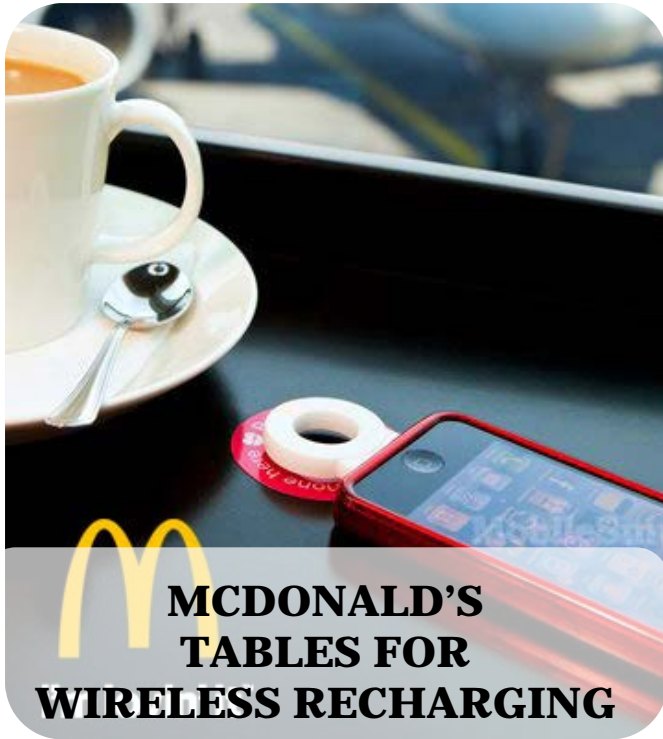




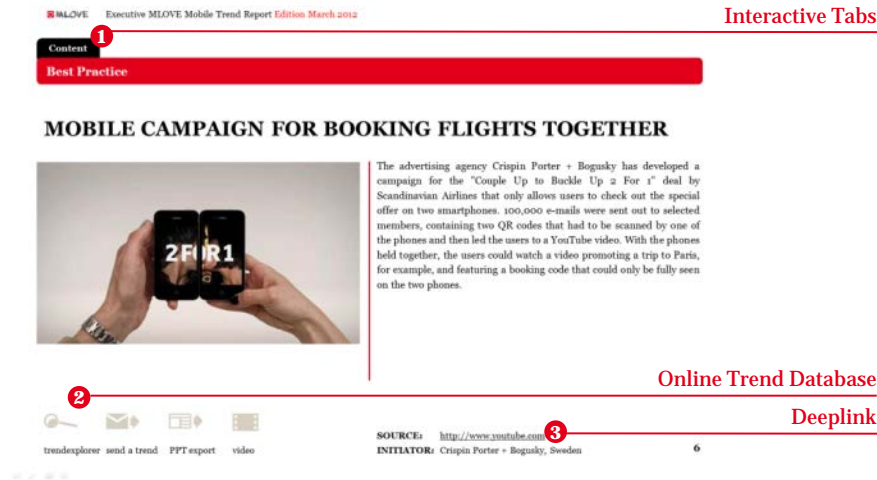
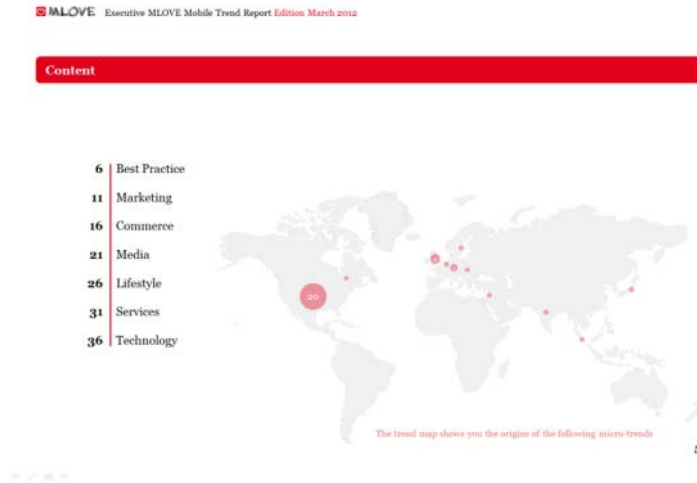
MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW
04
2013



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 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 & mobile advertising 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

APP MEASURES AND SHARES DRIVING EXPERIENCE



Volkswagen has teamed up with Google and the creative agency Deutsch for its latest campaign and launched a smartphone app called "Smileage" which measures the fun factor of every car journey. This makes the car company the first partner in Google's "Art, Copy & Code" program, which offers a range of experiments to test new possibilities in the advertising field. "Smileage" uses information on location, time, traffic and weather to measure the experience for drivers and then shares the result on Google+.



