

The SIIT conferences aim at bringing together researchers and practitioners to foster the exchange of insights and views on all issues surrounding ICT standards and standardization. Conferences are held every two years, bringing together standardization researchers from different disciplines, IT-practitioners, policy makers, standards developers and users (administrations, companies, etc.) - that is, those who are interested in exchanging insights on standards and standardization, and appreciate the different angles and types of knowledge brought together.

### REGISTRATION FEES

\*Registration fee for IEEE Members

- Early Bird Registration (until 22<sup>nd</sup> August): 200 € (160 €\*)
- Regular Registration (after 22<sup>nd</sup> August): 240 € (190 €\*)
- On-Site: 280 € (225 €\*)

For registration please visit: <http://www.siiit2011.org>

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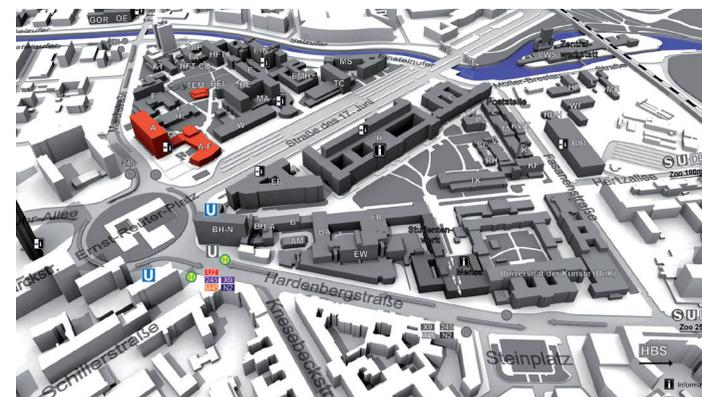


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Detailed Venue Information overleaf.

# 7TH INTERNATIONAL CONFERENCE ON STANDARDIZATION AND INNOVATION IN INFORMATION TECHNOLOGY

# SIIT 2011

28 - 30 SEPTEMBER 2011 | BERLIN, GERMANY



**WEDNESDAY, SEPTEMBER 28**

12:00 – 13:45

**REGISTRATION**

Foyer Architecture Building | TU Berlin

13:45 – 14:00

**WELCOME TALK** | Knut Blind

A 151 Architecture Building | TU Berlin

14:00 – 15:00

**INTRODUCTION: STANDARDIZATION AND RESEARCH**

A 151 Architecture Building | TU Berlin

- The View of the Standardization Researcher | Knut Blind (TU Berlin, FhG FOKUS, Erasmus University)
- The View of a Research Institute active in Standardization | Radu Popescu-Zeletin (FhG FOKUS)
- The View of DIN | Rüdiger Marquardt (DIN)
- The View of IEEE | Alexander Gelman (IEEE)

CHAIRS: Rudi Bekkers

15:00 – 17:30

**INDUSTRY SESSION: STANDARDIZATION AND OPENNESS**

A 151 Architecture Building | TU Berlin

- The Java Community Process: Standardization, Interoperability, Transparency | Patrick Curran (Director of Software Development and Chair JCP Program, Oracle Corporation)
- Defining Open Standards: A Comparison of Policy and Practice | Steve Mutkoski (Senior Standards Strategist, Microsoft Corporation)
- The Economics of Open Innovation | Claus von Riegen (Program Director Technology Strategy, Product Architecture Group, SAP AG)
- Making Innovation Happen: The Role of Standards and Openness in an Innovation-Friendly Ecosystem | Jochen Friedrich (Technical Relations Executive, IBM)

CHAIR: Tineke Egyedi

17:30 – 20:00

**BITKOM RECEPTION**

Foyer Architecture Building | TU Berlin

**CONFERENCE VENUE**

The 7th SIIT conference and the BITKOM Reception will be hosted at the Faculty of Architecture | Berlin Institute of Technology (TU Berlin) | A 151 and Foyer of the Architecture Building | Straße des 17. Juni 152

Lunch Break will be at Café Campus | Berlin Institute of Technology (TU Berlin) | Marchstraße 6 - 8

The DIN-DKE Reception will be hosted at the roof terrace of the DIN building | Burggrafenstraße 6

9:00 – 11:00

**THURSDAY, SEPTEMBER 29****VIEWS ON STANDARDIZATION AND POLICY: THE NEW EUROPEAN ICT STANDARDIZATION POLICY**

A 151 | TU Berlin

- The Standardization Package | Liliana Brykman (Director Regulatory Policy, DG Enterprise and Industry, European Commission)
- The View of the European Standardization Organizations | Friedrich Smaxwil (President elect, CEN)
- The View a National Standardization Organization (DIN) | Torsten Bahke (Director, DIN)
- The View of the IT Industry | Axel Garbers (Member of Executive Board, Head of Technologies and Services, BITKOM)

