



MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

05

2012

Cumberland Farms
SmartPay sm
POWERED BY
PayPal
NEW

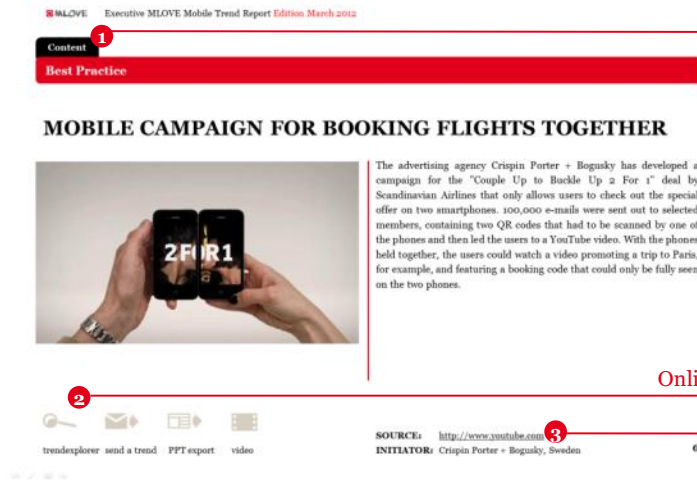
PAYPAL DEVELOPS APP WITH PETROL STATION CHAIN

GOOGLE PRESENTS AUGMENTED REALITY GLASSES

House

DRAWING ON POSTER VIA THE SMARTPHONE

The interactive functions in the Trend Report



Interactive Tabs

Online Trend Database

Deeplink

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

PAYPAL DEVELOPS APP WITH PETROL STATION CHAIN



PayPal and the petrol station chain Cumberland Farms recently teamed up to develop an app that enables users to both pay for their petrol and get discounts on it. Without having to leave the driver's seat, customers can pay and earn themselves a 5-cent price reduction on each gallon. After setting up a PayPal account, users can drive to a participating Cumberland Farms station and the app will detect their petrol pump via GPS. The payment is then made automatically via PayPal and the customers get their receipts by e-mail.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <http://www.cumberlandfarms.com>

INITIATOR: PayPal, Inc., USA

Best Practice

SAVING MONEY WHEN GOING OUT WITH FRIENDS

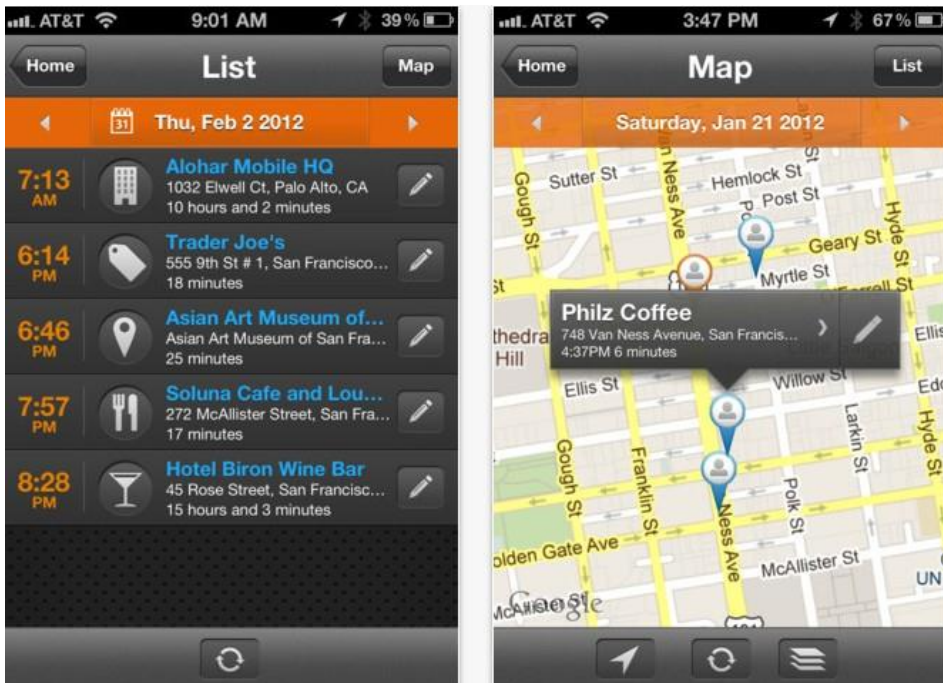


The Californian start-up JoynIn offers a mobile app that enables users to get special deals in bars and restaurants based on the number of people they go out with. Participating business will offer them deals that get cheaper the more friends they invite in their group. After arriving at the location in question, users can check in via JoynIn and earn themselves a special discount. For their part, the bar and restaurant owners can look forward to increased business and the chance to win regular customers. To begin with, this service is only available in San Francisco.



