



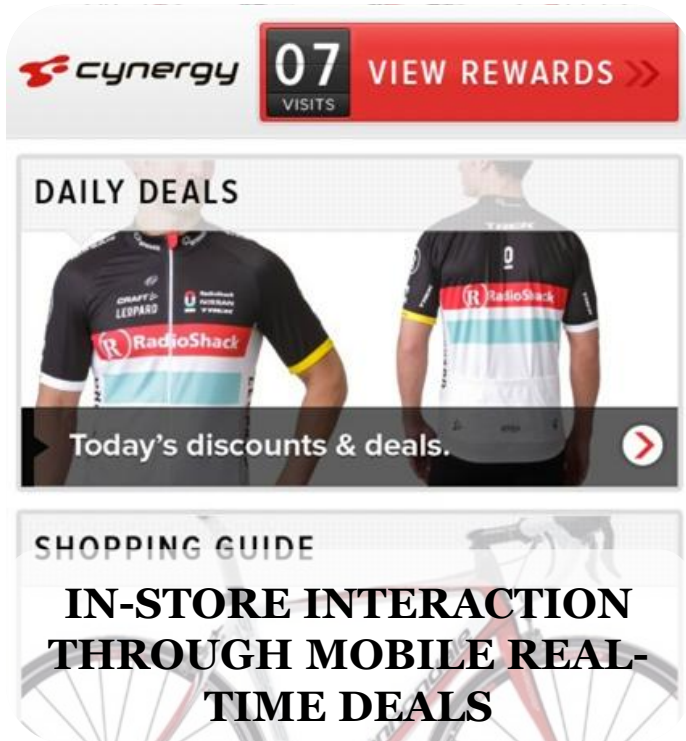
PREVIEW

MLOVE Mobile Trend Report.

powered by TrendONE

10

2012



IN-STORE INTERACTION THROUGH MOBILE REAL-TIME DEALS

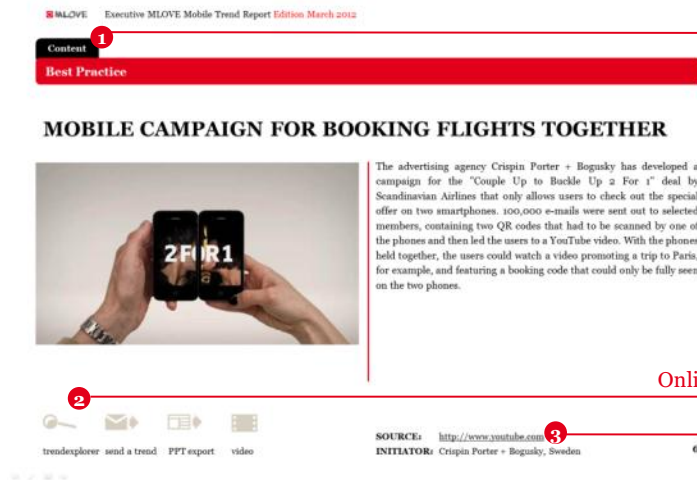
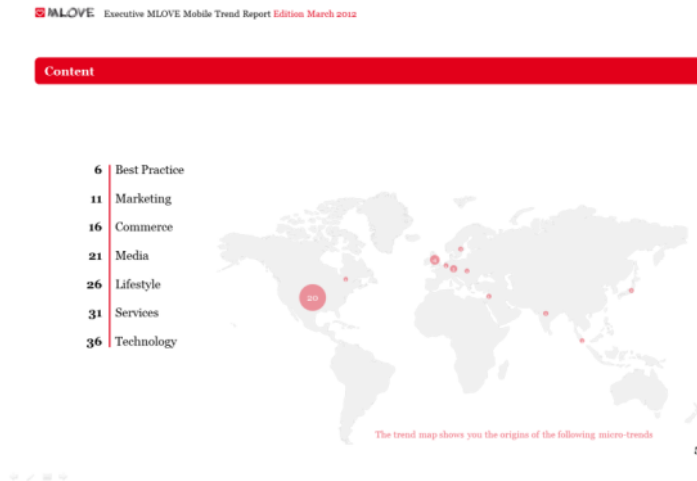


