

Student Branch & GOLD Congress 2012

25th-29th July



Welcome to Madrid!

Basic Information

11

In the attached map you will find different ways to reach the venues from the students residence and other key locations.

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15
16

General schedule as well as the Workshops and Plenary sessions timetable

What you can see in *Italics* is related to the day meals, so if you are Ramadan Swam skip this part and look for the (*).

Dear Attendee,

After this whole year organizing the SBC Madrid 2012, at last you have arrived in Madrid and you are about to get immersed into all the activities we have planned for you!

In this SBC you will participate in several workshops and cultural activities, and so you will be in many different venues. In this letter you will find very useful information for all your stay in Madrid and for all the events which will take place in the congress. Therefore, keep this letter with you in every moment, or at least remember all the details so you won't find any problem in the activities we will be participating in.

In any case, feel free to ask any member of the organization, we will wear badges with a blue stripe.

Thank you for coming, we hope you enjoy your stay in Madrid and all the activities!

-The SBC Organizing Committee

Index

Welcome to Madrid!.....	1
Key Locations.....	3
Wednesday 25th	4
Thursday 26th	5
Friday 27th	6
Saturday 28th.....	8
Sunday 29th.....	10
Map	11
General Schedule	12
Technical Tracks	13
Non Technical Tracks.....	14
Professional Activities Track	15
GOLD Track	15
Visits for Students to Research Centers.....	15
Plenary sessions.....	16
Sponsors	17

Key Locations



Students Residence:

Colegio Mayor San Juan Evangelista
Address: Avenida Gregorio del Amo, 4. Madrid.
Metro Station: Metropolitano (L6)
Bus: 132

School of Telecommunications:

Address: Avenida Complutense, 30. Madrid.
Metro Station: Ciudad Universitaria (L6)
Bus: 82

Main venues

Welcome Act:

Jardines Cecilio Rodríguez (El Retiro Park)
Address: Paseo de Uruguay. Madrid.
Metro Station: Sainz de Baranda (L6)

Gala Dinner:

Hotel Convención
Address: Calle O'Donnell, 53. Madrid.
Metro Station: O'Donnell (L6)

If you have an iPhone
try the SBC App:





Wednesday
25th

This is the arrival day!

You will find people from the organization receiving you in the **“T1, T2, T3 Terminals” Metro entrance**, and giving you the transport tickets. You will be able to use these tickets for 5 days from 25th in all Madrid public transport (bus, metro and train).

Upon arriving to the students residence you will also be received by someone from the organization who will give you the Welcome Pack, the badge and the room key. If you arrive **before 25th**, you will be able to pick all this stuff up in the Students Residence along this day.

If you don't pick your transport ticket up in the Airport you will be able to get it in the Welcome Pack delivering points.

The reception will be from 9:00 to 21:00, if you arrive later someone will be available on call all day

Welcome Act

The **Welcome Act is in the “Jardines Cecilio Rodríguez” at 20:00 h**, and it is the Town Hall welcome. You will have to travel on your own from the Students Residence. There will be **a group leaving at 19:00 h** from there so you may join in case you want to go with other people. The dress code for this event is semi-formal - casual (trousers, shirt and tie would be enough, not necessarily suit)

"If you cannot attend the Welcome Act you will have the opportunity to dine on your own, and there will be someone in the Student Residence to help you find some place to dine."

Monday 23th & Tuesday 24th

If you have booked extra nights and arrive on Monday or Tuesday, you will have to travel from the Airport or wherever you arrive to the Students Residence on your own.

Once you are there ask for someone from the organization.

If you want **to have lunch or dinner** in the Students Residence on **Tuesday or Wednesday** you have to get your ticket one day before. They cost 6 € each.

On your badge you will find useful information such as emergency numbers and phone numbers of people in the organization, as well as a QR code you will be able to use in order to share your contact information with other attendees



Thursday
26th

Breakfast

The **breakfast** will be from **7:00 to 8:00 (door closes at 7:50)**.