Best Practice

SMARTPHONE TRACKING WITHOUT CHECK-INS



Californian start-up Alohar Mobile has developed a smartphone app called "Placeme" that automatically tracks users via GPS and Wi-Fi without them needing to check in to locations such as stores. Creating a movement history, the app allows users to see where they were and at what time. Users can also add notes to locations if they wish. All data is encrypted and not shared with third parties. However, should users want to recommend a location, they can convert it with a tap into a URL for sharing.



trendexplorer



send a trend



PPT export



video



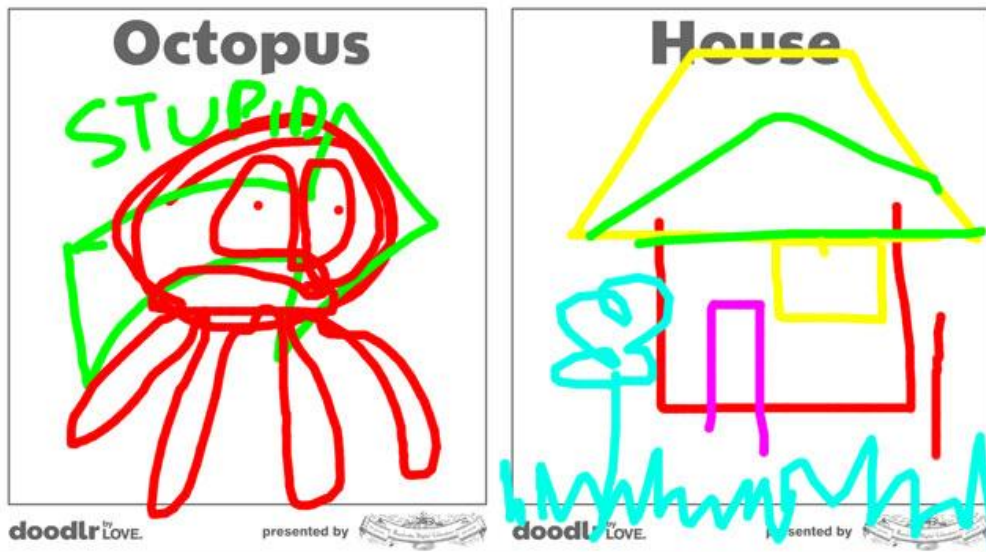
more pictures

SOURCE: <https://www.placemeapp.com>

INITIATOR: Alohar Mobile Inc., USA

Best Practice

DRAWING ON POSTER VIA THE SMARTPHONE



The British agency LOVE Labs has set up a digital poster in front of the window of one of its studios, allowing passers-by draw on it by scanning the displayed QR code. A web browser then opens up that can be directly used as a control element, while there is no need to download an app. A specially developed server application transfers the drawings made by the smartphone users to a projector. Several users can simultaneously draw sketches based on the word inserted into the screen, and all the results are uploaded to Flickr.



trendexplorer



send a trend



PPT export



video



more pictures

SOURCE: <http://www.lovecreative.com>

INITIATOR: LOVE Labs, UK

Best Practice

GOOGLE PRESENTS AUGMENTED REALITY GLASSES



As part of an initiative called "Project Glass", Google recently offered its employees the prototype of multifunctional augmented reality glasses and is asking them to send them feedback via Google Plus. The wrap-around glasses feature a see-through lens that can stream everything from the weather to maps to text messages, in real-time. In addition, they can record video, take pictures and the device sends and receives messages through voice commands. Users have reported that the glasses let technology get out of the way, as they no longer need to use a variety of devices.



trendexplorer



send a trend



PPT export



video



more pictures

SOURCE: <https://plus.google.com>

INITIATOR: Google Inc., USA

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Insights – market research data by Xyologic

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For questions please contact trendreport@mlove.com

Events



MLOVE ConFestival 2012

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

MLOVE ConFestival Japan
Fall 2012

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”

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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