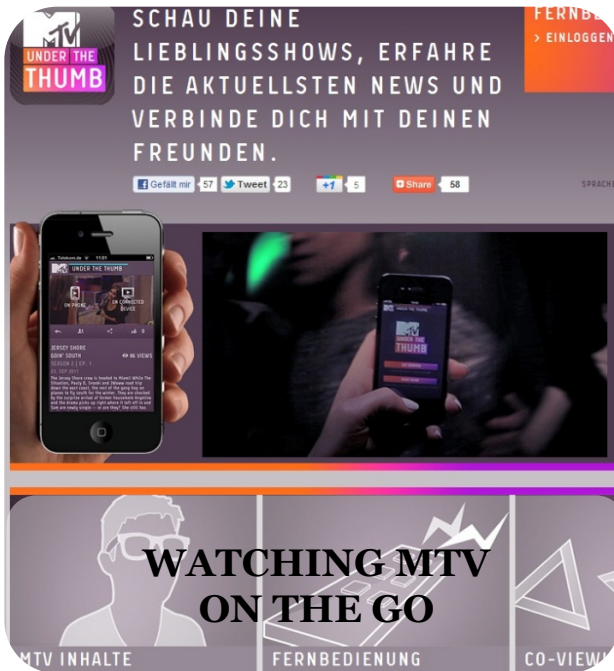




# MLOVE Mobile Trend Report.

powered by TrendONE

**PREVIEW**  
**04**  
2012



# The interactive functions in the Trend Report



**1 Interactive tab navigation**

Use the interactive tabs to click your way directly to the content page.

**2 Link-up to the Online Trend Database**

**Trendexplorer**  
This is where you can access the micro-trend in our online trend database.

**Send a Trend**  
You can use this feature to forward the micro-trend to business partners and colleagues.

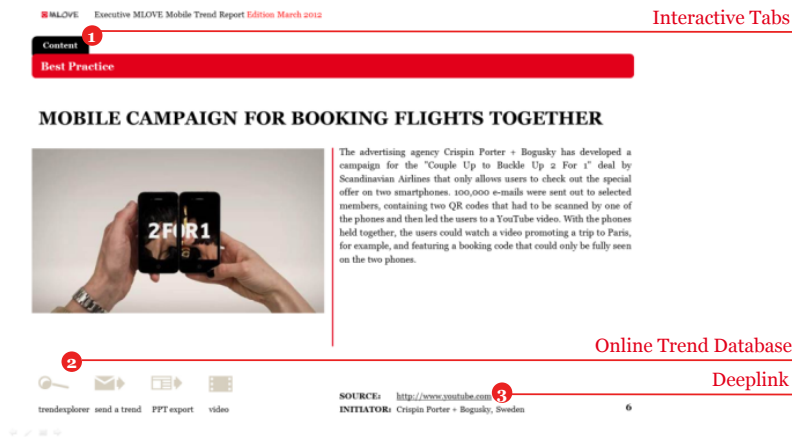
**PPT Export**  
Export the micro-trend directly to a PowerPoint file.

**More images**  
Call up more images related to this micro-trend.

**Video**  
Take a look at a video about the micro-trend.

**3 Deeplink**

Deeplink takes you directly to the micro-trend's website



## Intro

# Who are we?



**Harald Neidhardt**  
Founder MLOVE

Harald is passionate about the Future of Mobile and its opportunities for brands and entrepreneurs.

He created the MLOVE ConFestivals as inspiring global events that bring together thought leaders and startups in a very interactive format.

Harald is also Co-Founder and CMO of Smaato Inc.– a pioneering mobile advertising company headquartered in San Francisco. His international experience includes leading digital agencies, eg. Pixelpark in New York.

Harald is a frequent speaker on mobile innovation & mobile advertising and was named a "Top 50 CMO on Twitter" by Social Media Marketing Magazine.

He lives in Hamburg and loves to travel.



**Nils Müller**  
CEO & Founder TrendONE GmbH

He lives in the future – today he is here with us!

Nils Mueller is famous for his stirring future journeys and for his inspiring journeys to worldwide Innovation-Hotspots & Trends.

He started his career at the IBM´ Innovation Center. During his Master programme in Berlin, New York and Milan 2002, he founded TrendONE, a company that is specialized in micro-trends and weak signals.

