



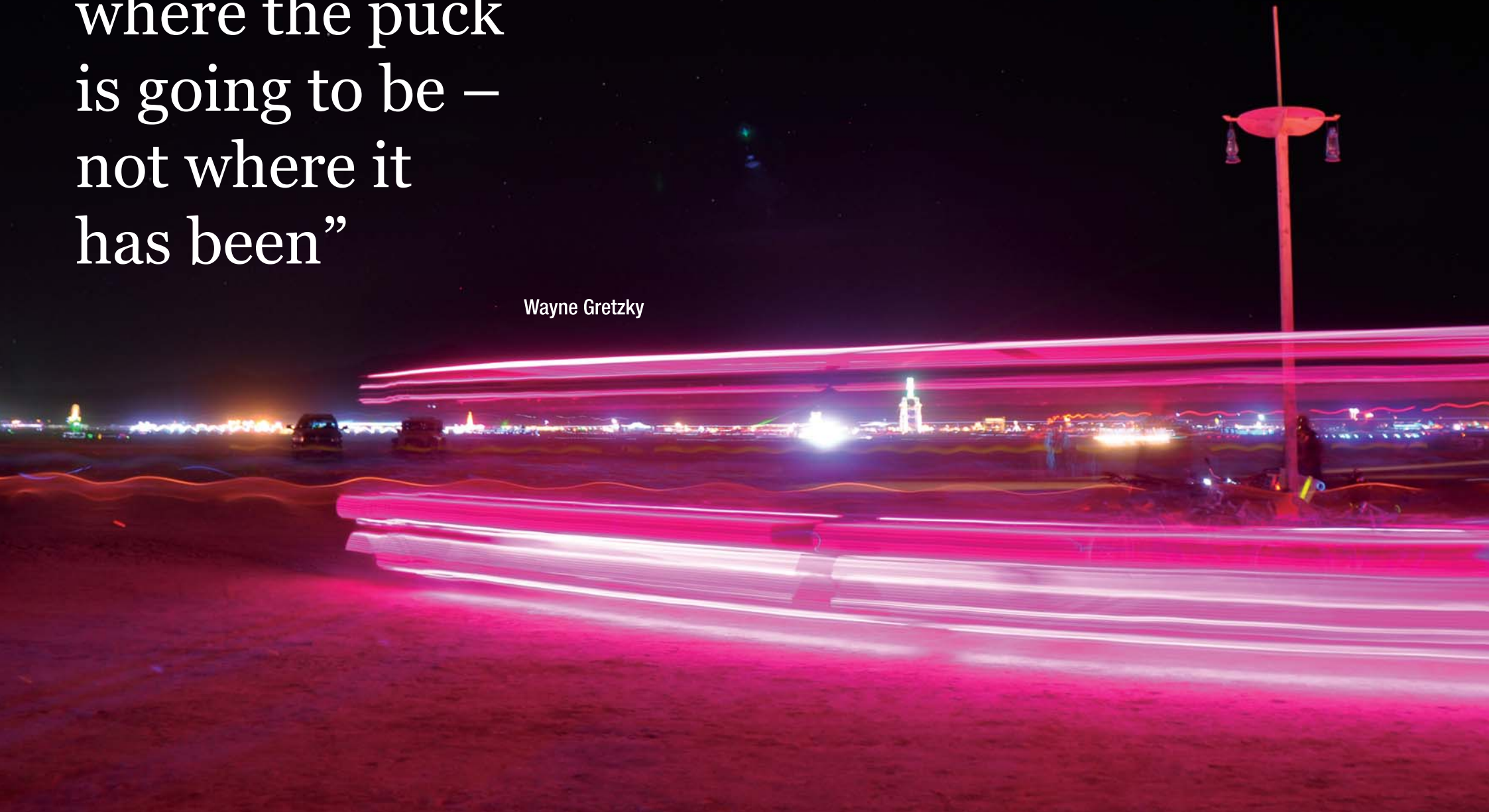
# Lifestyle of Mobility

Harald Neidhardt

Preview

“I skate to  
where the puck  
is going to be –  
not where it  
has been”

Wayne Gretzky



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“Technology alone  
is not enough.  
It's technology  
married with the  
liberal arts, married  
with the humanities  
that yields us the  
result that makes  
our hearts sing.”

Steve Jobs



**Welcome to the**

# Lifestyle of Mobility



This is big. If you stop for a second and not indulge in a new app you just downloaded, you notice something profound is happening around us.

