



MLOVE

MLOVE Mobile Trend Report.

powered by TrendONE

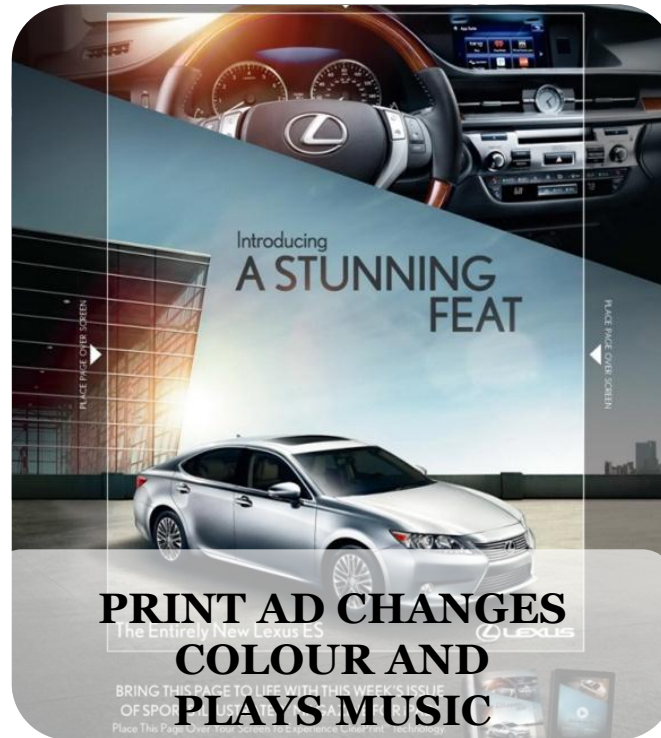
PREVIEW

11

2012



ADS SEND COUPONS TO SMARTPHONE

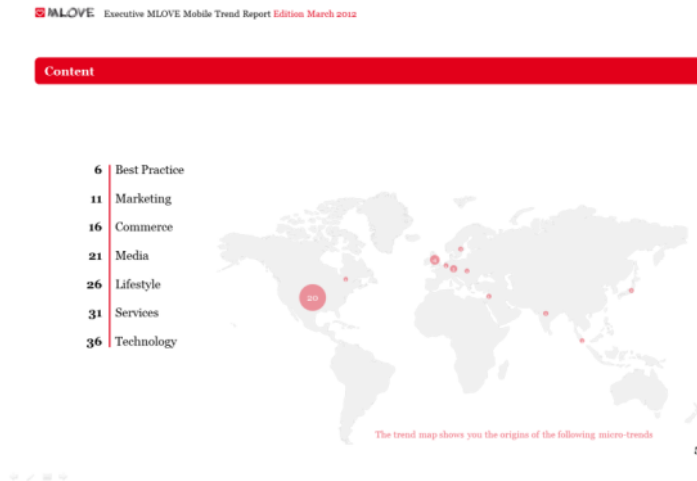


PRINT AD CHANGES COLOUR AND PLAYS MUSIC



BOTTLE CAPS WITH RFID CHIPS

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

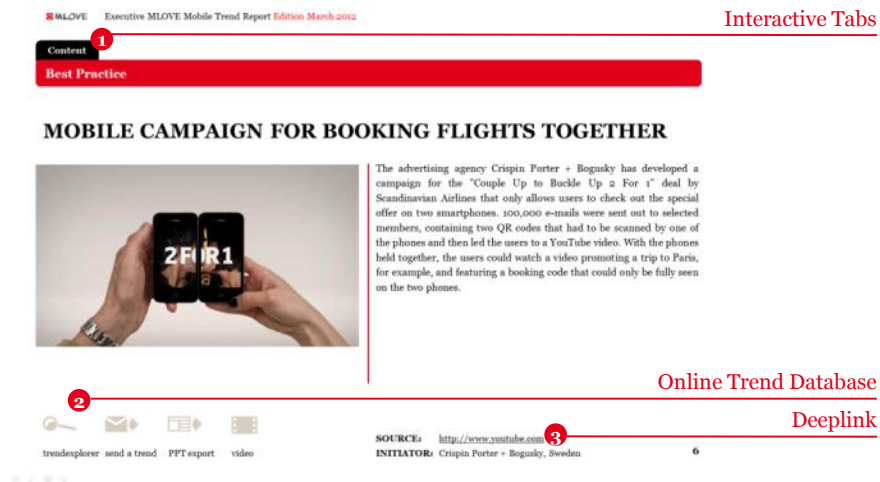
Call up more images related to this micro-trend.

Video

Take a look at a video about the micro-trend.