Opening Act

It will be at 9:00 in the School of Telecommunications. This is the R8, IEE and the Technical University of Madrid opening. There will be a group leaving from the Students Residence at **8:30**.

We will spend **the whole day in the School**, and there will be an information point available there.

Day meals

*The **Coffe Break** will be at 11:00 and the **lunch** will be at 14:00 and there will be enough variety of food according to all the dietary restrictions.*

Workshops

The **Workshops will begin at 15:30** in the afternoon. You will find signs all over the School and in the classrooms so you will be able to find your way. **Students** please attend the Workshops you have chosen or you have been told, because there are limited seats. If you are **GOLD** there is only one track.

The **Workshops will finish at 18:30** and you will have free time to get ready for the Gala Dinner!

Gala Dinner

The **Gala Dinner** will take place from **21:45 h** in the "**Hotel Convención**", connected by direct Metro line with the Students Residence. There will be a group leaving from the Students Residence at **20:15 h**. At dinner, main meal consists of fish, meat or vegetables depending on what you selected on the form. As a first course will be pasta. For dessert there will be a 50th Anniversary celebration cake".

(*) For Ramadan Swam we will deliver a meal in the **Students Residence at 4.00 am**.

If you want to keep the sun from warming your room leave the blinds down when you leave in the morning

In the Gala Dinner we will have a cake-cutting ceremony to celebrate the R8 50th Anniversary



Friday
27th

Breakfast

The **breakfast** will be from **7:00 to 8:00 (door closes at 7:50)**.

Students

This day, **Students** will visit the research centers. Please **don't forget your passport** because you won't be able to get into the centers without it. Depending on the visit you have chosen or you have been assigned to you will have to do as follows:

- National Institute for Aerospace Technology (INTA), European Space Astronomy Centre (ESA), Barajas Airport or Research Center for Smart Buildings and Energy Efficiency (CeDIInt)
You should be in "**Ciudad Universitaria**" **Metro station (outside) at 8:45**, in order to take the buses which will pick you up there. There will be a group leaving from the Students Residence at **8:15**.
- Research Center for Energy, Environment and Technology (CIEMAT) or School of Telecommunications Engineering - Technical University of Madrid (ETSIT - UPM)
You should be in the **School of Telecommunications at 8:45**. There will be a group leaving from the Students Residence at **8:15**.

Once the visit is over, you have to be back in the School of Telecommunications, either by bus, or by foot.

GOLD

If you are **GOLD** you have to attend your Track, which will begin in the **School of Telecommunications at 8:30**. There will be a group leaving from the Students Residence at **8:00**. The **Coffe Break** for **GOLD** will be at **11:15**.

**Students, DON'T FORGET your
Passports and IEEE cards**



Lunch will be in shifts as you come to the School, and you will find entertainment in the meantime

Workshops

The **Workshops will begin at 15:30** in the afternoon. Again, please attend the Workshops you have chosen or you have been assigned to, because there are limited seats.

The **Workshops will finish at 18:30** and you will have free time to get ready for the Multicultural Dinner!

Multicultural Dinner

Regarding the **Multicultural Dinner** you have already received an email explaining all the details. It will begin **at 21:45** but all the tables and cookware will be ready **from 19:30**, so you have free time since workshops finish to buy all the ingredients or whatever you may need.

(*). For Ramadan Swam we will deliver a meal in the **Students Residence at 4.00 am.**

In the Multicultural Dinner you will have to show your country's typical products. From Spain we will have soft drinks and snacks besides our typical tortillas and sangria!



Saturday
28th

Breakfast

The **breakfast** will be from **7:00 to 7:45 (door closes at 7:40)**

Cultural Visit

This day we will have the trip to **San Lorenzo de El Escorial** and it is SBC's big day! It is very important that you attend to this event because there will be many surprises. Also we will take the group photo, **so don't forget your T-shirts.**

In order to arrive there, buses will pick you up in the "**Ciudad Universitaria**" **Metro station (outside) at 8:15**, so there will be a group leaving from the Students Residence at **7:45**. We will be back in Madrid at **00:30**.

