

Bruno von Niman

Company name: European Telecommunications Standards Institute (ETSI) & *vonniman* consulting

Job title: Vice Chairman, ETSI TC Human Factors; Lead Expert, *vonniman* consulting

Bruno von Niman is Vice Chairman of the European Telecommunication Standards Institute's Human Factors Committee (ETSI TC HF) and the lead expert of several ETSI Specialist Task Forces developing 3G User Experience guidelines, Accessibility requirements in public EU procurement, eHealth guidelines for user aspects and ICT interaction standards, development work co-funded by the European Commission's eEurope and i2010 initiatives.

Bruno is also the founder and Lead Expert of *vonniman* consulting, the ICT user experience company, working with the industry leaders and user and consumer representatives (e.g. in W3C) since 2003.

Previously, he spent 10 exciting years of mobile ICT development with *Ericsson in Sweden*, as a catalyst and advocate of user experience in R&D, product development and standardization, also coordinating Group activities.

He is also a founding member and the first Rapporteur of the Wireless World Research Forum's (WWRF) End User Aspects working group, an industry initiative addressing the "beyond-3G" issues.

Bruno is Chairman of the Permanent Steering Committee of the International Human Factors in Telecommunications Symposia (which held its 21st Symposium in Kuala Lumpur, Malaysia in March 2008).