People are glued to smartphones 24/7 and we need to put up street signs to remind us to look up from our busy connected lives. While disruption is running rampant in all industries touched by mobile devices, citizens are demanding faster and leaner services from governments and brands.

Mobile is a catalyst for change. With connected sensors and smart “things” Mobile has become the new computing hub and knowledge source that evolves into the remote control to our lives.

Mobile is changing all industries, economies, the society around us and all aspects of our lives. This creates massive change, disruption and opportunities at the same time. Mobile is certainly a catalyst for great change ahead: for individuals, tribes and local communities – but also for brands, agencies and incumbent industry leaders.

## The Post-PC era is here

You can see the impact in our daily life styles: the way we check-in, access email or the web and how we interact via social media on our smartphones and tablets. More tablets are sold than laptops, and access to webpages via mobile devices eclipses access via desktop PCs.



While we enter into a Lifestyle of Mobility, collectively we have the chance to capitalize on the huge opportunities but at the same time help empower new generations and

Harald Neidhardt

# Lifestyle of Mobility

parts of society that have been less fortunate to this point in time.

## But what is Mobility?

*Wikipedia defines Mobilities as a contemporary paradigm in the social sciences and humanities that explores the movement of people, ideas and things, as well as the broader implications of those movements.*

Mobility is not a device made from plastic, glass and precious rare elements. Mobility is a means to accelerate an open society (see 'Arab spring' in Egypt, Lybia and Tunisia) and to connect people, smart things and ideas. The power of Mobile is beyond a connected life as it allows citizens to have more choice, get bet-



ter education, access to health providers and foster friendships among tribes and widespread communities.

## The Future of Mobility is full of Opportunities and Disruption

As we now enter into an connected era, there is unbound creativity applied to to our every day lives. A mobile device or a smart thing can enhance every aspect of our personal existence.

The automobile industry is next to become an "experience hub" with embed smart mobile technologies and sensors. Cars are becoming a driving IP address that already has more miles of electronic wiring in it than you can imagine. Your phone is part of the entertainment system, cars start having app stores, your mobile streams extend to the dashboard and on-shield information is helping to be less distracted.

I am impressed with the change in the automobile industry. Some of the global players are quickly evolving. Take Daimler AG, they are investing into a mobility strategy that includes car sharing (Car2Go), calling a cab (myTaxi), e-bikes or e-scooters (Smart) and even include public transportation and car-pooling (Moovel).

BMW and Audi are working on self-driving cars, but Google is the most public about their experiences with driving on the roads of California.

But here is the undercurrent: the share economy has enabled San Francisco based Getaround to allow you to rent out your own car while at work or out of town. Born out of a summer class of Singularity University, a team around Jessica Scorpio started to challenge the car industry with a new paradigm of sharing –

included with an insurance policy by Berkshire Hathaway. The same model goes now global with copycats launching in Europe.

I am convinced, that the automobile sector with long investment and innovation cycles is next to be disrupted by fast moving entrepreneurs and innovators out of college and driven by new technology that includes sensors and mobile devices. *Sharing could disrupt the car industry in the same way as it did in the music industry.*



Russell Buckley

# MLOVE, the Future and Liminality

Have pity on Charles Duell. He's often remembered as the Commissioner of the US Patent Office who came up with the memorable quotation "Everything that can be invented has been invented." Unfortunately for Mr Duell's place in history, there's no evidence that he said anything like that, though a similar sentiment was expressed by a predecessor, Harry Ellsworth. Harry seems to have got away with it though.

But it's a great story and serves very well to illustrate how difficult it is to understand technology change when you're living through it, as well as our natural tendency to think that we're living at the end of history – whereas we're very probably just arriving at the very beginning of humankind's real journey.

I've both spoken at MLOVE and written extensively about the power of exponential change driven by technology and how this can build very slowly - and suddenly overwhelm us in the final stages. Such change is going to lead to the mobile taking over as our main digital device (the PC is dead), to the Post-Mobile Era (in 25 years, the mobile will be 1 Billion times more powerful and the size

of a red blood cell) to the Singularity itself, when computers take over from us – forecast to be about 2045. Ray Kurzweil's recent appointment as Engineering Director with the mighty Google goes a long way to making this a self-fulfilling prophecy.

All this indicates an era of unprecedented change for humankind, our cultures and society structures - not the least gifting our citizens with characteristics that would be regarded as superpowers by our parents. We'll have enhanced intelligence, telepathic-like skills, life-spans extended by many times the natural period, instant access to all the world's information and superhuman physical assets like strength, endurance and speed will be available for all.