TrendONE is market leader in identifying key trends in fast moving branches of business. Nils Mueller lives with his wife and three children in Hamburg Blankenese.

## Categories MLOVE Mobile Trend Report

Best Practice

Marketing

Commerce

Media

Lifestyle

Services

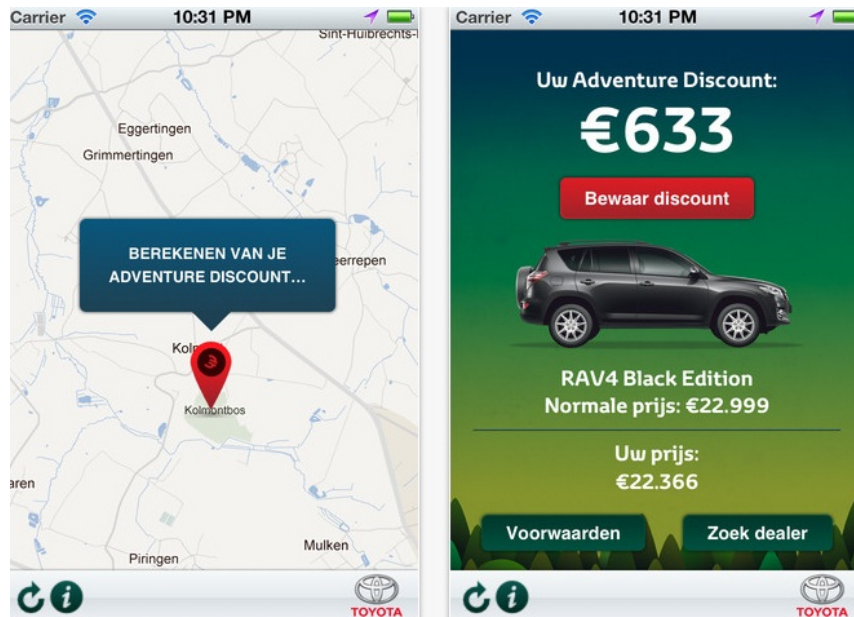
Technology

Global Top App Ranking



## Best Practice

# EARNING DISCOUNTS BY BEING ADVENTUROUS



The car maker Toyota recently teamed up with the advertising agency Happiness Brussels to launch a smartphone app called "Adventure Discount App" which enables users to discover the most adventurous locations in Belgium and earn discounts. The app is available for the iPhone and Android devices and logs the users' location on Google Maps so that it can work out how much money users can save when they arrive at their chosen destination. The more adventurous the destination, the bigger their discount on a new RAV4 Black Edition.



trendexplorer send a trend PPT export video

SOURCE: <http://nl.toyotarav4.be>

INITIATOR: Happiness Brussels Agency, Belgium

Best Practice

# "HIGHLIGHT" PUTS USERS IN TOUCH WITH PEOPLE NEARBY



"Highlight" is the name of a new mobile app for getting to know people and was developed by the American company Math Camp. The iPhone app runs in the background and compares users' GPS data and sends them a signal as soon as their paths cross in real life. As users have to register via their Facebook accounts, the app also provides personal information as well as details on the friends of their friends. If the first impression is positive, then one of the users only needs to pluck up the courage to establish the initial direct contact – via the system's messaging service, naturally.



