MLOVE

MLOVE Mobile Trend Report.

powered by TrendONE

07

2012

4G HOTSPOT REWARDS SHARING INTERNET CONNECTION

APP MAKES SUGGESTIONS BASED ON PERSONALITY

APP MAKES MOBILE PAYMENTS LESS FORMAL

The interactive functions in the Trend Report

Interactive Tabs

Online Trend Database

Deeplink

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
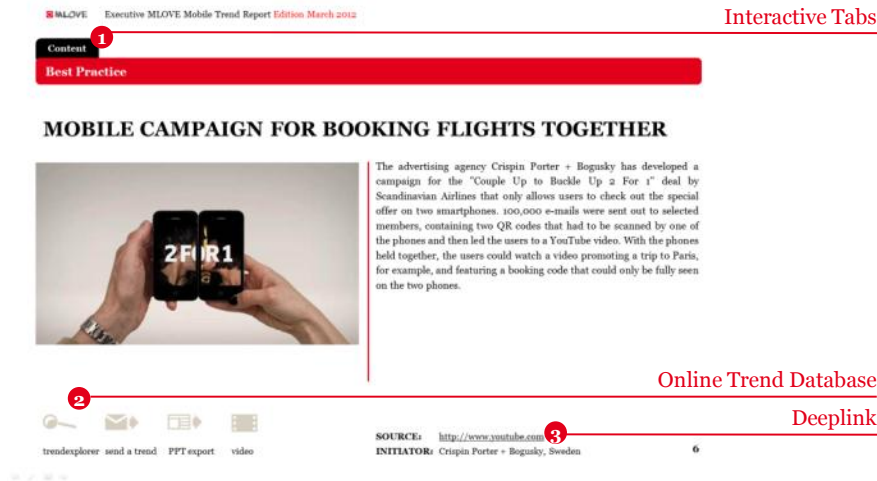Export the micro-trend
directly to a PowerPoint file.

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 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

Special Topic: Japan

Best Practice

APP MAKES SUGGESTIONS BASED ON PERSONALITY

The start-up Woofound offers users of its mobile app suggestions on freetime activities based on their personalities. After the download, they are shown a series of images in which to express their interest by pressing either the "Me" or "Not Me" button, and the app gets to know them better. Users then receive tips on restaurants and museums, together with the locations and prices. They can also plan trips to the selected places and invite their friends too. In future, it will be possible to get to know other people with similar interests via the app.
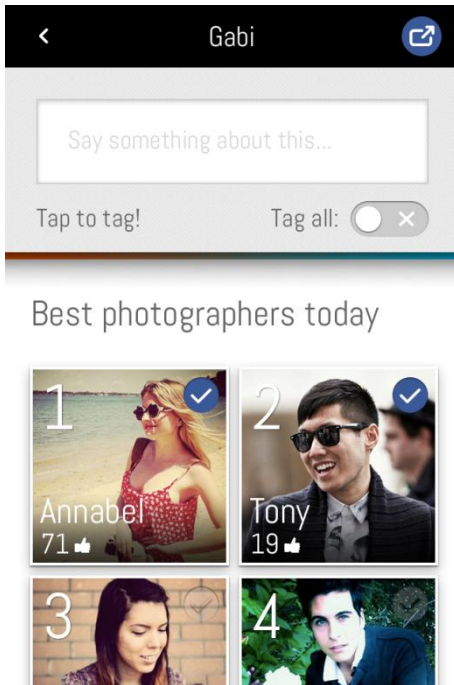
trendexplorer send a trend   PPT export   video

SOURCE: http://www.woofound.com
INITIATOR: Woofound Inc., USA

Best Practice

FACEBOOK INTERFACE SHOWS TOP POSTS

The Berlin-based app developer Loui App has developed a new mobile interface for Facebook that allows users to search through friendlists and content on the site based on criteria such as relationship status and likes. The app provides over 100 questions to find out what is important to the users. Other criteria include the user's own photos with the most likes and the most popular status updates amongst their group of friends. The grid-like design sorts all the answers into lists, which can then be shared on the timeline.