We will spend the whole day in the **Alfonso XII School, inside the Monastery**, attending workshops in its classrooms. There will be signs all over the School.

Workshops

You will be attending the following:

- One Welcome session of 30 minutes
- One plenary session of 40 minutes.
- Two plenary sessions of 45 minutes each and one workshop of 1,5 hour, all this in the morning.
- Two plenary sessions of 45 minutes each and one workshop of 1,5 hour in the afternoon.

In case you have chosen Non-technical Track in the morning

or

- One Welcome session of 30 minutes
- One Professional Activities workshop of 1:50 hour, all this in the morning.
- Two plenary sessions of 45 minutes each and one workshop of 1,5 hour in the afternoon.

This last schedule in case you have chosen the Professional Activities Track in the morning.

DON'T FORGET your T-shirts for the group photo!

Please attend the workshops you have chosen or you have been assigned to



Coffe Break will be at 10:30 and the lunch at 14:00, again with enough variety of food according to all the dietary restrictions.

Activities

Workshops will finish at 18:30, and then the Cultural Activities all over the town will begin.

You chose among "free time", "visit to the Monastery" and "gymkhana". The last two will begin at **19:00**, after we give you the exact locations.

Dinner

The dinner will take place back in the **Alfonso XII School at 21:45**. We will have dinner, music, dance and more. It is our Final Party!

Know that in this town at night may be cold outdoors, so **take care of carrying warm clothes.**

Back to Madrid

We will take **buses back to Madrid at 00:00**. Please be very careful because there is no other way to come back to Madrid.

(*) For Ramadan Swam we will deliver a meal in the **Students Residence at 4.00 am.**

On Sunday we will give the awards to the Gymkhana winners as well as to the winners of the many categories in the Multicultural Dinner

Take care of carrying warm clothes, at night it may be cold!

Please DON'T MISS the bus back to Madrid!



Sunday
29th

Breakfast

The **breakfast** will be from **8:00 to 9:00 (door closes at 8:50)**.

Last day

This is the last day. Along the morning there will be many plenary sessions including a session in which we will give the awards to the Multicultural Dinner, the Gymkhana, and the Final Party winners.

