



APPNATION III Adds Keynote Interviews with Early Siri Investor and CEO of Nuance Communications

Gary Morgenthaler and Paul Ricci to discuss how artificial intelligence and speech-recognition technology will usher in a new generation of applications; Third International Conference and Expo will also showcase leading mobile gaming companies including GAMELOFT, EA/Pop Cap Games, Playhaven and ngmoco:)

San Francisco, CA ([PRWEB](http://www.prweb.com)) November 22, 2011 -- APPNATION (<http://www.appnationconference.com/appnation3/>), the leading executive conference and exposition focused on the burgeoning consumer applications economy will take place November 30 – December 1, 2011 at The Concourse at the San Francisco Design Center. The third, international executive-level conference and dynamic, cutting-edge expo will feature companies from across the apps value chain and will focus on social and mobile apps across all devices and platforms including PCs, smartphones, tablets, Internet-enabled televisions, portable games, peripherals and a range of other current and emerging connected devices.

APPNATION announced today that it has added a keynote interview with Gary Morgenthaler, partner at Morgenthaler Ventures and Paul Ricci, CEO at Nuance Communications, a seven-billion dollar publicly traded company that provides speech-recognition software. Morgenthaler and Ricci will discuss how artificial-intelligence systems like Siri and voice-recognition software like Nuance will usher in a new generation of applications, and how these technologies will impact mobile devices across platforms in the keynote interview session titled, “Why Artificial Intelligence and Voice-Enabled Apps Will Change Man-Machine Interaction Forever”.

“A conversational user interface consisting of artificial intelligence and speech-recognition represents the cutting edge of human-machine interaction,” said Gary Morgenthaler, Partner at Morgenthaler Ventures, and an early investor in Siri and Nuance. “We are witnessing a pivotal point in the history of technology, and I predict application developers will amaze us with what they will dream up to enrich our lives.”

APPNATION kicks off with a keynote presentation by Facebook’s Head of Developer Relations Doug Purdy on day one, and Walmart’s SVP, Mobile and Digital, Gibu Thomas on day two. Additional keynote interviews with Andy Miller, General Partner at Highland Capital Partners, and Brandon Watson, Senior Director of Developer Experience at Microsoft Windows Phone are also planned.

APPNATION will also showcase mobile gaming companies of all sizes to give developers an opportunity to learn how to further monetize their content, products, and services, and to offer them a unique and affordable opportunity to interact with industry luminaries, investors, advertising agencies, media companies, the technology press and peers. A big announcement by IDGA is also planned.

Confirmed gaming speakers to date include among others:

- Adam Flanders – SVP Sales and Marketing, GLU Mobile
- Paul Baldwin – CMO, Outfit 7
- Baudouin Corman – VP Publishing Americas, GAMELOFT
- Ben Webley – Head of Ad Supported Games, Electronic Arts
- Andy Yang – CEO, Playhaven



- Mike Sego – CEO, Gala Interactive (Monster Galaxy)
- Eros Resmini – SVP Marketing and Strategic Partnerships, Open Feint
- Dave Castelnuovo – Founder and CEO, Bolt Creative (PocketGod)
- Ann Burkett – Executive Director Silicon Valley Chapter, IGDA
- Tim Chang – Managing Director, Mayfield Fund
- Gabriel Laydon – CEO, Addmired
- Giordano Bruno Contestabile – Franchise Business Director, EA/PopCap Games
- Jamil Moledina – VP Business Development, Funzio
- Cheryl Shaw – Executive Producer, ngmoco:)

The full agenda and list of speakers is available at: <http://appnationconference.com/appnation3/agenda.php>, and registration is now open at www.appnationconference.com.

Tweet this: The “Who’s Who of Mobile” are set to attend @appnationconf. Are you among them?
<http://bit.ly/d29wJz> #mobile apps #apps #appnationconf2012

About APPNATION

APPNATION is a new executive conference and exposition focusing on the burgeoning consumer applications industry. APPNATION is a unit of M2 Events, LLC, a new conference and thought leadership production company founded by Drew Ianni, a 15-year digital media and marketing industry veteran and former Programming Chairman and Senior Global Analyst for ad:tech, a leading digital media and marketing conference and exposition. Mr. Ianni has also held senior analyst and executive positions at firms such as Jupiter Communications, Lazard Freres & Co, and BBDO.

Follow APPNATION on Twitter at <http://twitter.com/appnationconf>.

Photos/Multimedia Gallery Available: <http://www.businesswire.com/cgi-bin/mmg.cgi?eid=6331257&lang=en>

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