trendexplorer send a trend   PPT export   more pictures

SOURCE: http://gogogabi.com
INITIATOR: loui Apps UG, Germany

APP MAKES MOBILE PAYMENTS LESS FORMAL

Square's Android and iPhone app "Pay with Square" for mobile payments in stores promotes personal conversations while shopping. It enables payments to be made in user-authorized stores by entering first names and a photo, which can then be verified at the checkout so that the payment process is more pleasant for both parties and less formal. At the same time, the app allows users to discover new stores and cafés that also support this service.

trendexplorer send a trend   PPT export   video

SOURCE: https://squareup.com
INITIATOR: Square Inc., USA

Best Practice

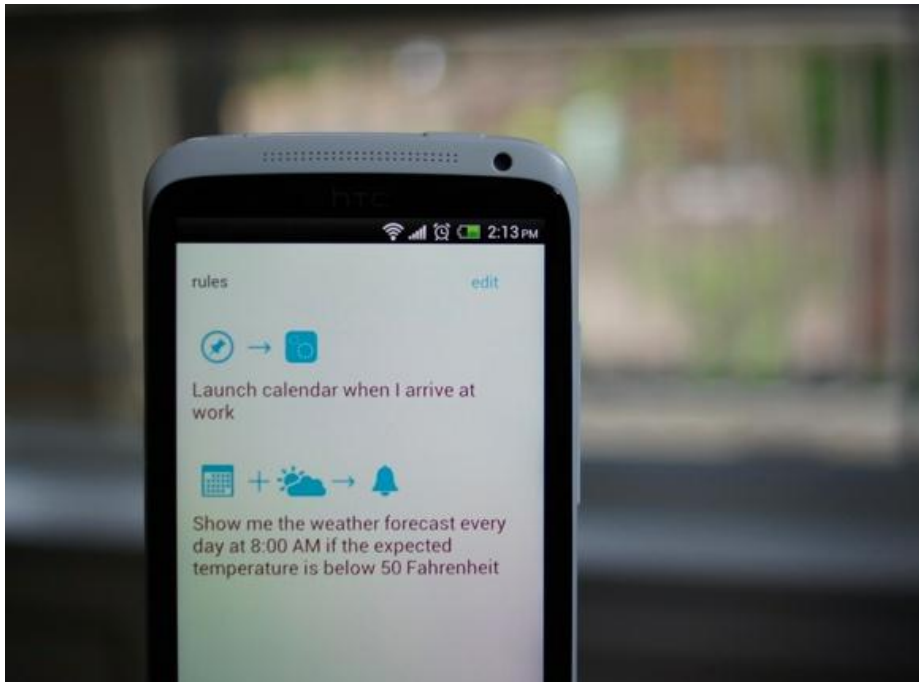# 4G HOTSPOT REWARDS SHARING INTERNET CONNECTION

The start-up Karma has launched a device onto the market that sets up a hotspot with a 4G internet connection and rewards owners for sharing access to it. On sale at $69, the device fits into the user's pocket and creates a freely available WiFi network wherever the user is located. When a new user joins, they are taken to a personalized page about the owner of the hotspot and they get 100MB of free browsing. In this event, the owner gets 100MB of free data credited to his account. On average, users pay $14 for each gigabyte of data they consume.

trendexplorer   send a trend   PPT export

SOURCE: http://www.yourkarma.com
INITIATOR: Karma, USA

Best Practice

APP FOR PROGRAMMING YOUR OWN SMARTPHONE

The Android app "on{X}" from Microsoft lets users program their own smartphones for automating various functions. The website makes several templates available that users can adapt to their own needs easily and without any specialised skills. Programmers can use the codes to create their own templates. The functions include opening up the music app when the user is out taking a walk or sending a text message when leaving work.

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SOURCE: https://www.onx.ms
INITIATOR: Microsoft Corp., USA

Order Form

MLOVE Mobile Trend Report
offers you 40 pages featuring:

35 Micro-Trends – mobile sector and cross-industry
Insights – market research data by Xyologic

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http://go.trendone.com/B3NNW

For an annual subscription (12 issues, 3.500 Euro per year)
please contact Peter von Aspern, v.aspern@trendone.com

For questions please contact trendreport@mlove.com

Events

Berlin, Germany

Japan

MLOVE ConFestival 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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