CHAIR: Ken Krechmer

11:00 – 11:15

**COFFEE BREAK** | Foyer | TU Berlin

11:15 – 13:00

**PANEL DISCUSSION: DEVELOPMENTS IN EUROPEAN ICT STANDARDIZATION POLICY** | A 151 | TU Berlin

Liliana Brykman (Director Regulatory Policy, DG Enterprise and Industry, European Commission) | Jochen Friedrich (Technical Relations Executive, IBM) | Axel Garbers (Member of Executive Board, Head of Technologies and Services, BITKOM) | Karsten Gerloff (President, Free Software Foundation Europe) | Rainer Jäkel (Head of Directorate, Technology- and Innovation Policy, German Federal Ministry of Economics and Technology) | Ulrich Sandl (Head of Division, Standardisation and Copyright Protection in ICT, German Federal Ministry of Economics and Technology) | Friedrich Smaxwil (President Elect, CEN) | Bernhard Thies (Chairman of the Board of Directors, German Commission for Electrical, Electronic & Information Technologies of DIN and VDE) | Klaus Yongden Tillmann (Secretary General, NORMAPME) | Dirk Weiler (Chairman of the General Assembly, ETSI)

CHAIR: Knut Blind

13:00 – 14:00

**LUNCH** | Café Campus | TU Berlin

14:00 – 15:30

**PAPER SESSION: STANDARDIZATION SYSTEM AND POLICY**

A 151 | TU Berlin

- ICT Standardization Policy in Europe – Recent Past, Presence, and Future | Kai Jakobs, Knut Blind
- Interoperability Standards for ICT: A Green Strategy in a Grey Sector | Tineke Egyedi, Sachiko Muto
- A Reference Model of an Instrument for the Quality Measurement of Semantic Standards | Erwin Folmer, Paul Oude Luttighuis, Jos van Hillegersberg

CHAIR: Christian Herzog

15:30 – 15:45

**COFFEE BREAK** | Foyer | TU Berlin

15:45 – 16:15

**INVITED TALK** | A 151 | TU Berlin

- On Standards as Change Agents – From a Pragmatic Business Perspective | Carl Cargill (Standards Principal, Adobe)

16:15 – 17:45

**PAPER SESSION: REGIONAL STANDARDIZATION ASPECTS AND INTEROPERABILITY**

A 151 | TU Berlin

- Connecting Geography, Chronology, and Biographies – Framing New Lithuanian Standards | Rimvydas Lauzikas, Vyktintas Vaitkevicius
- Developing IT Standard in China – What Lessons can we Learn from This? | Xiaobai Shen
- Feature Driven Profiling of Open Standards for Office Applications | Björn Kirchoff

CHAIR: John Wilson

18:30 – 22:00

**DIN-DKE RECEPTION** | Roof Terrace | DIN

9:00 – 11:00

**FRIDAY, SEPTEMBER 30****PAPER SESSION: PARTICIPATION AND OUTCOME**

A 151 | TU Berlin

- Payments and Participation: The Incentives to Join Cooperative Standard Setting Efforts | Anne Layne-Farrar, Gerard Llobet, Jorge Padilla
- The Influence of Marketing Communications on the Dominance of Standards | Najim Argam, Henk de Vries, Ben Bode
- R&D Competition for Standardization: The Role of Consortia | Justus Baron, Yann Ménière, Tim Pohlmann
- Technology Standards Battles and Business Networks during the Technology Life Cycle: Toward Propositions | Erik den Hartigh, Roland Ort, Geerten van de Kaa, Claire Stolwijk

CHAIR: Tim Schoechle

11:00 – 11:30

**COFFEE BREAK** | Foyer | TU Berlin

11:30 – 13:00

**PAPER SESSION: CASE STUDIES ON STANDARDS**

A 151 | TU Berlin

- Structural Distinctions between Human-Oriented and Machine-Oriented Information Standards: Implications for Enterprise-Scale System Interoperability | David Mann, JoAnn Brooks
- Configuration Management of a System of Interdependent Standards | Serena Coetzee, Simon Cox, John Herring
- Pre-Standardization Phase of Technology Development: Examination of Cognitive Radio Systems using Co-Evolutionary Perspective | Vladislav Fomin, Arturas Medeis

CHAIR: Kai Jakobs

13:00 – 14:00

**LUNCH** | Café Campus | TU Berlin

14:00 – 14:30

**INVITED TALK** | A 151 | TU Berlin

- Realities of Patent Pools in Telecommunications Sector | Claudia Tapia (Senior Legal Advisor Patent & Standards Strategy, Research in Motion)

14:30 – 16:00

**PAPER SESSION: STANDARDS AND PATENTS**

A 151 | TU Berlin

- Firms' Cooperative Activities as Driving Factors of Patent Declaration on Technological Standards: Evidence from Firm Level Analysis on Cooperative Arrangements and Business Models | Tim Pohlmann, Knut Blind
- Essential Patents and Standard Dynamics | Justus Baron, Knut Blind, Tim Pohlmann
- Intellectual Property Rights and their Interface with Competition Policy: In Balance or in Conflict? | Singh Sumanjeet

Chair: Stephan Gauch

16:00 – 16:30

**COFFEE BREAK** | Foyer | TU Berlin

16:30 – 17:00

**SHOWCASE: A DATABASE FOR STANDARDS AND PATENTS** | A 151 | TU Berlin

- Announcement of the Open Essential IPR Disclosure Database | Rudi Bekkers, Christian Catalini, Arianna Martinelli, Tim Simcoe

17:00 – 17:15

**SUMMARY OF CONFERENCE** | Knut Blind

A 151 | TU Berlin