We will give you a **take away meal at 13:00 in the Students Residence.**

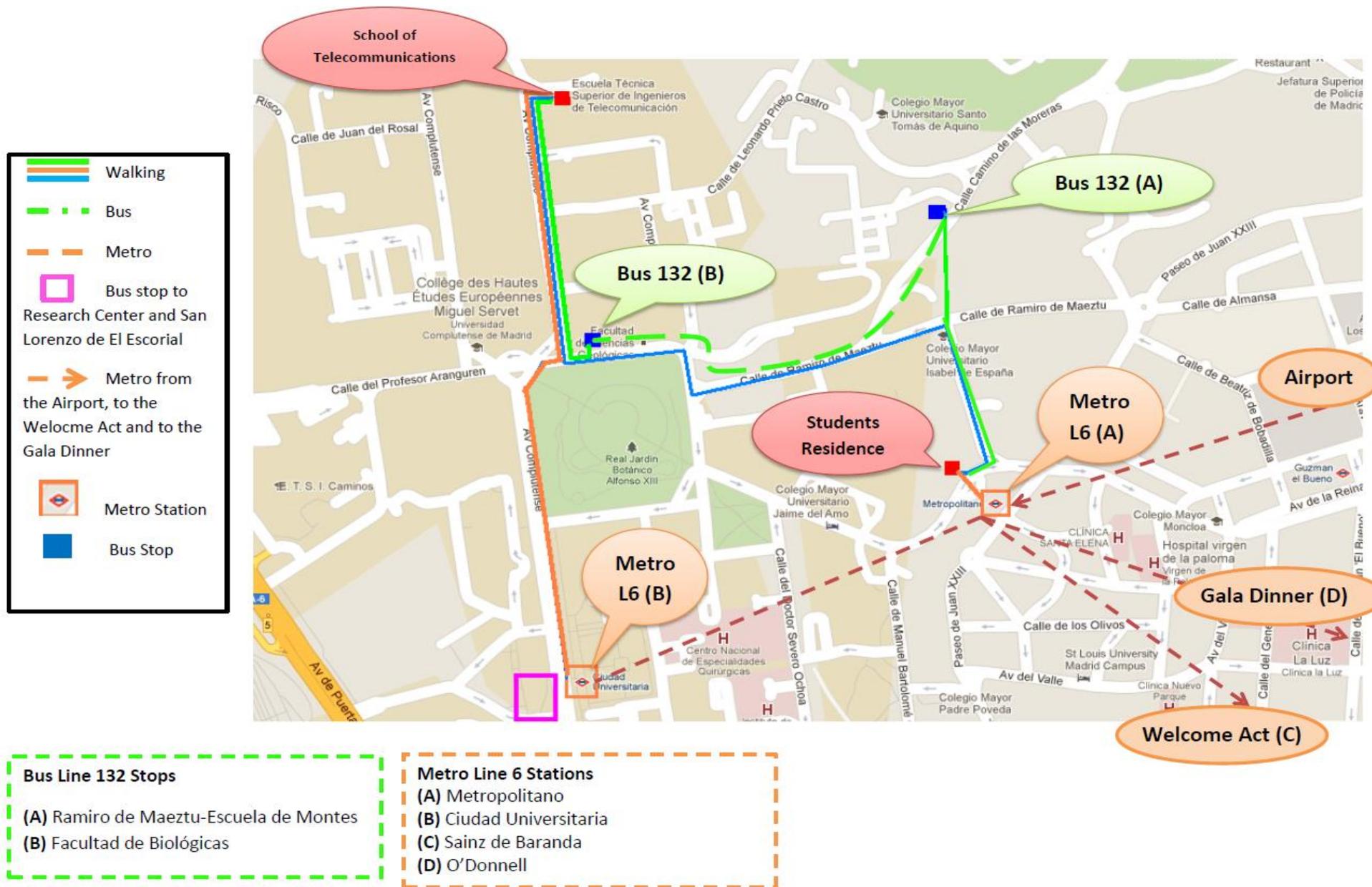
Tourism

You will have free time all the afternoon to visit Madrid on your own

You can plan your tour with
the help of the mobile
application **TouristEye:**



Map



General Schedule

	Wednesday 25 / Where		Thursday 26 / Where		Friday 27 / Where		Saturday 28 / Where		Sunday 29 / Where							
7:00:00			Breakfast	Students Residence/Hotel	Breakfast	Students Residence/Hotel	Breakfast	Students Residence/Hotel								
7:30:00	Reception								Breakfast	Students Residence/Hotel						
8:00:00																
8:30:00																
9:00:00					Pre-Opening	School of Telecommunications (Technical University of Madrid)	Visits	GOLD Track 2 (8:30-11:15)	School of Telecommunications (Technical University of Madrid)	Trip to San Lorenzo de El Escorial		Alfonso XII School (San Lorenzo de El Escorial)				
9:30:00					Opening Act					GOLD Track 3 (11:45-14:00)	Welcome to San Lorenzo (20 min)		Plenary session (40min)	Professional Activities (40 min)	Plenary Sessions (1h)	
10:00:00					Coffee Break						Coffee Break					Coffee Break
10:30:00					Plenary sessions (2h 30 min)					Lunch	Lunch		Non-Technical Workshops 1 (1h 30min)	Professional Activities (3h)		Plenary Sessions (1h 30 min)
11:00:00			Technical Workshops 1 (1h 30min)	GOLD Track 1 (3h)												Non-Technical Workshops 2 (1h 30min)
11:30:00					Technical Workshops 2 (1h 30min)					Technical Workshops 3 (1h 30min)	Technical Workshops 4 (1h 30min)		Non-Technical Workshops 3 (1h 30min)	Take away Lunch		
12:00:00			Free time (2h 30min)	Multicultural Dinner preparation (2h 30min)										Visit to San Lorenzo de El Escorial (2h 30min)		Non-Technical Workshops 4 (1h 30min)
12:30:00					Gala Dinner	Hotel Convención	Multicultural Dinner	Students Residence	Paella, last dinner and go back to Madrid							
13:00:00			Welcome Act	Jardines de Cecilio Rodríguez, El Retiro Park					Gala Dinner	Hotel Convención	Multicultural Dinner	Students Residence	Paella, last dinner and go back to Madrid			
13:30:00					Alfonso XII School (San Lorenzo de El Escorial)											
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Technical Tracks

