



# MLOVE Mobile Trend Report.

powered by TrendONE

**PREVIEW**

# 09

2012



**SHOPPING PARTIES FOR THE SMARTPHONE**

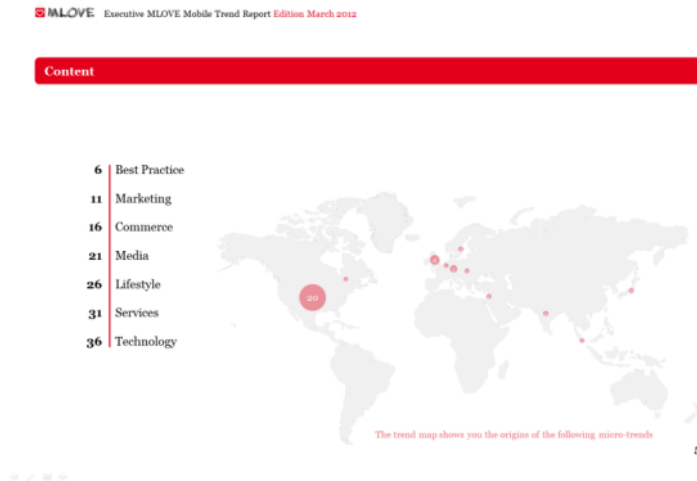


**PHONE CALLS WITH PHOTO DISPLAYS**



**APP CREATES BOOKMARKS ON FAVOURITE LOCATIONS**

## 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

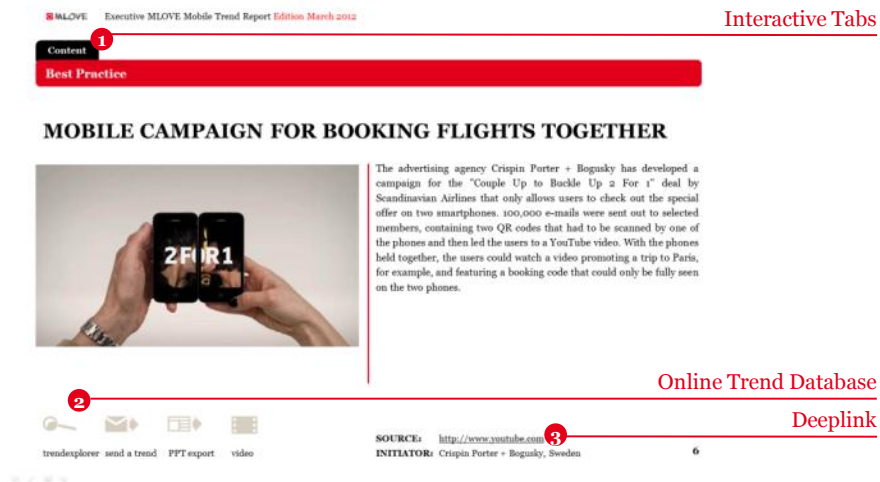
Call up more images related to this micro-trend.

#### Video

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

### 3 Deeplink

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



Interactive Tabs

Online Trend Database

Deeplink

## 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



## Best Practice

# SHOPPING PARTIES FOR THE SMARTPHONE

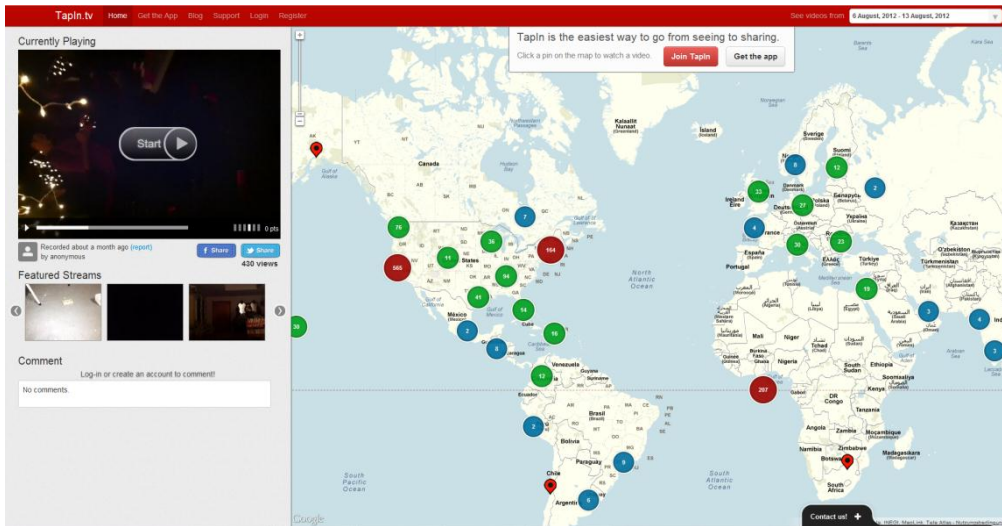


The online marketplace Poshmark lets users of its iPhone and iPad app browse, buy and sell certain products during so-called "posh parties". Poshmark wants to create a unique shopping experience especially for the smartphone by offering deals to users for a specific period of time and thereby using the benefit of mobile devices of always enabling access. Each event lasts for two hours and has already been used by Chanel, Prada, Miu Miu and Burberry, offering users constant updates in real time.