However, it's not as simple as that, as no one can really know exactly how and what will all play out. Instead, we're in a state of liminality. Liminality is a useful word, first coined by anthropologists and refers to the threshold experienced in rights of passage rituals (often drug induced), where the participant was between their old state and before they were fully aware of the new. If you're an MLOVER, you're in the privileged posi-

tion of being in that state of liminality before the rest of the world catches up with us. We know that there's some fundamental and revolutionary change arriving in the next decade or so, but we can't tell exactly what they might be.

However, the beauty of the state of liminality is that while we don't know the details, a mere awareness of what might be possible is going to influence the outcome. So let your imagination run wild, think about the world you'd like to see next and start making it happen. Your ideas are just as valid as everyone else's and for me, that's what the spirit of MLOVE is all about.



*Russell Buckley is a Partner at Ballpark Ventures.*





The future of mobile will 'look' much less visible: today we see people walking down the street looking and typing into the mobile; tomorrow, we will see seamless mobile utility done by intentional motion, voice interactions, eye tracking and other less 'obvious' interactions.

The future of mobile merges with the world of embedded computing, whereby we are untethered by the concept of 'device'. Typing and tapping on a screen will seem archaic; you will be using the air out of your lungs to interact with connected devices – and that experience will be fast, accurate, seamless, and joyful. The future of mobile and embedded computing will make "you" the mobile "device" and the last step towards that vision is wireless power charging, which within cities and infrastructures that can be designed to power makes this vision achievable.

**Katie McMahon**

Vice President  
SoundHound Inc.

Everything analogue goes digital. Everything digital goes mobile. Full stop.

**Stefan Glänzer**

Founder  
Passion Capital

Mobile is integral part of life in every society. Mobile will become one stop solution for business, commerce, education, health and political and social issues. Mobile will drive the decisions that will shape our society.

**Kazi Islam**

Managing Director, Toroon  
formerly CEO, Grameenphone IT



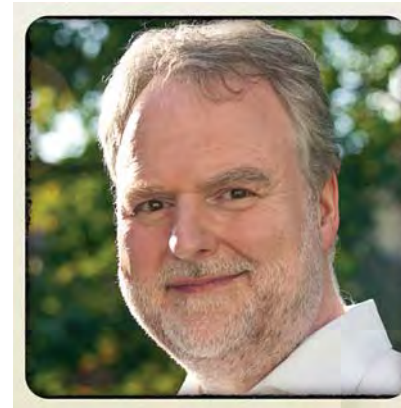




I am seriously excited by the possibilities of frictionless interaction that can be enabled by mobile. For example, I recently participated in an NFC mobile payments trial and it was simply wonderful to just tap my Samsung to pay for a newspaper.

**Ewan MacLeod**

*Editor  
Mobile Industry Review*



One day everyone will use mobile technology as second nature - they will be completely unaware of the time and effort it took us to reach this point. I see many disruptions coming in the near future with the issue of privacy. It will be interesting to see the outcome; Governments protect and collect information, organizations

like EFF ask for more freedom of internet (which I support), companies collect personal data and it is only getting worse and worse (see Instagram issues and many, many more) and the European Union will want to have a say in it as well.

**Sebastian-Justus Schmidt**

*Chairman of the Board  
SPB TV*



Communication is being eaten by software, and the software people creating great user experiences and solving hard problems will win. The cloud makes the cost of starting so low everyone can join the party.

**James Parton**

*Director of European Marketing  
Twilio*



The Internet of Things is going to be hugely important, the inter-connection of everything physical in our world, the web transcending virtual - that's the real Web 2.0.

**Andrew J Scott**

*Entrepreneur at large  
Member of MLOVE Advisory Board*



I see games! Of course. And I see tablets replacing the netbooks on the chests of tv watching people altogether. And they are playing higher quality (console quality) games than ever before.

Those will include great characters (such as in Pudding Monsters or Tiny Wings), stories being told, addicting game loops (Candy Crush Saga, CSR Racing, Diamond Dash) and even more social interaction (Letterpress).

**Stephanie Kaiser**

*Head of Studio  
Wooga*



Interactive mobile content is going to be big this year. More mobile apps and content targeted towards teens.