TABLET MAGAZINES WITH SHOPPING FEATURES



GETTING REAL-TIME RELEVANT INFO ON THE PHONE

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

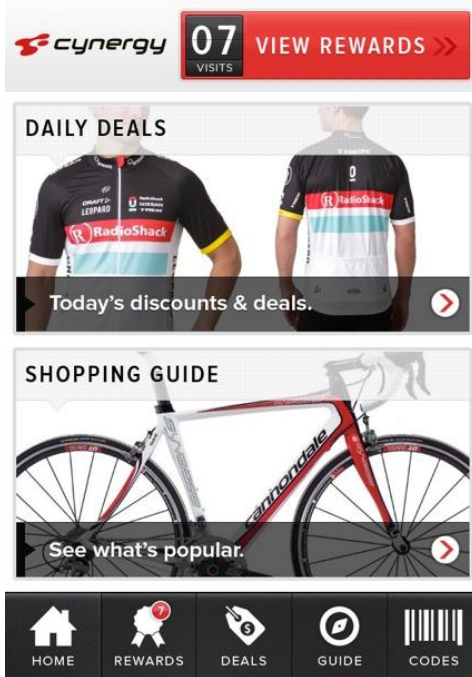
Services

Technology



Best Practice

IN-STORE INTERACTION THROUGH MOBILE REAL-TIME DEALS

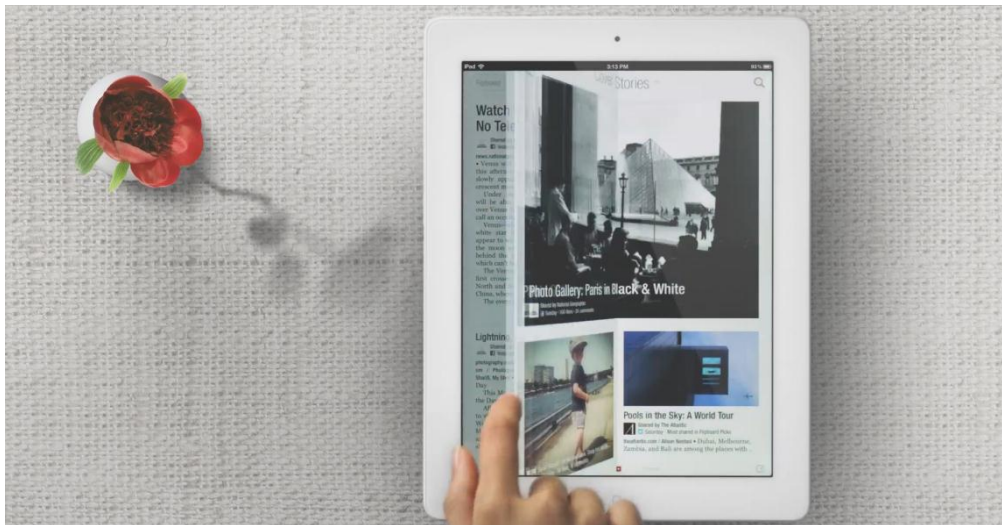


The New York start-up Swarm provides retailers with a cloud-based web platform that enables them to send their customers mobile offers in real time. The web platform is integrated into the respective store's Wi-Fi network so that customers don't have to install any mobile apps. Customers who connect their smartphone to the network automatically see the app that they can open to receive offers from the store. What's more, Swarm gives retailers the option of checking out online price comparisons and then making their offers to customers based on the results.



Best Practice

TABLET MAGAZINES WITH SHOPPING FEATURES



FlipBoard, an app for aggregating, displaying and reading content from providers such as National Geographic and Rolling Stone, is now offering "social catalogs" with integrated shopping features. The first "social catalog" was created in conjunction with Levi's. The elements on display can be designed interactively and, when touched, play an animation, a video or a melody. They also link up to shopping possibilities for the displayed products and thereby offer new sales opportunities via tablets.



trendexplorer



send a trend



PPT export

SOURCE: <http://thenextweb.com>

INITIATOR: FlipBoard, USA

Best Practice

GETTING REAL-TIME RELEVANT INFO ON THE PHONE



The company "Expect Labs" develops software modules that analyse the spoken words in telephone calls or video chats and automatically provide the users with relevant information in real time. Complex mathematical algorithms based on voice recognition and semantic analysis recognise the contexts and decide which additional information would be relevant for the users to have. Developers can implement this into their software so that brokers, for example, can get useful, real-time information about the companies they discuss on the phone.



trendexplorer



send a trend



PPT export



video

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

INITIATOR: Expect Labs Inc., USA

Best Practice

WINNING PRODUCTS WITH MOBILE SCRATCH CARDS



The provider of location-based services Gettings offers companies the chance to book mobile advertising campaigns in stores that playfully connect their customers to brands. Using the mobile app from "Gettings Explore", customers can scan the barcode on a previously selected product in a participating store and then receive a virtual scratch card with which they can try to win the respective product. If they're lucky, the customers will then get a coupon that they can redeem at the checkout for the product.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <http://www.gettings.de>

INITIATOR: Gettings GmbH, Germany

Best Practice

APP COLLECTS EXPERIENCES IN MULTIMEDIA ALBUMS



The iPhone app from the New York start-up Moment aggregates related photos, videos and tweets from different social networks and organises them into multimedia albums. To do this, Moment uses its own "smart matching" technology, which works out which contents fit together so that the user doesn't have to do it. Currently, the networks Facebook, Twitter, Instagram and Google+ are supported. During events, the red "live" button shows that content is still being added to the album.

A diagram illustrating the Moment.me app's workflow. On the left, three people are shown holding up their phones, labeled "You" with the subtext "take pics, videos & tweets". An arrow points to the right, where a central "M" logo is surrounded by social media icons (Facebook, Twitter, Instagram, etc.), labeled "We" with the subtext "collect & organize that info for you". To the right of this diagram is a text box titled "Get the big picture" with the text: "At a party? Concert? High-school reunion? Moment.me collects all the pics, videos and tweets from everyone at a single event and allows you to see a complete panoramic of what went down at that event, from multiple points of view. Oh joy!". Below this text is a button that says "What is Moment.me?". To the right of the text box are three "Sign in" buttons for Facebook, Twitter, and Google+.

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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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