MLOVE

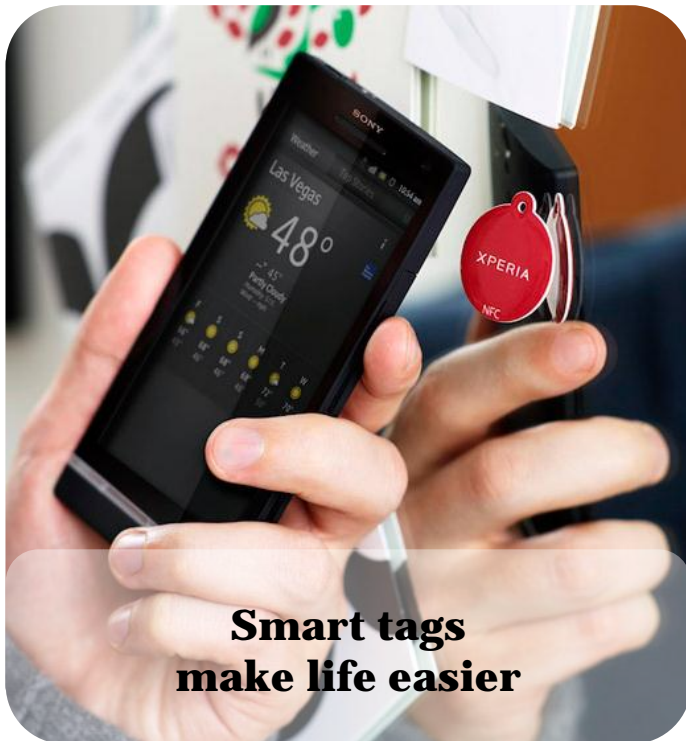# MLOVE Mobile Trend Report.

powered by TrendONE

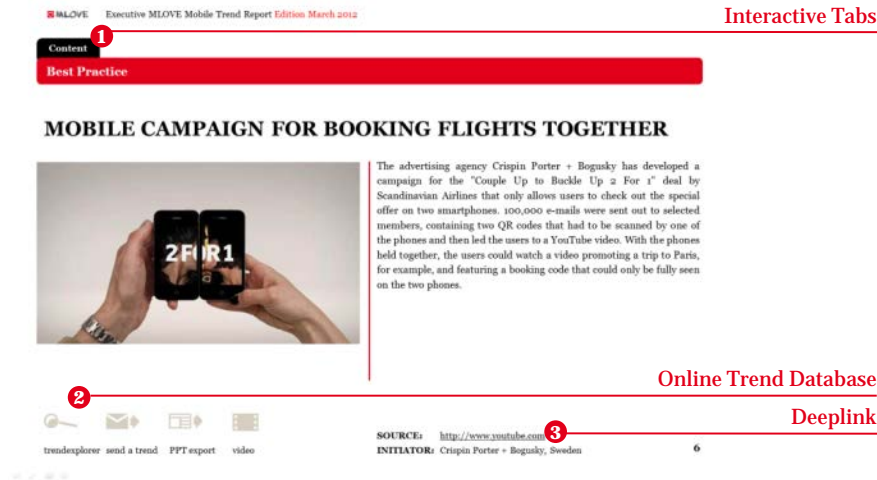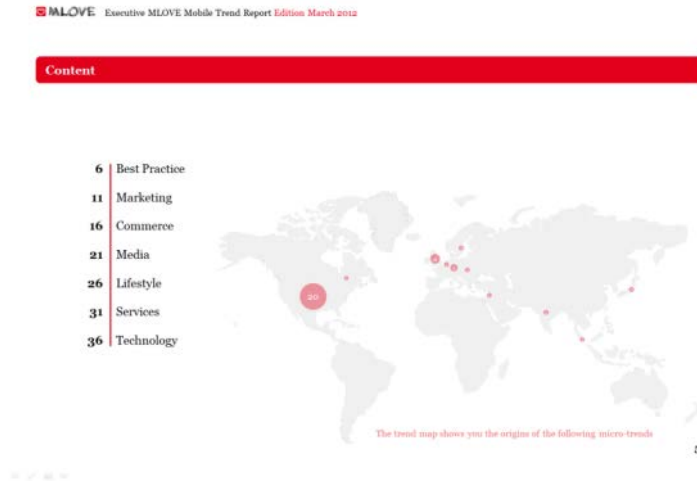**Smart tags
make life easier**

**Earning points with photos
of products bought**

**Using an AR app
to buy a car**

The interactive functions in the Trend Report

❶ Interactive tab navigation

Use the interactive tabs
to click your way directly
to the content page.

❷ 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.

