



MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

03
2013



SCAN AND PLAY WITH
CUDDLY TOYS ON
SMARTPHONE

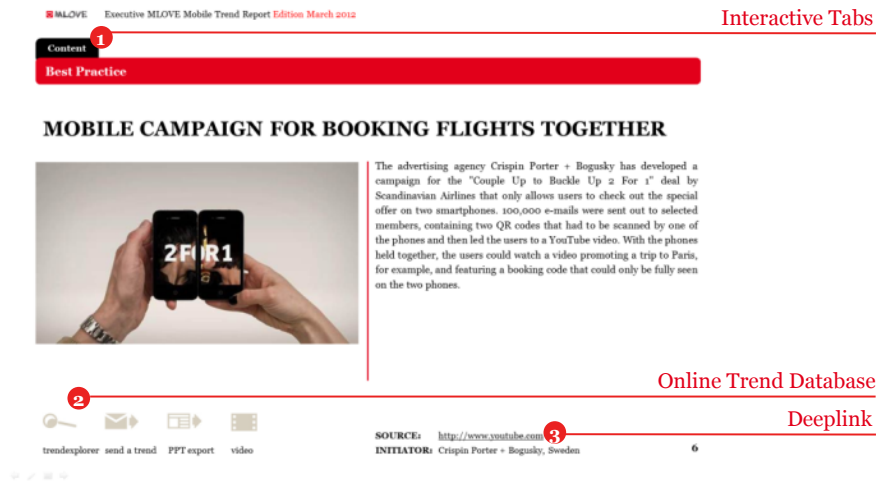
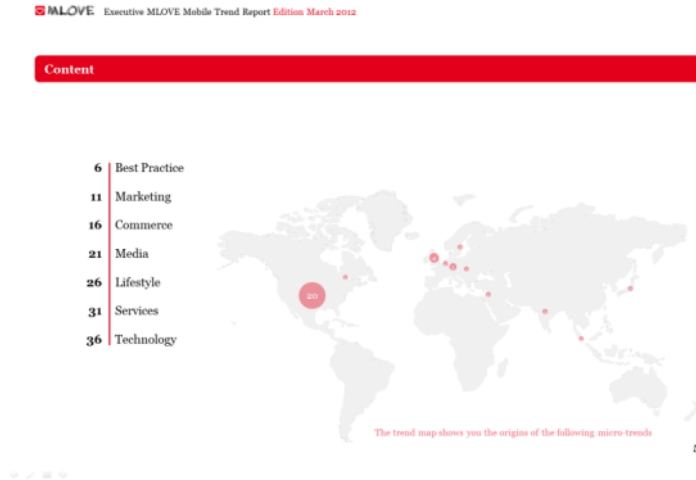


IPHONE
INTEGRATION IN
MERCEDES



MOBILE PROMOTION
WITH ONE SONG
PER DAY

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 & Curator of MLOVE

Harald is passionate about the Future of Mobile and its opportunities for brands and entrepreneurs. He is the Editor of the MLOVE book "Lifestyle of Mobility". Harald created the MLOVE ConFestivals ("The best event in Mobile" according to Wired) as inspiring global events that bring together thought leaders and startups in a very interactive format.

Harald is also Co-Founder 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 and was named a "Top 50 CMO on Twitter" by Social Media Marketing Magazine. He lives in Hamburg and loves photography & 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 of the MLOVE Mobile Trendreport

Best Practice

Marketing

Commerce

Media

Lifestyle

Services

Technology



Best Practice

IPHONE INTEGRATION IN MERCEDES



The app Drive Kit Plus enables Mercedes drivers to extend their car's infotainment system with the help of an iPhone. Social media services such as Facebook and Twitter, locally stored music and additional navigation elements are core components of this app. It's possible while driving, for example, to post new status updates, access various internet radio stations and add travel destinations from previous check-ins or contacts. The Drive Kit Plus is controlled from the vehicle's centre arm rest and it guarantees excellent navigation.



trendexplorer



send a trend



PPT export



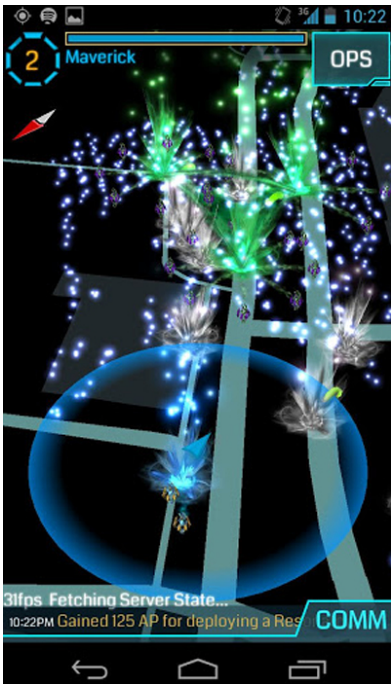
video

SOURCE: <http://drive-kit-plus.com>

INITIATOR: Daimler AG, Germany

Best Practice

PHARMACY BECOMES PART OF AR GAME



The American chain of pharmacy stores Duane Reade now gives its customers the chance to play the augmented reality game "Ingress" in its stores. Developed by Google's Niantic Labs, the game is available as an Android app. The game connects the physical world with the virtual one, and players have to unlock an energy form called "Exotic Matter" for their teams by finding objects in the real world. Players can now also find so-called "Assets" in the pharmacies which provide them with new resources for continuing the game successfully.