**Ayelet Noff**

*Founder and Co-CEO  
Blonde 2.0*



We are already living in a 'mobile first' world - but the next 18-24 months could well be a 'tablet first world' i.e. if we spend more time on tablets than smart phones then many industries will be fundamentally disrupted.

**Ajit Jaokar**

*CEO  
futuretext*



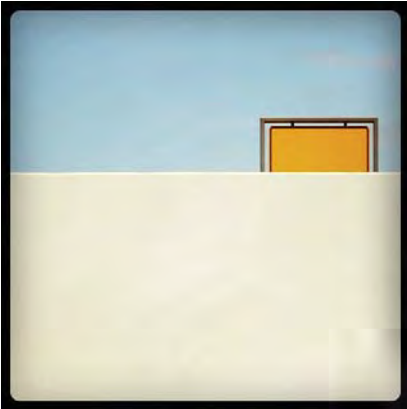
Fucking awesome entertainment right here, right now. And my entertainment finds me. NO searching anymore.

**Conrad Fritsch**

*CEO  
tape.tv*

Mobile Art

# Sebastian Weiss



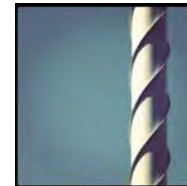
Sebastian is passionate about concrete aesthetics and the beauty seen in city shapes and urban moments.

He started with analog photography in the late nineties, but nowadays iPhonography is much more fascinating to him. It includes interactivity and community - it's more than simply photography. Two years ago, he began to publish his photos on Instagram, and currently his photostream is followed by more than 100,000 people.

Sebastian studied architectural engineering and digital design in Dresden und Berlin. He has been active in the digital industry since the early nineties and is part of the MLOVE team.

*Instagram: @le\_blanc*

*Facebook: leblanccom*



## Smart Cities

# What cities are already embracing mobile services?

Singapore - Already 60% of the entire population of Singapore are accessing the internet on the go through their smartphones.

**Harry Dewhirst**

*SVP & MD, APAC  
Amobee*

Yes. Tel-Aviv is definitely embracing mobile. Smartphone penetration is over 50%, mobile search queries are increasing by 25% year-over-year, free city WIFI is planned for 2013 and even parking discovery and payments in the city are done via mobile.

**Eran Ben-Shushan**

*Co-Founder and CEO  
Bizzabo*

Seattle! Seattle is one of the many cities on the forefront of mobile/connected experience innovation. Ranging from digital payment support from Starbucks, connected pet technology, and mobile driven car/taxi services... Seattle is definitely embracing the mobile lifestyle.

