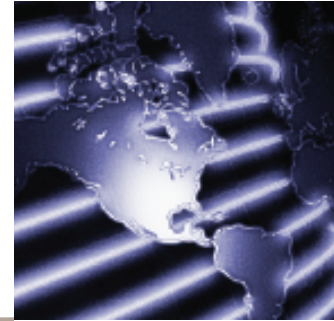


Mobile Enterprise

MOBILE ENTERPRISE MEDIA

Editorial Calendar



January

MOBILESERVICE: Vertical focus: airlines
MOBILESALES: Best hardware for sales reps
MOBILEPROFESSIONAL: WWANS, aircards and data plans for traveling pros
MOBILECAMPUS: Vertical focus: hospitality

BONUS DISTRIBUTION:

- Consumer Electronics Show
- Eyefortransport
- Interlog Winter Show

SPECIAL ADVERTISING SECTION:
Corporate Profiles

February

MOBILESERVICE: How to choose the right hardware for your enterprise.
MOBILESALES: A round-up of SFA applications and vendors.
MOBILEPROFESSIONAL: Their strengths, weaknesses and 3G network offerings.
MOBILECAMPUS: A look at middleware vendors and what role middleware plays in the mobile enterprise.

BONUS DISTRIBUTION:

- Demo 2005
- DCI
- Microsoft Windows Anywhere

SPECIAL ISSUE:
NEW PRODUCTS SHOWCASE

March

MOBILESERVICE: Vertical focus: const./PTT
MOBILESALES: Vertical focus: ins. adjusters
MOBILEPROFESSIONAL: Planes, trains and automobiles
MOBILECAMPUS: WLANs in healthcare: Is wireless good for your health?

BONUS DISTRIBUTION:

- CTIA Wireless
- Fusion One User Event
- GITA
- IQPC Fleet Management Technology
- Mobile Convergence 2005 at UCLA-WINMEC
- Wi-Fi Planet World Tour
- Wireless on Wall Street Summit

April

MOBILESERVICE: Rugged devices
MOBILESALES: Great smartphones for sales
MOBILEPROFESSIONAL: Laptops that like to travel
MOBILECAMPUS: Corporate Wi-Fi: The larger the better

BONUS DISTRIBUTION:

- EyeforWireless
- Gartner's Mobile and Wireless Summit
- InfoSec World 2005
- Wireless Security Conference & Expo

May

MOBILESERVICE: Mobile printers
MOBILESALES: POS-solutions
MOBILEPROFESSIONAL: Smartphones
MOBILECAMPUS: VOIP

BONUS DISTRIBUTION:

- Mobile Showcase
- WBR Field Service 2005
- Wireless & Mobile WorldExpo

SPECIAL ADVERTISING SECTION:
ROI Case Studies

SPECIAL ISSUE:
EMERGING TECHNOLOGIES

June

MOBILESERVICE: Scheduling and dispatch
MOBILESALES: Vertical focus: realtors
MOBILEPROFESSIONAL: Productive travel
MOBILECAMPUS: Wi-Fi, WiMax, WLAN hrdwr.

BONUS DISTRIBUTION:

- Brew
- C3 Corp. & Channel Computing Expo
- ConVurGeGov
- CTC
- e-Gov Forum
- Gartner IT Security Summit
- Gartner's G-Con
- Interlog Summer
- IQPC After Market Sales/Service
- Logicon 2005
- Mobile and Wireless World
- Pharma Force
- San Diego Telecom
- Yankee Group's Wireless Leadership East

July

MOBILESERVICE: Vertical focus: utilities
MOBILESALES: Strategy feature: sales software/CRM
MOBILEPROFESSIONAL: Tablet PCs and the mobile professional
MOBILECAMPUS: Retail use of WLANs —What's next?

BONUS DISTRIBUTION:

- iWireless World
- WowGao's Wireless & Mobile World Expo

August

MOBILESERVICE: Satellite phones
MOBILESALES: MVNOs
MOBILEPROFESSIONAL: Biometrics

★ 2005 MOBILIZER AWARDS SECTION ★

SPECIAL ISSUE:
2005 MOBILIZER AWARDS

September

MOBILESERVICE: Strategy: GPS/GIS solutions
MOBILESALES: Vertical focus: pharmaceuticals
MOBILEPROFESSIONAL: 3G technologies
MOBILECAMPUS: Warehouse WLANs & RFID

BONUS DISTRIBUTION:

- CDMA Congress
- CTIA WIRELESS I.T. and Entertainment
- DemoMobile 2005
- DCI
- e-Financial World Expo
- Frontline Solution Show
- Gartner IT Asset Mgmt. & TCO Summit
- IDC Mobile Enterprise Forum
- SecureGOV
- Yankee Group's Wireless Leadership—West

October

MOBILESERVICE: Public safety
MOBILESALES: Financial transactions
MOBILEPROFESSIONAL: Security technologies
MOBILECAMPUS: Securing wireless

BONUS DISTRIBUTION:

- Fixed Mobile Convergence
- Fusion One User Event
- In-Building Wireless 2005
- Interlog Medical
- TECHNY
- WiMax World Conf./Expo

SPECIAL ISSUE:
MOBILE AND WIRELESS SECURITY

November

MOBILESERVICE: Vertical focus: transportation and shipping
MOBILESALES: Strategy feature: managing devices
MOBILEPROFESSIONAL: Cameras and imaging for mobile pros
MOBILECAMPUS: WLANs in education

BONUS DISTRIBUTION:

- 3G-World Congress
- Gartner's Healthcare Business & IT Summit
- NetworkGOV
- WowGao's IT WorldExpo

December

MOBILESERVICE: M2M communication and break/fix
MOBILESALES: Hot handhelds for the mobile sales team
MOBILEPROFESSIONAL: Mobile pros and the entertainment industry
MOBILECAMPUS: TBD

BONUS DISTRIBUTION:

- MIS
- Wi-Fi Planet World Tour

SPECIAL ADVERTISING SECTION:
Buyer's Guide

For more show information visit www.MobileEnterpriseMag.com/services/events.asp

2005