

Mobile Future

a five-year perspective

Technology Outlook



Mobile Future

Devices

New monitor and keyboard techniques will enhance the capabilities and usefulness of the Smartphone

Laptop and cell phone functions will interact and merge more and better. Tools and **vehicles will also be connected**

Apple's Iphone will get competition from even more advanced devices

Will the smartphone replace the laptop?
 - No, not until input/output is better.



By ilamont.com



By marcopako

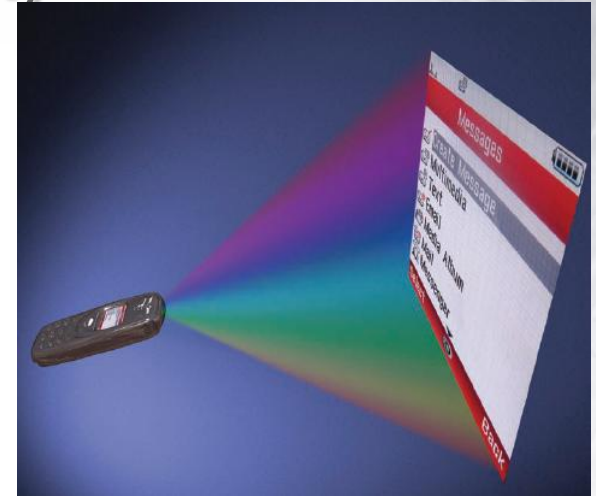
http://commons.wikimedia.org/wiki/File:Iphone_2.jpg

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Input/Output and Usability

New types of monitor techniques and keyboard/input solutions will enhance the usefulness of the smartphone.

New types of **applications dedicated only to smartphones** will emerge, such as location awareness services.



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The Internet is reaching into the phone

2001+: the phone reached out to the internet

WAP and web access, but the phone was only open with OEM partners and 100s of 3rd parties with strong funding.



by Tomasz Sienicki

2007+: the internet is reaching into the phone..

The long tail of 1,000s to 1,000,000s of 3rd party developers are reaching out to the phone thanks to availability of new tools, platforms and Web runtimes e.g. Nokia Web RunTime, Nokia S60 browser, Motorola WebUI, Nokia WidSets, Olympic Games TV on mobile, SonyEricsson Napster Music, Opera Widgets, Bling Software, Webwag, MyPilot Wisepilot navigation.

2009+: the phone becomes an active node of the internet

Both consuming and producing services, e.g. Near Field Communication services, efforts by Convener and others.

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Some figures

China: 601 million subscribers (June 2008) . Increases with 8.6 million per month. Mainly not smartphones but still 50 million Chinese use smartphones to get news via Internet every day.

India: 278 million subscribers (May 2008). Increases with 8.6 million per month.

Japan and South Korea: The most advanced mobile users in the world. For instance the Japanese "Mobile Wallet" since 2004 (can replace all credit cards with one mobile chip).

EU: 400 million subscribers, mainly smartphones.

NA: 266 million subscribers, mainly smartphones.

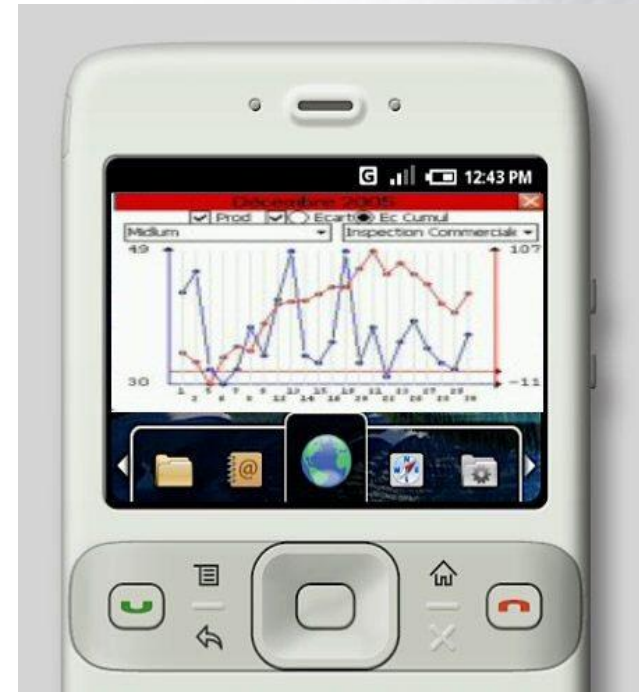
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Business applications

