



MLOVE Media Release

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MLOVE presents the “MLOVE Mobile Trend Report” powered by TrendONE – Premiere at Mobile World Congress Barcelona

The Mobile industry’s hottest trends packaged for experts and thought leaders

Hamburg, 23.2.2012 – What happens when a “TED for Mobile” and Europe’s leading micro-trend research company get together? Mobile Innovation!

To coincide with the world’s largest exhibition for the mobile industry, the Mobile World Congress (MWC) in Barcelona, MLOVE and TrendONE have joined forces to present the very first “MLOVE Mobile Trend Report” at an exclusive reception on March 1, 2012.

This monthly MLOVE Trend Report contains the 35 most relevant practical examples from the Mobile business sector, so-called micro-trends, which are identified by over 80 trend scouts around the world from more than 350 monthly global innovations. From the latest developments in the field of Augmented Reality, to the most up-to-date mobile payment solutions, to the nano-SIM card – the MLOVE Mobile Trend Report is always on the pulse of the times. It features all the relevant developments in this fast-moving industry and the inspiration provided by the concisely documented trends makes it essential reading for everyone interested in the key trends and innovations in the Mobile business sector – especially marketing managers and agencies that work closely with this industry.

“Innovations in the Mobile sector are developing so quickly around the world that even the experts find it difficult to filter out all the relevant news”, says **Harald Neidhardt, founder of MLOVE**. “For this reason, we have worked with TrendONE to produce the “MLOVE Mobile Trend Report”, which identifies the Mobile industry’s hottest trends worldwide every month and thereby offers agencies, brands and media companies a crucial, practical and relevant guide.”

“The speed of innovation in the Outernet is continuing to increase. The MLOVE Mobile Trend Report acts here as an orientation guide, offers a clear overview of the overall scene and presents each month the world’s most important innovations and key trends in Mobile Business, Service & Media!” added **Nils Müller, CEO of TrendONE GmbH**.



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The “MLOVE Mobile Trend Report” is now available for subscription exclusively from [MLOVE](http://www.mlove.com/trendreport) (www.mlove.com/trendreport) and [TrendONE](http://www.trendone.com/en/products/trend-reports/trend-special/mobile.html) (<http://www.trendone.com/en/products/trend-reports/trend-special/mobile.html>) for a monthly fee of €350. You can also access a free sample and more detailed information at [TrendONE](http://www.trendone.com/en/products/trend-reports/trend-special/mobile.html).

About MLOVE:

MLOVE is an exclusive meeting place for “Mobile Passionistas” – and was described by Contagious Magazine as a “TED for Mobile”. The aim of MLOVE is for people to come together and generate new ideas and inspiring concepts that go far beyond the future of Mobile and find their rightful home in everyday life and work. What began as a spontaneous initiative in 2008 with Harald Neidhardt as its founder, is now known amongst the world’s CEOs, innovators and entrepreneurs as a series of events entitled MLOVE ConFestival and in the business as “TED meets Burning Man”. In 2012, MLOVE expands its events in the USA, Europe and Asia with new media offerings: fascinating stories and interviews with progressive thinkers and visionaries are published at MLOVE.com together with the monthly MLOVE Mobile Trend Report, produced in conjunction with TrendONE.

More information about MLOVE is available [here](#) .

About TrendONE:

TrendONE is Europe’s market leader in the identification of micro-trends. With a network of 80 trend scouts and offices in Hamburg, Berlin and Vienna, the company identifies 300 innovations from around the world every single month. With monthly Trend Reports and the Trendexplorer internet database, TrendONE provides customers throughout the world with micro-trends in a concise and concrete format. More information about TrendONE is available at [here](#).

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