## Best Practice

# LIVE STREAM FROM SMARTPHONE IN ONE CLICK



"TapIn" is an app that lets users stream videos to the web in real time simply by clicking on a button. Without having to enter any additional information like descriptions, keywords and channels, the streams land directly on the website of operators, where the latest and previous streams of other users can also be found on a map of the world. All the visitors can share current and past streams via Facebook and Twitter.



trendexplorer



send a trend



PPT export

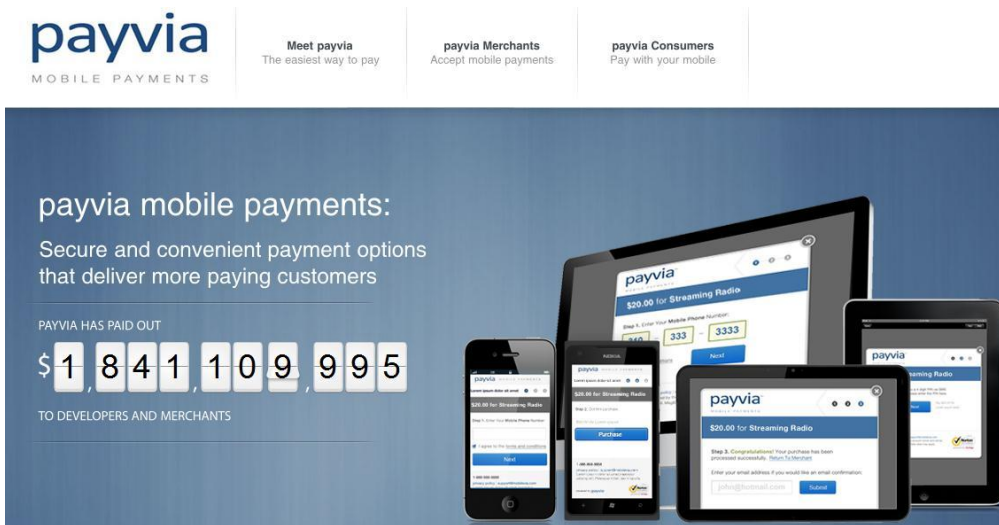
**SOURCE:** <http://www.tapin.tv>

**INITIATOR:** TapIn.tv, USA



## Best Practice

# PAYING BY MOBILE PHONE NUMBER



The screenshot shows the payvia mobile payments interface. At the top left is the payvia logo with the tagline 'MOBILE PAYMENTS'. To the right are three navigation links: 'Meet payvia The easiest way to pay', 'payvia Merchants Accept mobile payments', and 'payvia Consumers Pay with your mobile'. The main content area features the text 'payvia mobile payments: Secure and convenient payment options that deliver more paying customers'. Below this, it states 'PAYVIA HAS PAID OUT' followed by a large digital display showing '\$1,841,109,995'. Underneath the display, it says 'TO DEVELOPERS AND MERCHANTS'. On the right side of the screenshot, several mobile devices (smartphone, tablet, and laptop) are shown displaying the payvia payment interface, including a 'Purchase' button and a confirmation screen.

The start-up payvia makes it possible to pay on the web simply by entering a mobile phone number. The service will be made available to developers of web and mobile applications, as well as online retailers. When using a smartphone, the mobile phone provider and telephone number are found independently, while the phone number and a PIN sent by text message have to be entered on the computer. The corresponding amounts are then booked with the next telephone bill.



trendexplorer



send a trend



PPT export



more pictures

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

**INITIATOR:** payvia Inc., USA

## Best Practice

# PHONE CALLS WITH PHOTO DISPLAYS



The Californian start-up DabKick offers a mobile app that makes it easy for users to share photos on their smartphones with the people they are talking or chatting to. The recipient of the photos doesn't need to have the app, and only needs an internet connection, a mobile phone number or an e-mail address. The DabKick users can select the recipient from their contact lists and then enter a telephone number or e-mail address. The photo display can then begin in real time, without the recipient having to download the images anywhere else.



trendexplorer



send a trend



PPT export



video



more pictures

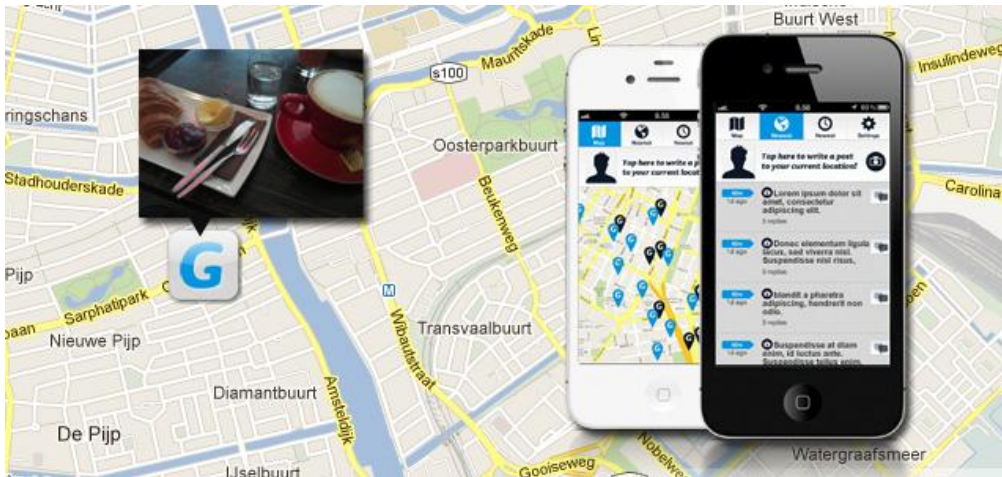
**SOURCE:** <http://www.dabkick.com>

**INITIATOR:** DabKick Inc., USA



## Best Practice

# APP CREATES BOOKMARKS ON FAVOURITE LOCATIONS



An iPhone and Android app called "Grafetee" from the Finnish company Rakettitiede enables users to create feeds for their favourite locations. It's possible to create private or public lists and share them via Facebook. These lists could include future travel destinations, good restaurants, places with personal memories and potential places to live. "Grafetee" is also ideal for companies as a store locator. The Finnish police are currently using the app to collect information from the general public.



## Order Form

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

“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.

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