dave Ulmer, Motorola, and MEF Americas Vice Chairman

- 10:45 AM - Noon
 Mobile & Broadband Music: New Platforms + New Technology + More Music + Dynamic Marketplace
Moderated by Ted Cohen, TAG Strategic, and MEF Americas Chairman
- 2:15 PM – 3:30 PM
 Movies, TV and Video for Mobile - Original Entertainment & Information Programming Jumpstarts the Revolution
Moderated by Ralph Simon, MEF Americas Chairman Emeritus and Co-Founder

MEF Members on the track include:

Alcatel-Lucent
 Atlantic Records
 Flycell
 Motorola
 Nokia
 Qualcomm MediaFLO
 Sony Pictures Television International
 TAG Strategic
 Universal Music Mobile
 Verisign

Click [here](#) to see a full schedule of panels.

MEF Member Registration Discount!

MEF members receive a **\$100 discount off registration**. Contact [Karen](#) for details.