trendexplorer



send a trend



PPT export



video



more pictures

SOURCE: <http://smileage.vw.com>

INITIATOR: Deutsch L.A., USA

Best Practice

PIZZA BOX WITH AUGMENTED REALITY



The pizza delivery service Domino's Pizza has added an augmented reality app featuring the virtual pop star Hatsune Miku to its packaging in Japan. In combination with a dedicated iPhone app, it's now possible for customers to order directly from Miku, view different Miku uniforms designed by Domino's crew, check the status of their order in real time and take photos with the pop star. After delivery, customers can point their phone's camera towards the box and then watch and listen to Miku's augmented reality performance.



trendexplorer



send a trend



PPT export



video



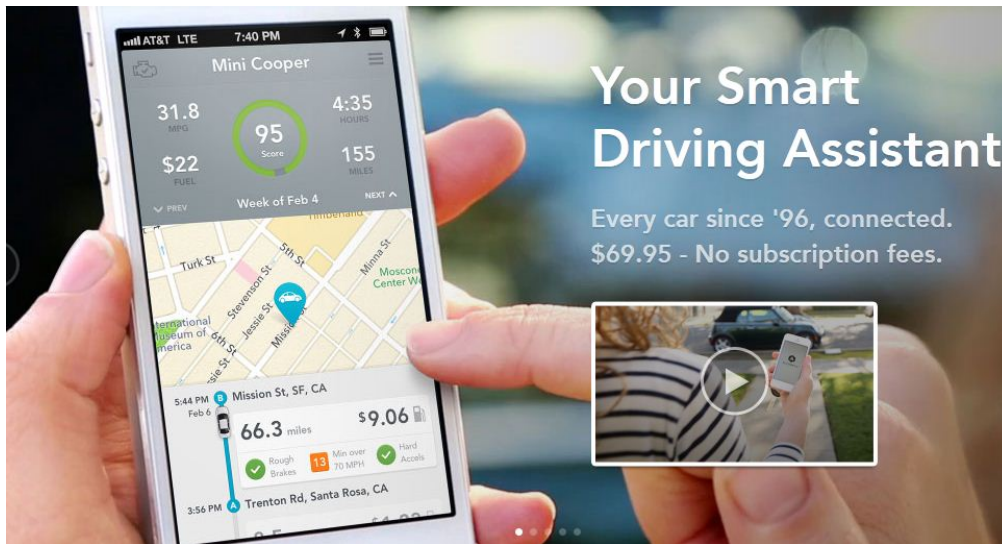
more pictures

SOURCE: <http://miku.dominos.jp>

INITIATOR: Domino's Pizza Japan Inc., Japan

Best Practice

AUTOMATIC CONNECTS CARS TO SMARTPHONES



The iPhone application Automatic connects a car's on-board diagnostics computer with a smartphone. This allows data collected during a trip to be analysed and presented in a clear overview on the smartphone. The app can, for example, provide useful tips on fuel consumption and even arising engine problems. The service also locates users' cars for them, displays the nearest garage and other similar services. It is currently priced at 70 euro and Automatic is still only available in the USA.



trendexplorer



send a trend



PPT export



video



more pictures

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

INITIATOR: Automatic Labs Inc., USA

Best Practice

VIRTUAL SHOPPING IN A LOCAL SHOP



The start-up "Emmas Enkel" from Düsseldorf recently launched an augmented reality shopping pilot project in cooperation with the mobile phone company Vodafone at the CeBIT trade fair. Visitors to the fair could use an AR app on their phones to order food items from a virtual shop shelf. The application uses the smartphone's camera, which recognises the displayed products. QR codes or user input then become unnecessary with the system. Because the application is based on image recognition, it allows the flexible placement of new products. This means that the range on offer can be altered according to the time of day or even the weather.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <http://www.emmas-enkel.de>

INITIATOR: Diehl & Brüser Handelskonzepte GmbH,
Germany

Best Practice

MCDONALD'S TABLES FOR WIRELESS RECHARGING



At selected branches of McDonald's in Europe, smartphone users can now wirelessly recharge their phones while eating their meal. Smartphones that support the Qi standard can simply be placed on a table, as the technology is built into the tables. The manufacturer offers so-called PowerKiss rings for other devices, which can be connected to the smartphone via Apple's dock connector, USB or DC adapter for instant, wireless recharging.



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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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