THE MOBILE OF EVERYTHING

MMA Forum - 10 November 2014

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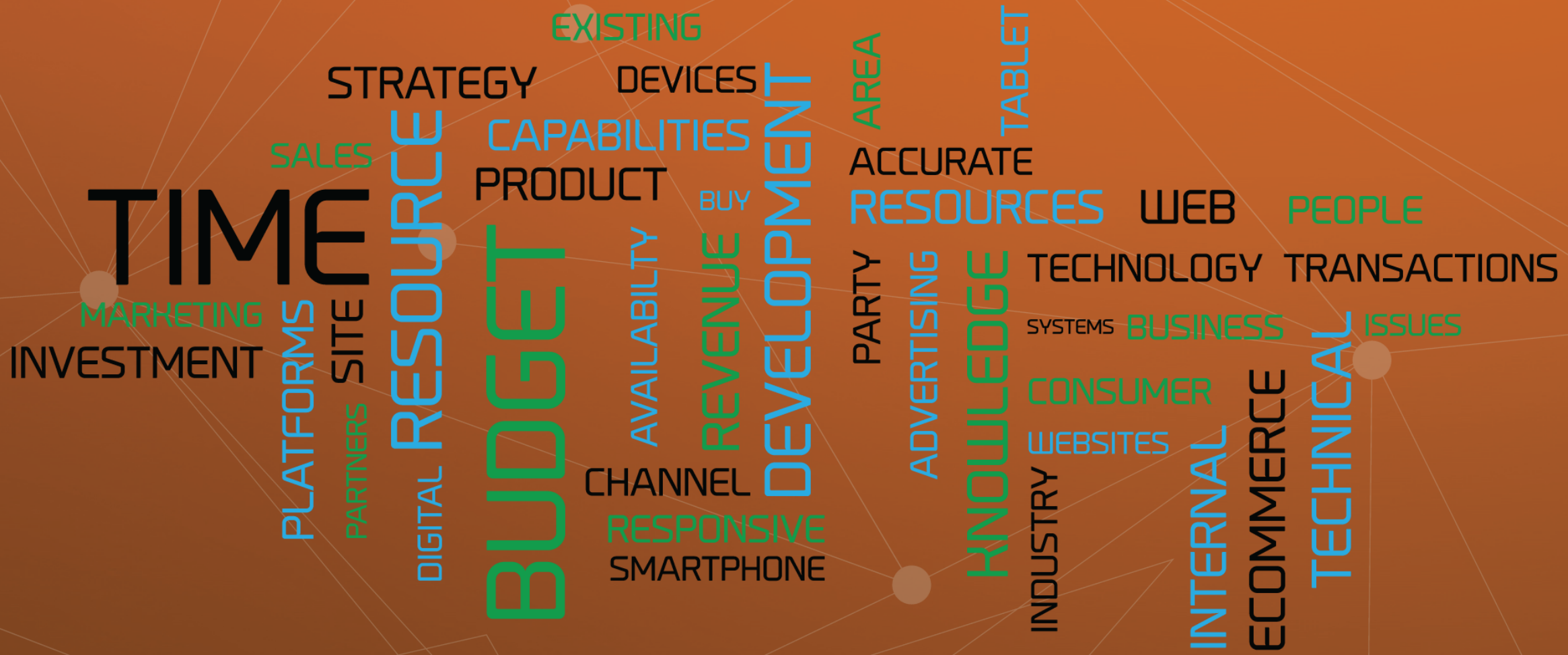
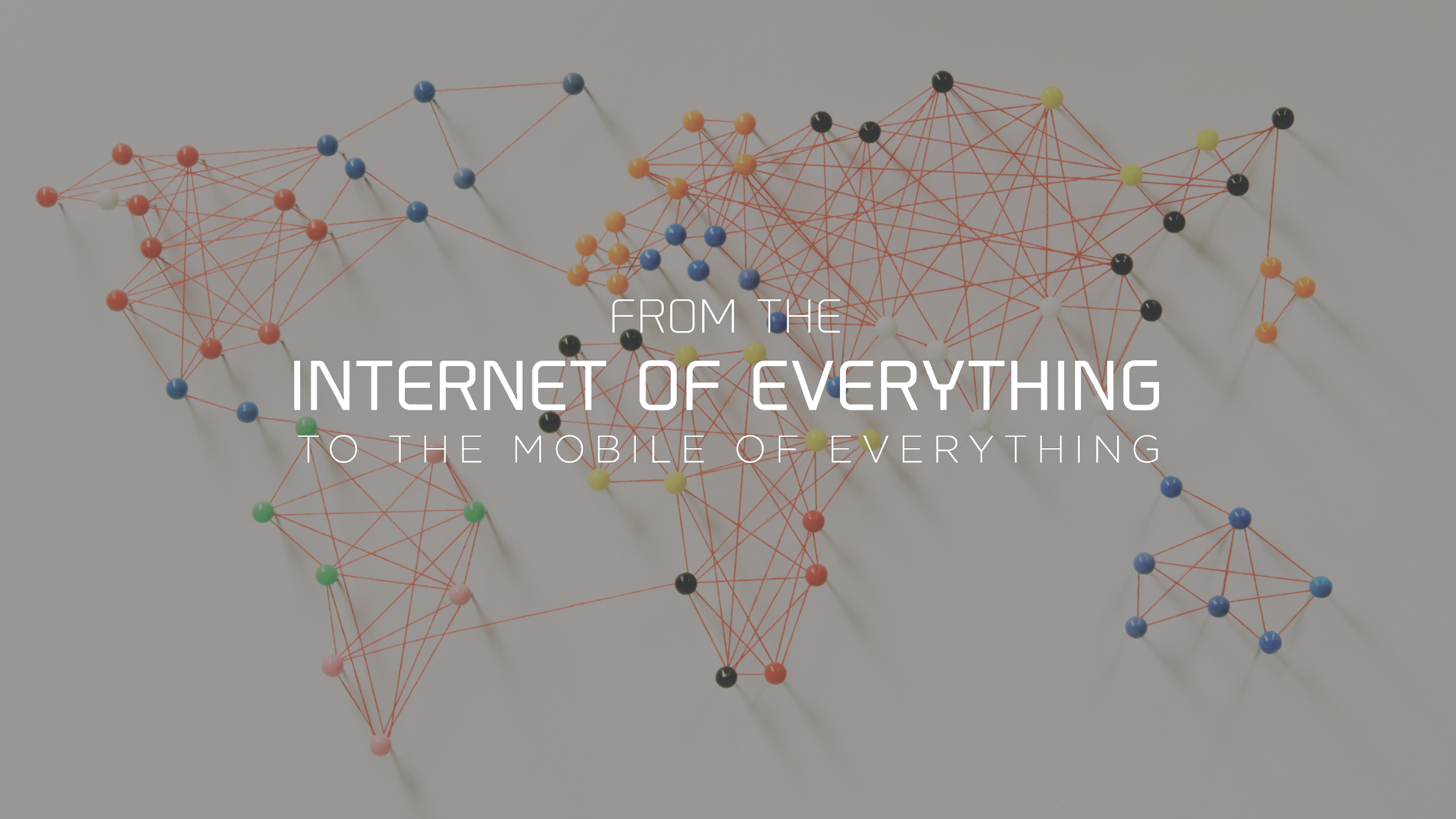
MMA
MOBILE MARKETING ASSOCIATION

