



## **Internet Society to Host INET Singapore 2012, The Social Internet**

Internet thought leaders will address opportunities and challenges of Social, Local and Mobile (SoLoMo), and how start-up companies can leverage it to drive business

[Singapore – 15 November 2012] – The Internet Society, in conjunction with its Singapore Chapter and the Asian Media Information and Communication Centre (AMIC), will host a two-day conference, The Social Internet, November 16-17 at the Orchard Parade Hotel, Singapore. The focus of the event will be Social, Local and Mobile (SoLoMo), highlighting the convergence of social media, location-aware technology, and mobile devices. This conference will address the opportunities and challenges of SoLoMo marketing, and give participants greater insight into the current status of SoLoMo in Singapore.

Using the geo-location technology in consumers' mobile devices to pinpoint their location, SoLoMo offers tremendous marketing opportunities for start-ups as well as for a broad range of commercial businesses. SoLoMo is also useful for non-profit organisations to increase social awareness and raise funds, and for universities and polytechnics as a tool for technical training. INET Singapore 2012 will provide a venue to discuss the many opportunities of this new marketing tool, along with potential privacy, security, and policy issues.

High profile speakers at the event include Eddie Chau, CEO and Founder, Brandtology; Dr. Juzar Motiwalla, Professor in Practice of Digital Strategy and Entrepreneurship, NUS; and Loo Cheng Chuan, Head (Local Life, Group Digital Life) at SingTel.

“SoLoMo is a relatively new concept, and while it presents powerful marketing opportunities, there are potential risks both for organisations and consumers,” said Rajnesh Singh, Internet Society Regional Bureau Director for Asia-Pacific. “We’ve convened a panel of top Internet and industry luminaries to share their insights and best practices for SoLoMo, and discuss how Asian start-ups are using SoLoMo to enhance and expand their businesses.”

To learn more and register for the event, visit <http://www.internetsociety.org/events/inet-singapore>

### **About the Internet Society**

The Internet Society is the trusted independent source for Internet information and thought leadership from around the world. With its principled vision and substantial technological foundation, the Internet Society promotes open dialogue on Internet policy, technology, and future development among users, companies, governments, and other organizations. Working with its members and Chapters around the world, the Internet Society enables the continued evolution and growth of the Internet for everyone. For more information, visit [www.internetsociety.org](http://www.internetsociety.org).

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