	Slot 1 (1:30h) 15:30 - 17:00	Classroom	Slot 2 (1:30h) 17:00 - 18:30	Classroom	Slot 3 (1:30h) 15:30 - 17:00	Classroom	Slot 4 (1:30h) 17:00 - 18:30	Classroom	
Computing	Digital signal processing algorithms implementation for high performance platforms - Juan Antonio Lopez Martin and Enrique Sedano Algarabel (UPM)	A133	Cognitive Wireless Sensor Networks. New challenges - Alvaro Araujo (UPM)	A133	Botnets, malware and network attacks - Pablo González, Juan Antonio Calles and Carmen Torrano (Flu Project)	A133	HTML5 and the future of the web - Victor Sanchez Belmar (MashMe.tv)	A133	
Telecommunications & networks 1	The transition to IPv6 - Jordi Palet (Consulintel)	A134	How the telephony world is changing: From PSTN to VoIP and opensource systems - Jonathan González (Google)	A134	Wimax Network Planning - Alicia Rubio(Aptica)	A134	Building the Wireless Systems of the Future. Cellular Networks and Devices - Pablo Herrero (Intel)	A134	
Telecommunications & networks 2	Multiple purpose hardware for sensors at 100 GHz - Jesús Grajal (UPM)	A135	Cognitive Radio - Luis Miguel López (URJC)	A135	Terahertz Security Applications: Review of state of the art - Nuria Llombart (MTTPA)	A135	Research on Wireless Ad Hoc Networks - Mihaela Chidean (URJC)	A135	
AI & Robotics	Neural Networks - Diego Andina (Technical University of Madrid)	A136	Usage of Open Hardware and Open Software platforms to design Building Management Systems - Jie Song and Guillermo del Campo (Cedint)	A136	Using humanoid robots in Senile Dementia and Alzheimer therapy - Gonzalo Abella (URJC)	A136	Novel models of human-robot interaction - Aleksandar Jevtić (Robosoft S.A., Bidart, France)	A136	
Humanitarian Tech and Accessible Tech	T4HD: Technology for Human Development and Poverty Reduction- Marta Victoria and Alba Ramos(ONGAWA)	A137	ICT against malnutrition in Nicaragua - Sury Bravo (UPM)	A137	Fast deployment of emergency telecommunications - Javier Quiroga (SAMUR)	A137	ICT for improving health attention in Perú - Javier Simó (EHAS Foundation)	A137	
Electrical & Electronics	Electronics for space; a hostile environment - Jose Moreno (Crisa)	A138	Power Electronics - José Antonio Cobos (UPM)	A138	From Thermal Modeling and Analysis to Temperature-aware Design of VLSI Circuits - Maria Luisa Lopez Vallejo (UPM)	A138	Optical Fiber Nerves: Invisible Guards - Miguel González Herráez (Universidad de Alcalá)	A138	
Energy	Present and future of Photovoltaic Solar Electricity - Carlos del Cañizo (IES-UPM)	A139	Energy for the XXI century - Ramón Gavela González (Ciemat)	A139	Efficient illumination systems in outdoor and indoor applications - Felix Mencias & Oscar Bragado (AWD)	A139	Energy-efficient datacenters: exploiting knowledge about the application and resources - Jose Manuel Moya (UPM)	A139	
Bionengineering	Exploring Brain Chemistry with MR-PET - Jacob M. Hooker (Harvard Medical School & Martinos Center for Biomedical Imaging)	A140	Neuroimaging in Brain Disease - J.A. Hernández Tamames (URJC)	A140	Simultaneous register of EEG and fMRI - Ana Beatriz Solana (Center for Biomedical Technology)	A140	Where the Neurotechnology and Neurorehabilitation meet - Javier Minguez (Universidad de Zaragoza)	A140	
Education	Teacher In-Service Program (TISP) Presentation - Elizabeth Burd, Sohaib Qamar Sheikh and Fabio Domingos			A141	Contributing for education innovation: The fall of the chalkboard - Rui Costa (IEEEsb IST)		A141	EPICS-in-IEEE - Engineering Projects In Community Service - Sohaib Qamar	A141