“THIS PAIR IS SO PERFECT,
I CAN'T WAIT TO BUY THEM CHEAPER ONLINE SOMEWHERE.
WHAT'S YOUR WIFI PASSWORD?”

WE ARE ALL
MOBILE FIRST!

WE UNDERSTAND THE CONSTRAINTS....

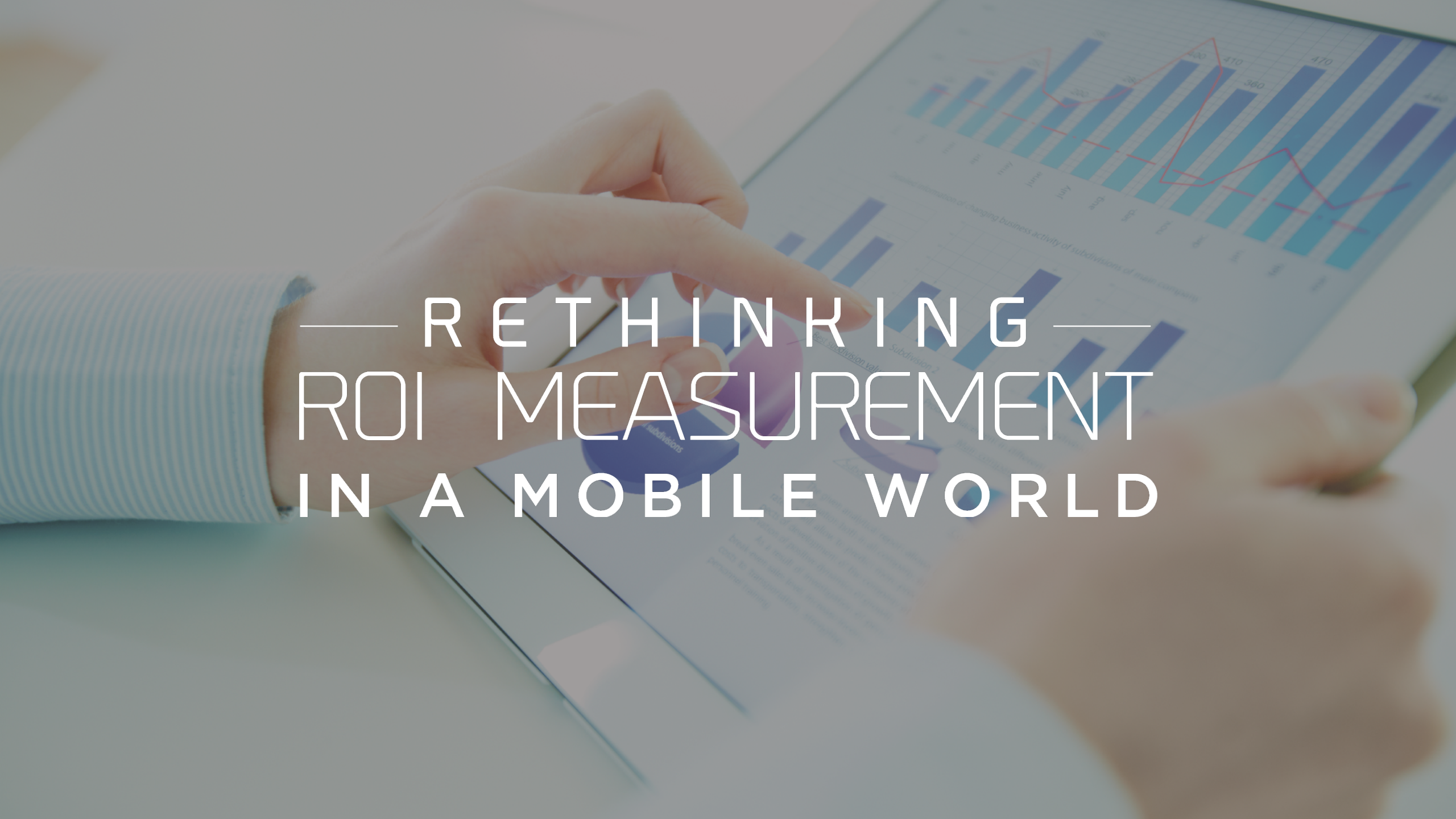



FROM THE
INTERNET OF EVERYTHING
TO THE MOBILE OF EVERYTHING

FROM MOBILE
TO MOBILITY

SO WHAT ARE THE CRITICAL ELEMENTS OF A MOBILITY APPROACH

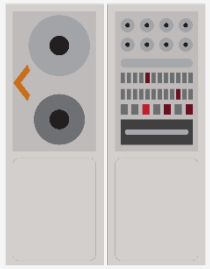
1. Understand The Audience
2. Leveraging Location
3. Full Integration



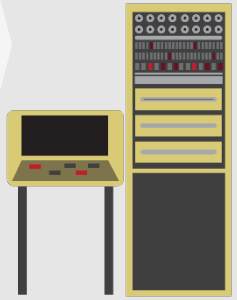
RETHINKING ROI MEASUREMENT IN A MOBILE WORLD

TECHNOLOGY CYCLES HAVE TENDED TO LAST TEN YEARS

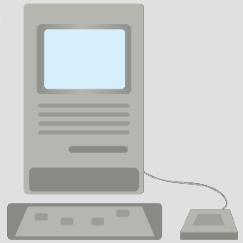
MAIN FRAME COMPUTING
1960'S



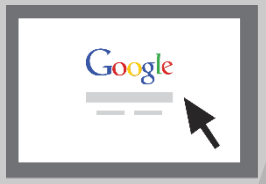
MINI COMPUTING
1970'S



PERSONAL COMPUTING
1980'S

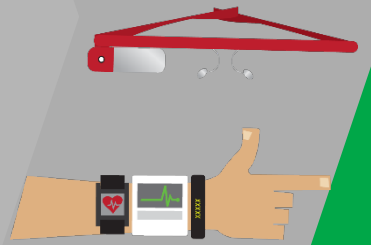


DESKTOP INTERNET COMPUTING
1980'S



MOBILE INTERNET COMPUTING
2000'S

WEARABLE EYE-WEAR COMPUTING
2014+



DEVICE FREE COMPUTING
2025+

AS WE MOVE INTO 2015 WHAT'S THE FUTURE OF SMARTPHONES?