Email and **office products will be followed by more business applications** as mobile broadband evolves

Applications will be used both on the **PC, smartphone and combined with tools, vehicles etc.** For example: Ford Sync and Volvo Trucks loading ramp

Social network applications, such as Facebook and YouTube, will be more adapted to smartphone and **enterprise usage**



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Mobile Internet

Current **Social networks** are moving on to the smartphone



Services based on **Location awareness and presence** will "explode" and even include payments

Examples of Mobile services:

- Truck drivers mobile community
- Mobile/connected truck business
- Smart goods optimising logistics
- CO2 index calculations for travellers
- Consumer offers into the mobile based on location (e.g soft offers)
- Mobile phone wallet – use the mobile to pay and identify yourself



by whiteafrican



By Bill Ward's Brickpile

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Financing models

New financing models will be used as Internet traffic volumes increases.

Volume based: Currently the most common
(Compare with Internet 20 years ago)

Flat rate: Probably more common in the future

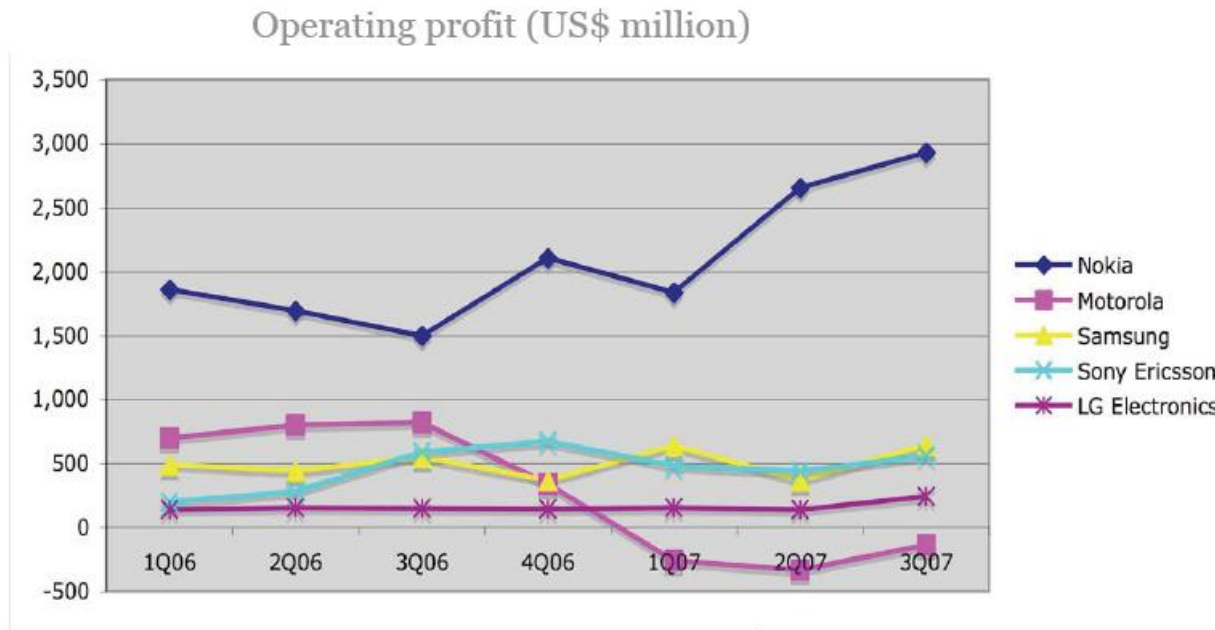
Advertising: Possibly combined with flat rate

Pay-per-view: When possible

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Questions in the marketplace

Nokia is the only OEM left with cash-flow for heavy investments...



What moves will we see from the others in the future?

Volvo create commercial transport solutions, how do we relate to this?

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Summing up

The **mobile internet** and mobile devices will be increasingly important channel to reach our **partners, customers as well as employees**

Market leaders will integrate smartphones, tools and vehicles with business applications and processes in innovative ways

The borderlines between **enterprise collaboration and social networks** as well as **smartphones and PC's** will slowly fade away



By bfishadow