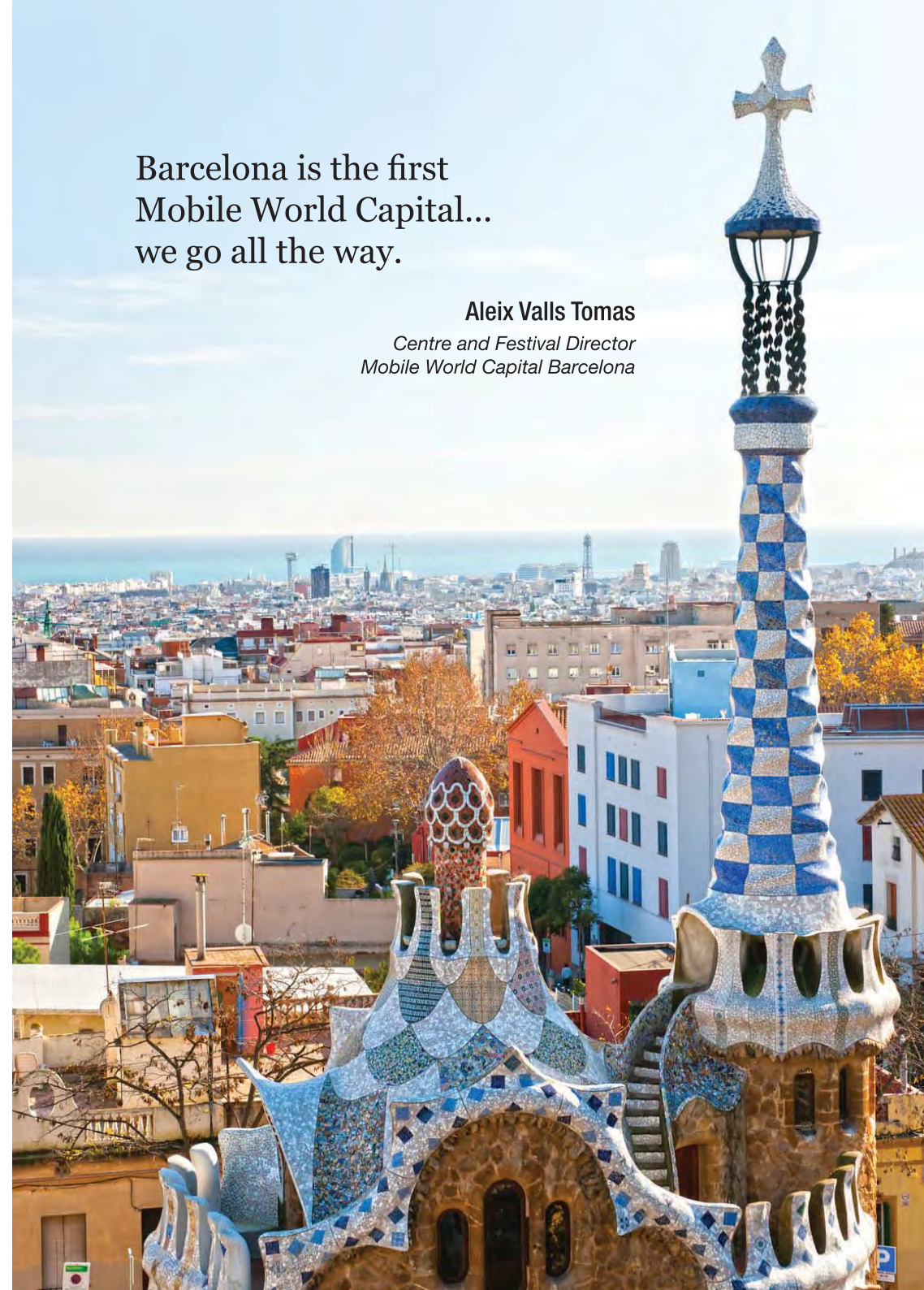
**Amish Patel**

*Experience Design Manager  
Xbox, Microsoft*

Barcelona is the first  
Mobile World Capital...  
we go all the way.

**Aleix Valls Tomas**

*Centre and Festival Director  
Mobile World Capital Barcelona*



# Welcome to MLOVE

## How will Mobile change your future?

The MLOVE ConFestival has been named a 'TED for Mobile' by Contagious Magazine, the 'Best event for Mobile' by Wired and a 'meet-up of the IT avantgarde'. MLOVE features an engaging and inspiring format in the setting of a 19th century castle South of Berlin or a Pacific shore retreat in Monterey, CA. The MLOVE ConFestival series focuses on innovative mobile opportunities for brands, start-ups and our society and the impact of Mobile as a social catalyst for positive change.

The MLOVE ConFestival brings together CEOs, innovators and entrepreneurs from across multiple disciplines to share, learn and cross-pollinate ideas with an array of scientists, artists and other thought leaders. The event exposes the mobile industry to

the best minds outside of Mobile to maximize the opportunity of creating life-changing services and applications that can impact us all for the better.

The MLOVE tribe was founded by Harald Neidhardt and started grass roots with an international group of "mobile passionistas" in 2008. Through MLOVE gatherings and camps in Hamburg, Barcelona, San Francisco, Munich, London, New York, Tokyo, Austin and Singapore the agenda for MLOVE evolved into more than Mobile: the goal is to stimulate new ideas and thinking which you can apply to your life, your business and to inspire others.

For more information please visit:  
[mlove.com](http://mlove.com)      [mloveconfestival.com](http://mloveconfestival.com)



# Mobile Trend Report



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About MLOVE Mobile Trend Report:

- The MLOVE Mobile Trend Report is a subscription-only monthly compilation of the latest mobile micro trends gathered by 80+ trends scouts worldwide.
- The MLOVE Mobile Trend Report is an inspiring market research tool and benchmark, full of mobile use cases of brands collected worldwide.

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

# Acknowledgements



I am in debt to all the speakers, participants and partners of the MLOVE ConFestival series in our MLOVE Castle South of Berlin and in Monterey, California.

The insights of these wonderful speakers don't stop to amaze and inspire me to keep pushing the

envelope and growing the MLOVE tribe and alumni network around the world.

I have to thank my mentors, advisors and friends along the way, especially Jonathan MacDonald and Stefanie Hoffmann, the MLOVE team & volunteers.



Passion.  
Inspiration.  
Future of Mobile.