

# Software Development Day

Welcome to Lindholmen Software Development Day 2013  
Thursday October 24, Lindholmspiren 3-5, Gothenburg



## CONFERENCE PROGRAMME

### 08.00 - 12.00 Lindholmen Conference hall

Time

08:00 - 08:30 Registration / Exhibition

08:30 - 08:50 Introduction

Moderator Jan Bosch, Software Center  
Chalmers University of Technology /  
the University of Gothenburg

[Keynote Speaker](#)

08:50 - 09:30 Building a Web Intelligence Machine

Staffan Truvé, Recorded Futures

09:30 - 09:50 Analysis of Customer Data

Helena Holmström Olsson, Software Center  
Malmö University

09:50 - 10:10 Android - Pushing the Limits

Erik Hellman, Factor10

10:10 - 10:40 Coffee Break / Exhibition

[Keynote Speaker](#)

10:40 - 11:20 What's next for Model-Driven  
Development Tools

Jon Whittle, Lancaster University

11:20 - 11:40 Agile Model-Driven Engineering

Håkan Burden, Chalmers / the University of Gothenburg  
Jonn Lantz, Volvo Car Cooperation

11:40 - 12:00 Are you an Online Gamer... yet?

Klas Moreau, MindArk

12.00-13.00 Lunch Break / Exhibition

13.00 Parallel sessions starts at  
Lindholmen Conference hall, Pascal and  
Visual Arena Lindholmen (Lindholmspiren 3B)

13:00 - 16:30 Lindholmen Conference hall  
Lindholmen Conference Centre

Time

13:00-13:10 Conclusions from the morning session

Moderator Jan Bosch, Software Center  
Chalmers University of Technology/  
the University of Gothenburg

13:10 - 13:30 Increase Development Speed  
by Internal Services

Niklas Florén, AB Volvo

13:30 - 13:50 The Future of App Stores

Jonatan Redvik, Appland

13:50 - 14:10 Mobile Broadband insight for the ICT Industry

Gautam Talagery, Ericsson

14:10 - 14:30 Connected Car

Magnus Lundgren, Ericsson  
Martin Kristensson, Volvo Car Cooperation

14:30 - 15:00 Coffee Break / Exhibition

[Keynote Speaker](#)

15:00 - 15:40 Testing the Hard Stuff and Staying Sane

John Hughes, Quviq

15:40 - 16:00 Understanding Your Test Suite Quality  
while Optimizing Your Testing

Robert Feldt, Blekinge Institute of Technology/  
Chalmers University of Technology

16:00 - 16:20 Agile Deployment in the Large

Ulf Hansson, Ericsson

16:20-16:30 Conclusion of the day

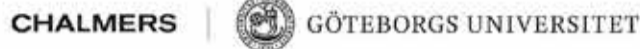
Moderator Jan Bosch, Software Center  
Chalmers University of Technology/  
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16.30 Conference ends



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## 13:00 - 16:30 Conference room Pascal Lindholmen Conference Centre

### Time

- 13:00 - 13:10 Introduction**  
Moderator Michel Chaudron, Software Center,  
Chalmers University of Technology/  
the University of Gothenburg
- 13:10 - 13:30 Mission-critical messaging using Android  
and iOS devices**  
Jan Bentzer, Ascom
- 13:30 - 13:50 Software Process Improvement using  
Language Workbench Technology**  
Mats Helander, Intentional Software  
Congchi Phung, Chalmers University of Technology
- 13:50 - 14:10 The Future in 3D**  
Hans Forsberg, Cybercom
- 14:10 - 14:30 Open Source Infotainment**  
Mikael Söderberg, Pelagicore
- 14:30 - 15:00 Coffee Break / Exhibition**
- Keynote Speaker*
- 15:00 - 15:40 Impact of Implicit Component Dependencies**  
Vard Antinyan, the University of Gothenburg  
Wilhelm Meding, Ericsson
- 15:40 - 16:00 Large Scale Continuous Integration**  
Per Calson, Ericsson
- 16:00 - 16:20 Java - Where we were, where we are,  
where we're going and know how**  
Hamid Samadi, Solid Beans
- 16:20-16:30 Conclusion parallel session**  
Moderator Michel Chaudron, Software Center,  
Chalmers University of Technology/  
the University of Gothenburg

## 13:00 - 16:30 Visual Arena Lindholmen Lindholmspiren 3B

### Time

- 13:00 - 16:00 Gaming session**
- 13:00 - 13:10 Introduction**  
Moderator Christian Riedl, Lindholmen Science Park
- Keynote Speaker*
- 13:10 - 13:50 An ode to Unity**  
Patrik Liljecrantz, Free Lunch Design
- 13:50 - 14:10 From "work for hire" to doing your own games  
- 10 Dos and Don'ts**  
Magnus Alm, Free Lunch Design
- 14:10 - 14:30 The times are a-changing (again) :  
Succeeding on other game platforms in the  
mobile era**  
Brjánn Sigurgeirsson, Image & Form
- 14:30 - 15:00 Coffee Break / Exhibition at  
the Lindholmen Conference Hall**
- 15:00 - 15:20 Creativity for sale!**  
Klaus Lyngeled, Zoink!
- 15:20 - 15:40 Serious and Marketing Games**  
Oskar Eklund, Hello There
- 15:40 - 16:00 Conclusion of the gaming session**  
Moderator Christian Riedl, Lindholmen Science Park
- 16:00 Parallel gaming session ends**

After Conference is open from 16:00  
Get together at the cool bar and restaurant Cuckoo's Nest  
at the Radisson Blu Riverside Hotel, Lindholmspiren 4.  
The After Conference is at your own expense.

Conference Exhibition - The exhibition area is open during 08:00 - 16:30

