

Mobile Services Made Easy

Veljo Otsason

Abstract

Creating mobile services used to be a difficult and expensive undertaking. For more widespread adoption, both technical and economical barriers need to be lowered. This talk presents the story, reasons and ideas behind Fortumo: a free and easy-to-use mobile service creation site. Apart from Fortumo, the presentation will also discuss the current trends in mobile space and the so called Mobile 2.0.

About the speaker

Veljo Otsason is Head of Technology at Fortumo and founder and CTO of its parent company Mobi Solutions, a mobile software and services provider located in Tartu, Estonia. He studied at the University of Toronto and the University of Tartu, from where he graduated in 2005 with a Masters in Computer Science.