

Currently, CTIA produces the world's largest wireless trade show, **CTIA WIRELESS 2005**, featuring the Mobile Entertainment Expo, a 50,000 square foot exhibit solely dedicated to showcasing the latest in mobile entertainment services, consumer end products and accessories. In addition to hosting a variety of special pavilions and exhibits, there are an increasing number of special events scheduled for the MEX stage, including the Fashion In Motion runway show, Mobile Gaming Awards and Wireless Imaging Gallery. CTIA WIRELESS 2005 will be held March 14-16, 2005 at the Ernest N. Morial Convention Center in New Orleans, LA. Details are available at www.ctia.org.

MEF's flagship European event is the London-based Mobile Entertainment Marketplace (MEM). Now in its 5th year, MEM has established itself as Europe's premiere industry gathering and deal making destination for the mobile entertainment industry. Held at the prestigious Earl's Court exhibition centre June 15-16, **MEM05** features specialist keynote speakers, topical debates, unique networking opportunities and exhibition space. The 2005 conference will also host the annual MEF awards to honour the companies and individuals who have pioneered new ideas and technologies in the mobile sector. **To find out more go to www.mem05.com.**

MEF represents all participants in the mobile entertainment value chain interested in driving the industry's evolution and commercial potential through collaboration, consultation and promotional activities. MEF is committed to reducing the barriers to entry into the innovative mobile entertainment market, thereby encouraging entry by new businesses and increasing competition and growth to the benefit of all industry players and consumers. MEF's main goals are to promote the development of the mobile entertainment industry, build awareness for the industry and facilitate the development of commercial standards and best practices for mobile entertainment. Through MEF initiatives such as Digital Rights Management, Regulatory, Communities and Charts, the Forum has become the global "voice" of the mobile entertainment industry.

For more information, please visit: www.m-e-f.org.

CTIA is the international association for the wireless telecommunications industry, representing carriers, manufacturers and wireless Internet providers.

www.ctia.org

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