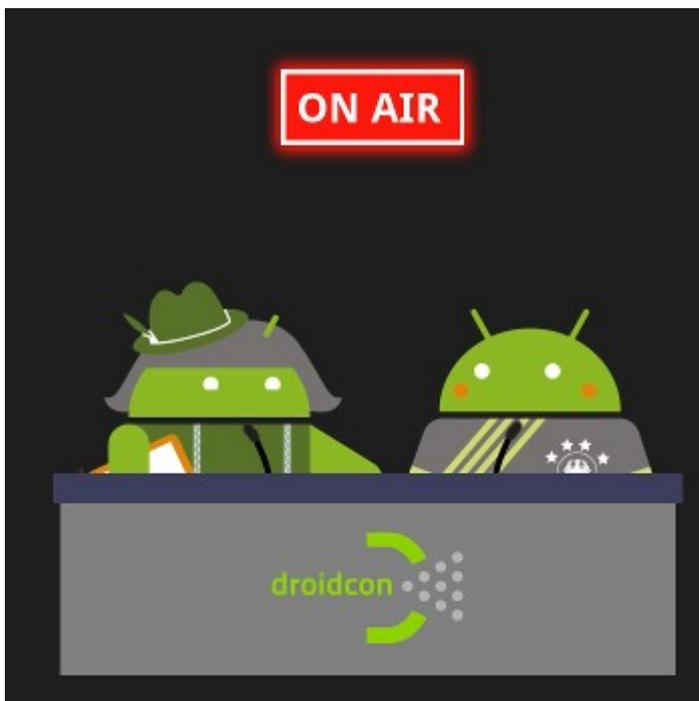


## press release



+++ Keynote Speaker +++ Confirmed Sessions +++ Hackathon +++

**Berlin, Germany – April 8, 2015** – The keynote speakers at the 7th edition of droidcon Berlin will be Janne Jul Jensen, Senior Interaction Designer with Trifork, and Lucas Rocha, User Interface engineer at Facebook. Today, droidcon Berlin is announcing more than 50 new speakers and sessions. Save the Date for the one day hackathon on Saturday, June 6, 2015. This year's Android developer conference will take place from June 3-6, 2015 at Postbahnhof.



Lucas Rocha, User Interface engineer at Facebook, will hold a keynote on 'Layout Traversals on Android'. Referring to the layout perspective, he will lead the audience through the key steps the Android UI framework takes to display the UI on the screen. Prior to his career at Facebook, he worked for the free software community Mozilla, where he was involved in the making of Firefox for Android, one of the highest rated mobile browsers for Android.

Janne Jul Jensen, Senior Interaction Designer with Trifork, will hold her keynote on "The Cognitive Abilities of Human Beings - Why Some Things are just so darn Hard". This talk will go into the psychological theories and explanations, which lie behind the difficulties that users experience when guidelines are broken. Janne specialized in usability and

interaction design, and applies her expertise primarily to the mobile app projects within Trifork. Previously she was a researcher at Aalborg University in Denmark for seven years.

Today, droidcon Berlin publishes its speaker lineup for the droidcon Berlin Conference 2015. The exact program will be finalized and online within the next weeks. The line-up reflects the progress that industry developments have made, providing unique insights into the innovation of Android development. The following speakers will be featured:

- [Aakash Kambuj](#) (Engineering Manager at Dropbox) – [Android @ Dropbox - Engineering for performance and delight](#)
- [Maik Riechel, Dennis Volkmer](#) (Software Developers at LINEAS Software GmbH) – [Google on Android - Are there alternatives?](#)
- [Kelly Shuster](#) (Android Developer at iTriage) - [Accessibility in Action: Technical Solutions to the Accessibility Challenge](#)
- [Volker Leck, Friedger Müffke](#) (Senior Software Craftsman and Android developer at Novoda) – [Level up your Android Build](#)
- [Marius-Florian Mailat](#) (CTO at Apprise) – [Android Forensics, how the Police investigates your device](#)
- [Kseniia Shumelchyk](#) (Software developerSoft at Serve Inc.) – [Android Wear for beginners - a lunch tracker app](#)

The following links give an overview of all speaker profiles and sessions:

<http://www.droidcon.de/event/4/speakers>

<http://www.droidcon.de/event/4/sessions>

A one-day droidcon hackathon with several challenges will take place on June 6, 2015. droidcon partners will provide innovative projects or gadgets for participants to hack and experts will be on-site to support attendees. The hackathon is included in the droidcon Berlin ticket. Since places are limited, attendees need to sign up for it separately. The registration link will be online soon.

Boris Jebsen, founder of droidcon

„We are thrilled to host Janne Jul Jensen, Lucas Rocha and many more international and highly experienced speakers this year. More than 1000 Android enthusiasts are expected to attend in order to exchange their knowledge and ideas with colleagues about trends and novel technologies. We welcome startups that look for engaged and talented developers as well as companies that are eager to get informed about the latest strategic implications of the Android dominance on their business. This event will be exciting!"

Tickets for droidcon Berlin and are available [here](#)

#### **About droidcon Berlin and droidcon**

droidcon Berlin is part of the global droidcon community with around 20 droidcons worldwide in 2015. The idea behind droidcon is to support the Android platform and create a strong network for developers and companies. The conference will address a wide range of Android topics, including architecture, languages, API, wearables and devices, UI / UX, code quality and automotive. The first droidcon Berlin in 2009 had 300 attendees. Since then, the conference has grown continuously. In 2015 we expect more than 1000 Android enthusiasts in Berlin.

Mobile Seasons GmbH is the trademark holder of droidcon, newthinking communications is the managing partner of Mobile Seasons and the local organizer of droidcon Berlin.

**The 7th edition of droidcon Berlin will take place from June 3-6, 2015 at Postbahnhof.**

#### **more information**

[droidcon.de](http://droidcon.de)

[www.facebook.com/droidconBerlin](http://www.facebook.com/droidconBerlin)

[twitter.com/droidconDE](http://twitter.com/droidconDE)

[plus.google.com/+DroidconDe](http://plus.google.com/+DroidconDe)

#### **press contact**

Nadine Schildhauer

Email: [nadine@droidcon.de](mailto:nadine@droidcon.de)

Tel.: +49 30 921 05 – 978