trendexplorer



send a trend



PPT export



video



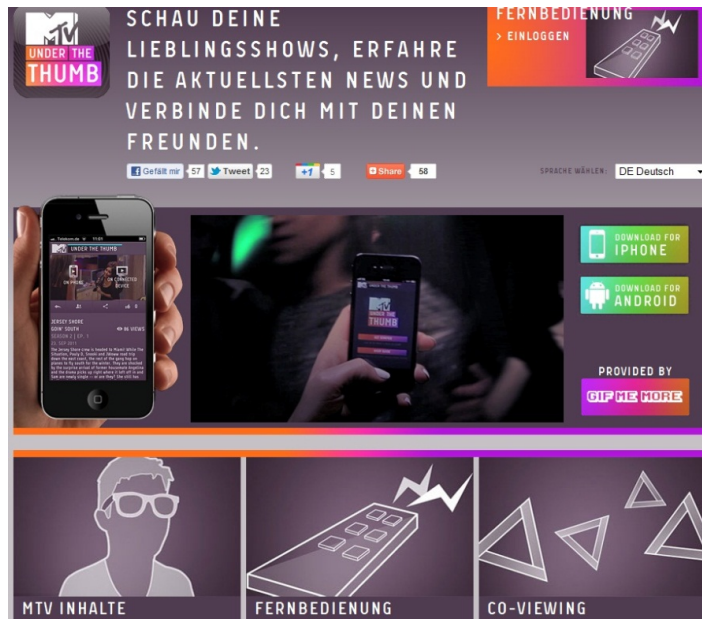
more pictures

**SOURCE:** <http://highlig.ht>

**INITIATOR:** Math Camp Inc., USA

## Best Practice

# WATCHING MTV ON THE GO



MTV is now offering a mobile app called "MTV under the thumb" for iOS devices too, ensuring that MTV fans can access their favourite show wherever they are. They can check out all the latest shows and search through the archive for older programmes. The app also enables co-viewing: friends can watch a show on different devices at the same time and discuss it via an integrated Facebook Chat feature. For a monthly fee, users can access even more action from the show, while customers of MTV Mobile can enjoy this option for free.



trendexplorer



send a trend



PPT export



more pictures

**SOURCE:** <http://www.mtvunderthethumb.com>

**INITIATOR:** MTV Networks, USA

Best Practice

## APP TAKES CARE OF SHOPPERS' NEEDS



The American clothing retailer Neiman Marcus is giving shoppers a really helpful companion in the form of the "NM Service App". Customers can use the app to find sales assistants, discuss their preferences with them and access product information via locally positioned QR codes. Sales assistants will also be able to access personalized shopper information as soon as the customer enters the store. Previous purchases at Neiman Marcus are used as the basis for discussions and the person's Facebook photo is used for recognition.



trendexplorer



send a trend



PPT export



more pictures

**SOURCE:** <http://www.neimanmarcus.com>

**INITIATOR:** The Neiman Marcus Group Inc., USA



## Best Practice

# PAYING BY MOBILE TO RECHARGE THE CAR



The Swedish telecommunications company Ericsson recently worked together with a group of partners to develop a cross-industry platform that enables users of electric vehicles to pay for their power recharges via the mobile network. Drivers of electric cars can take their vehicles to charging stations and use the on-board computer or a mobile device to state how much power they need or how much they want to pay. While the car is recharging, the stated information is forwarded via the mobile network and the money is booked from the user's bank account.



trendexplorer



send a trend



PPT export



video

**SOURCE:** <http://www.ericsson.com>

**INITIATOR:** Ericsson Aktiebolag, Sweden

## Order Form

**MLOVE Mobile Trend Report**  
*offers you 40 pages featuring:*

**35 Micro-Trends** – mobile sector and cross-industry  
**Insights** – market research data by Xyologic

You can order the MLOVE Mobile Trend Report  
as a single issue (350 Euro) [here](http://go.trendone.com/B3NNW):



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For an annual subscription (12 issues, 3.500 Euro per year)  
please contact Peter von Aspern, [v.aspern@trendone.com](mailto:v.aspern@trendone.com)

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For questions please contact [trendreport@mlove.com](mailto:trendreport@mlove.com)

# Events



Monterey, USA



Berlin, Germany



Japan

## MLOVE ConFestival 2012

MLOVE ConFestival USA  
Monterey, CA  
April 24 - 26, 2012

MLOVE ConFestival Europe  
Berlin, Germany  
June 27 - 29, 2012

MLOVE ConFestival Japan  
Fall 2012

[mloveconfestival.com](http://mloveconfestival.com)

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“The MLOVE ConFestival cemented its reputation as a ‘TED for Mobile’ by spoiling attendees with three days of inspirational talks and workshops”

∞

Contagious Magazine

Passion. Inspiration. Future of Mobile.

The MLOVE ConFestival focuses on innovative mobile opportunities for brands, start-ups and agencies – and the impact of mobile as a social catalyst for positive change. CEOs, innovators and entrepreneurs share, learn and cross-pollinate ideas with scientists, artists and international thought leaders.

[mlove.com](http://mlove.com)