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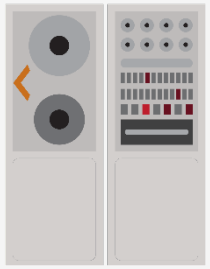

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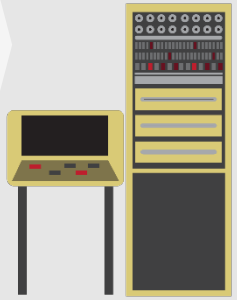

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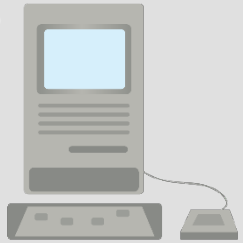

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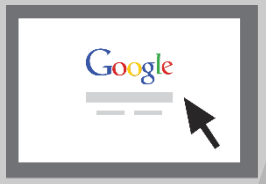

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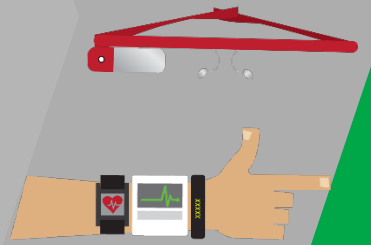

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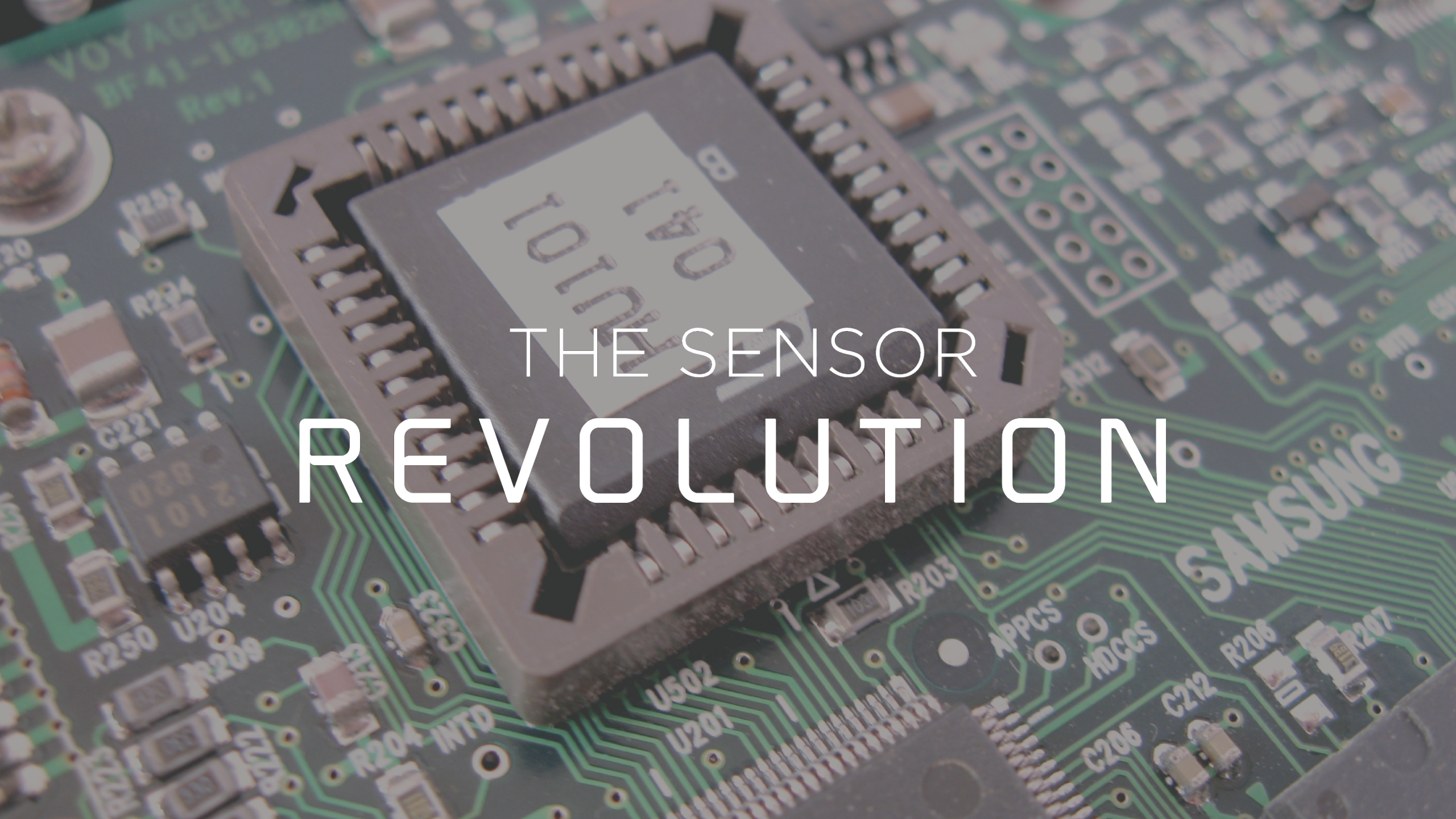
2025+


THE SENSOR
REVOLUTION

WATCH OUTS

5 THINGS TO TAKE OUT WITH YOU

1. Consumers are ahead of marketers
2. From the internet of everything to the mobile of everything
3. From mobile to mobility
4. Rethink measurement
5. The sensor revolution

THANK YOU !
QUESTIONS?

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