3 Deeplink

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



Interactive Tabs

Online Trend Database

Deeplink

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

ADS SEND COUPONS TO SMARTPHONE



Fujitsu has launched a new technology that transfers coupons or links to websites with more information to TV viewers' smartphones during advertising breaks. The data flickers on the screen at a high frequency that cannot be deciphered by the human eye, but is detected by the smartphone's camera. During an advert, viewers are able to point their phones at a certain part of the screen. The recognition process just takes two or three seconds.



trendexplorer



send a trend



PPT export



video

SOURCE: <http://jad.fujitsu.com>

INITIATOR: Fujitsu Ltd., Japan

Best Practice

BOTTLE CAPS WITH RFID CHIPS



As part of its "StartCap" campaign, the British cider brand Strongbow has fitted bottle caps with RFID chips that trigger a variety of events in their surroundings. The digital agency Work Club has already tested the technology in a bar in Budapest. The resulting video shows a jukebox beginning to play after a bottle is opened, a shining light, users checking into Foursquare or golden rain emerging from the bottle.



trendexplorer



send a trend



PPT export



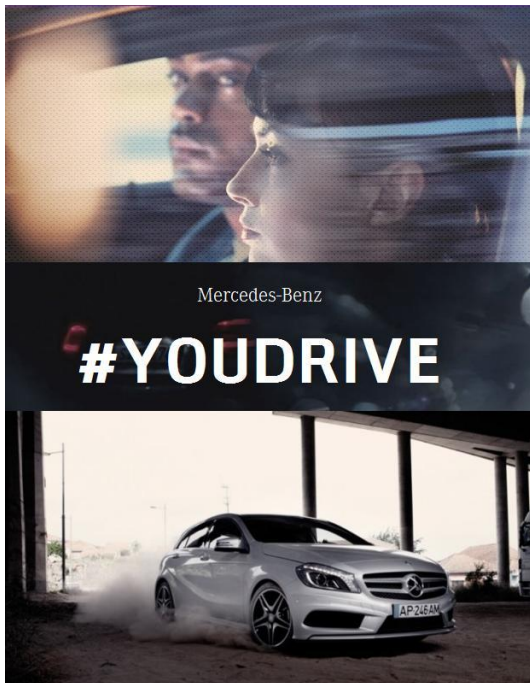
video

SOURCE: <http://www.start-cap.com>

INITIATOR: H.P. Bulmer, UK

Best Practice

INFLUENCING TV AD USING HASHTAG AND TWITTER



As part of its "Mercedes-Benz #YOUDRIVE interactive ad campaign", the car manufacturer gave UK viewers of Mercedes Benz TV the chance to decide in real time how a TV commercial should continue. The ad consisted of three parts, and at the end of each part, viewers could vote using Twitter and hashtag during the break on how it should continue. For instance, they could decide if the main character should hide or begin a frantic chase sequence. The campaign aims to present Mercedes as a young, dynamic brand.



trendexplorer



send a trend



PPT export



video



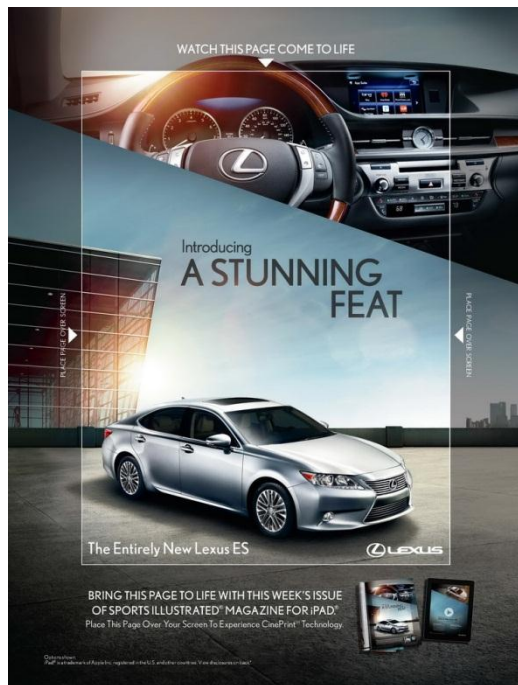
more pictures

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

INITIATOR: Daimler AG, UK

Best Practice

PRINT AD CHANGES COLOUR AND PLAYS MUSIC



Toyota's luxury car brand Lexus has launched print advertising for the "Lexus 2013 ES" in which the car's colour can be changed, the headlights turned on and off and its interior displayed – all to music. The advert is brought to life when users place an iPad displaying the website lexus.com/stunning behind the page on which the advert is printed. With the help of "CinePrint" – Lexus proprietary technology – the video playing on the iPad becomes visible through the paper, creating an interactive, multi-sensory experience.



trendexplorer



send a trend



PPT export



video

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

INITIATOR: Toyota Motor Corp., Japan

Best Practice

TOUCH-SENSITIVE CASE FOR THE IPHONE



The Minneapolis-based start-up Canopy has developed an iPhone case called "Sensus" that enables users to control the device from the back using their fingers. The touch sensors integrated into the right side and back of the case let users control games and other apps, as well as zoom in on photos. A further benefit is that the screen is not hidden. "Sensus" gets the data and power for its dual microprocessor from being connected to the iPhone's dock port.



trendexplorer



send a trend



PPT export



video

SOURCE: <https://www.getsensus.com>

INITIATOR: Canopy, USA

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offers you 40 pages featuring:

35 Micro-Trends – mobile sector and cross-industry

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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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