

## **Former Apple CEO and Co-Founder of Obi Worldphone Discusses the Future of Low-Cost Smartphones for Emerging Markets**

*John Sculley shares the impact of a rising global middle class on the future of mobile hardware during Global Mobile Internet Conference (GMIC) Silicon Valley on September 28-30.*

Mountain View, CA – September 16, 2015 – Today, Global Mobile Internet Conference announces technology executive and *Moonshot* author John Sculley's thought leader session at GMIC Silicon Valley.

John Sculley is the former President of PepsiCo and CEO of Apple, and current co-founder of Obi Worldphone. Obi Worldphone creates well-designed, low-cost smartphones for emerging markets. These low-cost Android phones are \$200 and under and aimed at a rising global middle class.

The next 2 billion of the world's middle class will come from emerging markets like Asia, Africa, and the Middle East. John Sculley has seen the rise of the middle class in these markets and with Obi Worldphone is predicting that these consumers will want low-cost mobile phones that combine functionality with beautiful design.

During his GMIC Silicon Valley Thought Leader session, Sculley will share insights about emerging markets and how he is betting on this new wave of consumerism to impact and change the future of mobile.

GMIC passes include access to the opening party, all summits, expo tracks, and the exhibition floor. Media registration is open now for all press and industry analysts ([register here](#)). To register and learn more about GMIC Silicon Valley, visit [sv.thegmic.com](http://sv.thegmic.com).

### **About GMIC**

Global Mobile Internet Conference (GMIC) is an international conference that explores the global impact of mobile technology. Taking place in Beijing, New York, Tokyo, Jakarta, Bangalore, Sao Paulo, Taipei, and Silicon Valley, these conferences provide an opportunity for industry leaders to build relationships, share insights, and develop international growth strategy.

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