Non Technical Tracks

Non Technical Workshops – 28 July												
	11:00 - 11:45 (45)	11:45 - 12:30 (45)	Classroom	12:30 - 13:15 (45)	13:15 - 14:00 (45)	Classroom	15:30 - 16:15 (45)	16:15 - 17:00 (45)	Classroom	17:00 - 17:45 (45)	17:45 - 18:30 (45)	Classroom
Track 1	Babak Beheshti	Gordon Day	Auditorium	Coaching on soft skills for engineers in private companies - Laura & Sandra Prieto		51	Peter Staecker	R8 OpCom Q&A Session	Auditorium	WIE - Ramalatha Marimuthu	52	
				Serious games and educational simulations - Dr. Baltasar Fernández-Manjón		52				What would you do if you knew you could not fail? - Javier Fernández & Ariel Camus	54	
				Start a TV Channel: The first steps to revolutionize how you communicate - Rui Costa		53				Technical writing / Student Paper Contest - Elizabeth Johnston & Djordje Paunovic	55	
				Twin Branch program 2.0 - Simay Akar & Jorge Soares		65				Engineering for Change - Christopher Baker-Brian	66	
				Achieving Success through Networking and Social Capital (Sponsor Workshop) Speaker: Steven D'Souza (IE Bussiness School)		66				Electronic communications in your SB - Sohaib Qamar	65	
				SB Activities - Elias Nassar and R8SAC		57				Major event organization in a nutshell: How to get your own major event started in only 75 minutes - Jef Beerten & Jorge Soares & Jan Verveckken & Valentijn De Smedt	58	
				SB Chapters - Jan Verveckken		58				Practice Interviews - Eva Lang	57	
										Translating Business Relations Into	56	
Track 2				Coaching on soft skills for engineers in private companies - Laura & Sandra Prieto		51	Marko Delimar	Moshe Kam	Auditorium	WIE - Ramalatha Marimuthu	52	
				Serious games and educational simulations - Dr. Baltasar Fernández-Manjón		52				What would you do if you knew you could not fail? - Javier Fernández & Ariel Camus	54	
				Start a TV Channel: The first steps to revolutionize how you communicate - Rui Costa		53				Technical writing / Student Paper Contest - Elizabeth Johnston & Djordje Paunovic	55	
				Twin Branch program 2.0 - Simay Akar & Jorge Soares		65				EPICS-in-IEEE - Engineering Projects In Community Service - Sohaib Qamar	65	
				Electronic communications in your SB - Sohaib Qamar		66				Practice Interviews - Eva Lang	57	
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				SB Chapters - Jan Verveckken		58				Achieving Success through Networking and Social Capital (Sponsor Workshop) Speaker: Steven D'Souza (IE Bussiness School)	66	
										Translating Business Relations Into Major Event Sponsorship Opportunities - Hans Danneels & Tom Redant	56	
									Miguel Jiménez	Q&A Session with the three presidents	Auditorium	