trendexplorer



send a trend



PPT export



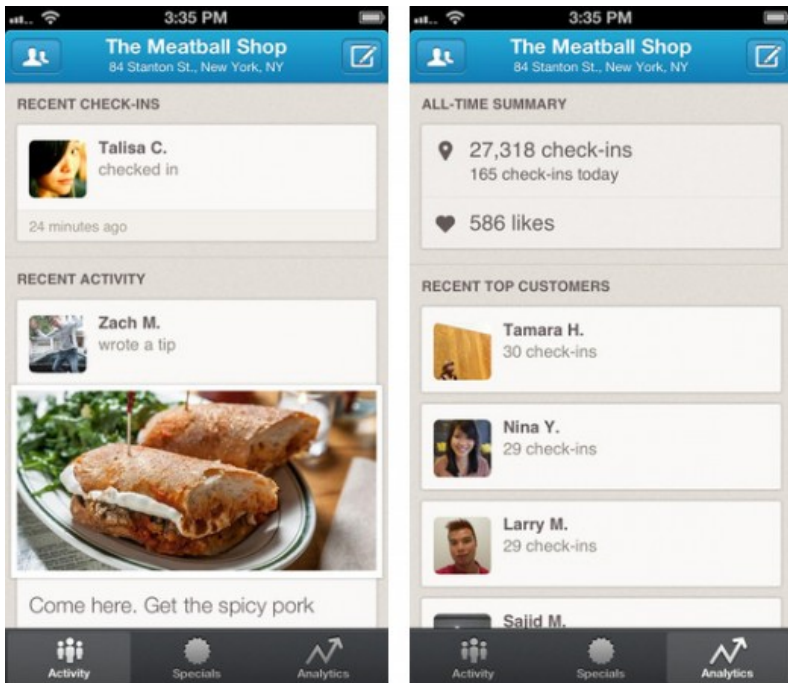
video

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

INITIATOR: Duane Reade Inc., USA

Best Practice

FOURSQUARE APP FOR COMPANIES



The new Foursquare iPhone application "Foursquare for Business" allows shop owners and businesses to share local updates, access a list of recent visitors and their comments, and track analytics. Users of the business app can create special offers and then activate and deactivate them. However, this is currently only available via a computer. "Foursquare for Business" is currently only available in the USA.



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PPT export

SOURCE: <http://business.foursquare.com>

INITIATOR: Foursquare Labs Inc., USA

Best Practice

SCAN AND PLAY WITH CUDDLY TOYS ON SMARTPHONE



UNLOCK A **SCANABLE** WORLD OF FUN & GAMES!

SCANIMALZ

FREE APP

SIMPLE & FUN
1. SCAN MY BELLY
2. PLAY GAMES
3. EARN POINTS

DOWNLOAD THE FREE APP
TO START SCANNING YOUR FAVORITE SCANIMALZ PLUSH
Available for iPhone, Android, Tablets

"Scanimalz" are plush animal toys with a QR code that can be scanned to launch an adventure with the toy in a smartphone game. The app is freely available for Apple and Android devices. Games can be activated by the codes on the packaging and started by other codes stitched into the cuddly toys. The game rewards regular players with bonus points and in-game prizes, and contains plenty of characters that have to be bought to join in the game.



trendexplorer



send a trend



PPT export



video

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

INITIATOR: Brandberry Inc., USA

Best Practice

THE MINI-VERSION OF A SMARTPHONE



The Taiwanese company HTC offers an extra telephone called the "HTC Mini" which is supplied together with the "Butterfly" smartphone. To enable users to leave their larger phone in their pocket, the "HTC Mini" connects to the "Butterfly" via NFC and Bluetooth, and allows users to make or receive calls, as well as access their calendars, messages and call history. When connected to a smart TV, the "HTC Mini" acts as a remote control and makes the smartphone ring whenever the user misplaces it.



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PPT export



video

SOURCE: www.htc.com/

INITIATOR: HTC Corp., Taiwan

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Tanja Ferkau, tanja@mlove.com

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For questions please contact 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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