❸ Deeplink

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

Interactive Tabs

Online Trend Database

Deeplink

Intro

"Mobile is becoming the remote control for our lives."

"Innovation in Mobile is happening rapidly on a global scale - and not only in Silicon Valley. Our goal is it to showcase the hottest Trends in Mobile to provide value for brand marketers, advertisers and media companies worldwide.

How will NFC, Augmented Reality, smarter TVs and our always-on culture impact your mobile brand strategy?"

Harald Neidhardt
Founder
MLOVE

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.

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Categories MLOVE Mobile Trend Report

Best Practice

Marketing

Commerce

Media

Lifestyle

Services

Technology

Global Top App Ranking

The trend map shows you the origins of the following micro-trends

Best Practice

Smart tags make life easier

With "Xperia SmartTags", the British mobile phone operator Sony Ericsson has developed small buttons that can interact with the user's phone via Near Field Communication (NFC) and enact a set of actions at specific locations. For example, a tag could be placed on a car and programmed, when swiped, to automatically launch GPS and turn on the phone's wifi. At night, a tag near one's bedside table could automatically launch an alarm application. In this way, the tags make it much easier for repetitive actions to be carried out.

trendexplorer send a trend PPT export video more pictures

SOURCE: http://www.sonyericsson.com
INITIATOR: Sony Ericsson Mobile Communications AB, UK

Marketing

# Augmented voting for new chocolate bar

The food company Nestlé is using an augmented reality app to let customers vote on a new flavour for its "KitKat Chunky" bar. In total, there are four candidates that can initially only be bought for sampling and the one with the most votes will then be added to the roster. The voting menu appears when scanning the campaign posters using the blippAR AR app. To ensure that the participants know where to find the flavours being tested, the app has an alarm feature that alerts them whenever they are in the vicinity of a store that stocks the Kit Kat Chunky variants.

SOURCE: https://www.facebook.com
INITIATOR: Nestlé, UK

Marketing

QR code app replaces loyalty cards
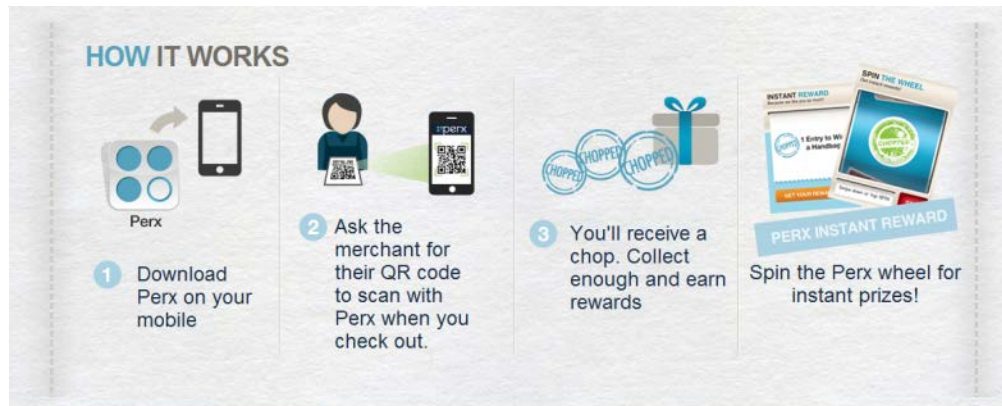
"Perx" is an app that uses QR codes in such a way as to make conventional customer cards completely unnecessary. Businesses can join the "Perx" network and then appear in the list of participating partners and on a map for users to browse on. When an order is placed, the customer receives the respective store's QR code at the checkout and an entry is made in the customer's "Perx" account. Users can also spin a wheel of fortune for a chance to win instant prizes, including coupons and discounts.

SOURCE: http://www.getperx.com
INITIATOR: Maiplay Pte Ltd, Singapore

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Services

App for tactful phone calls

Telekom Innovation Laboratories in Germany have launched a mobile application called "Tactful Calling" that enables users to select the topic and urgency of a call and also allows the people called to politely decline calls made at unsuitable times. If both users have installed the app, they can send the subject in a short message before they call or just give their contact a "tactful knock". The person called also has the option to reject the call by choosing to call back. This app is free for Android smartphones.

trendexplorer send a trend   PPT export   video   more pictures

SOURCE: http://tactfulcalling.com
INITIATOR: Telekom Innovation Laboratories, Germany

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For questions please contact trendreport@mlove.com

Events

MLOVE ConFestival 2012

MLOVE ConFestival USA
Monterey, CA
April 24 - 26, 2012

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

MLOVE ConFestival Japan
Fall 2012

mloveconfestival.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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