Professional Activities Track

PA Track - 28 July		Classroom	
	Slot 1 (1:50h)	Slot 2 (1:50h)	
Margaretha Eriksson	Effective Communication	From Idea to Product	54
Han van Loon	STARS Thought Leader workshop		55
Byron Soulopoulos	Take back control of your own future		56

GOLD Track

	Workshop	Speakers	Classroom
Thursday 26	15:30-16:15	Introduction to GOLD	R8 GOLD Committee Auditorium
	16:15-16:30	MGA GOLD presentation	Eva Lang, MGA GOLD Chair Auditorium
	16:30-18:30	Workshop 1 - Engineer as professional career.	Ramon Carrasco Borrego (Warning Corp S.L.) A036
Friday 27	8:30-9:30	Region 8 OpCom for young professionals	R8 OpCom A120
	9:30-10:15	GOLDen young professionals	Pilar Molina Gaudó A120
	10:15-11:15	Importance of Membership Development for GOLD members	Antonio Luque A120
	11:15-11:45	Coffe Break	
	11:45-12:30	GOLD collaboration with other entities	Babak Beheshti, MGA Vice Chair of Member Development A120
	12:30-14:00	Workshop 2 - How to maintain GOLD to keep it shiny?	Rafal Sliz, R8 GOLD Committee A036
	15:30-16:30	Workshop 3 - The strategic planning documented with Strategy Markup Language (StratML)	Carlos E. Jimenez, Chair of the IEEE Technology Management Council Spanish Chapter A036
	16:30-18:30	Closing session	R8 GOLD Committee A036

Visits for Students to Research Centers

09:00 - 09:30	Bus	Bus	Bus	Bus	Walking	Walking
09:30 - 10:00					Research Center for Energy, Environment and	School of Telecommunications Engineering -
10:00 - 10:30	National Institute for Aerospace Technology (INTA)	European Space Astronomy Centre (ESA)	Barajas Airport	Research Center for Smart Buildings and Energy Efficiency (CeDIInt)	Research Center for Energy, Environment and	School of Telecommunications Engineering -
10:30 - 11:00						
11:00 - 11:30						
11:30 - 12:00						
12:00 - 12:30						
12:30 - 13:00						
13:00 - 13:30						
13:30 - 14:00						

Plenary sessions

7/26/2012	Duration	Session
9:00:00	50 min	Pre-Opening (Committee Presentations and basic information)
9:10:00		
9:20:00		
9:30:00		
9:40:00		
9:40:00	10 min	Break
10:00:00	60 min	Opening
10:10:00		
10:20:00		
10:30:00		
10:40:00		
10:50:00	30 min	Coffe Break
11:00:00		
11:10:00		
11:20:00	20 min	Sponsor slot- Everis
11:30:00		
11:40:00		
11:50:00	60 min	R8 Director-Elect Candidate Debate
12:00:00		
12:10:00		
12:20:00		
12:30:00		
12:40:00	10 min	Break
12:50:00	20 min	Importance of Professional Activities in Engineer's career - Emilio Corchado
13:00:00		
13:10:00	20 min	IAS Presentation
13:20:00		
13:30:00	20 min	Sponsor slot - IE Business School
13:40:00		
13:50:00	90 min	Lunch
14:00:00		

7/28/2012	Duration	Session
9:30:00	20 min	Welcome to San Lorenzo
9:40:00		
9:50:00		
10:00:00	40 min	Networking between Sections and their SBs - Pilar Molina
10:10:00		
10:20:00		
10:30:00		
10:40:00	30 min	Coffe Break
10:50:00		

7/29/2012	Duration	Session
9:30:00	60 min	Career Progression, How ambitious are you? Brian Harrington
9:40:00		
9:50:00		
10:00:00		
10:10:00		
10:20:00	30 min	Coffe Break
10:30:00		
10:40:00		
10:50:00	30 min	Awards - Jef Beerten
11:00:00		
11:10:00		
11:20:00		
11:30:00		
11:40:00	30 min	SBC Awards - SBC Committe
11:50:00		
12:00:00	30 min	Anniversary/History - Martin J. Bastiaans
12:10:00		
12:20:00		
12:30:00		
12:40:00		
12:50:00	30 min	Closing
13:00:00	30 min	Take away Lunch

Silver



attitude makes the difference

EVERIS is a multinational consulting firm that offers business, strategy, development solutions and maintenance of technological applications, in addition to outsourcing consulting. The company operates in the sectors of telecommunications, banking, industry, utilities, energy, insurance, public administration, media and health, reaching a turnover of 564 million Euros in the last fiscal year (2011). Currently, the consultancy has grown up to 10.000 professionals distributed along all Europe, USA and Latin America offices

Everis offers career development, training programs and a good working environment in order to promote the knowledge of every professional of the company.

You can send your CV at: <http://www.sbcmadrid.es/sponsors/everis/>

IE Business School is an international institution dedicated to educating business leaders through programs based on our core values of global focus, entrepreneurial spirit and a humanistic approach.

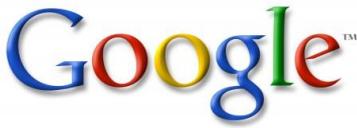
Our 500-strong, international faculty teaches a student body composed of more than 90 nationalities on our Undergraduate (IE University), Master, and Doctorate degrees, and Executive Education programs. Our alumni, now numbering over 40,000, hold management positions in some 100 countries worldwide.



We champion high-quality research coupled with multidisciplinary, integrative education programs. Designed to address market demands, our innovative learning processes comprise a blend of online and onsite formats, making IE a pioneer in international education.

You can send visit us at: <http://www.sbcmadrid.es/sponsors/ie-business-school/>

Google



Larry Page, our co-founder and CEO, once described the "perfect search engine" as something that "understands exactly what you mean and gives you back exactly what you want." Since he spoke those words Google has grown to offer products beyond search, but the spirit of what he said remains. With all our technologies—from search to Chrome to Gmail—our goal is to make it as easy as possible for you to find the information you need and get the things you need to do done.

We provide a variety of tools to help businesses of all kinds succeed on and off the web. These programs form the backbone of our own business; they've also enabled entrepreneurs and publishers around the world to grow theirs

We build products that we hope will make the web better—and therefore your experience on the web better. With products like Chrome and Android, we want to make it simpler and faster for people to do what they want to online. We're also committed to the open web, so we're involved in various projects to make it easier for developers to contribute to the online ecosystem and move the web forward. The web has evolved enormously since Google first appeared on the scene, but one thing that hasn't changed is our belief in the endless possibilities of the Internet itself.

You can send your CV at: <http://www.sbcmadrid.es/sponsors/google-recruiting/>

Altiria

ALTIRIA is a Spanish firm founded in 2002. We enable enterprises to interact with customers on any mobile device, almost anywhere in the world. We can reach more than 5 billion mobile users, through over 700 mobile operators in over 180 countries.

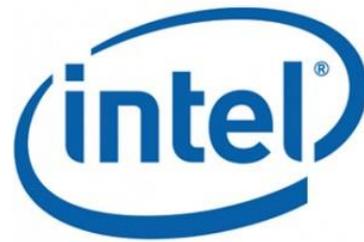


We help enterprises to get full advantage of mobile marketing. Along with our self developed SMS/MMS platform we keep different technologies (mobile Web, mobile Apps for different platforms, integration with social networks as Facebook or Twitter, NFC, QR codes,) within reach of companies and help them to include mobile channel into their global marketing strategies.

Our service is not limited to technology, but also includes consultancy, design, development and maintenance of mobile promotions and services. We can offer high quality services based on our most powerful advantage: our manpower. Our staff is formed by Telecommunication and Computer engineers with wide experience in research and development of new mobile products and services.

Our main market is Spain but our expertise and lifetime have allowed us to have customers in some European and American countries.

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