



MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW

01

2013

MUSIC STREAMING SERVICE FOR SMARTPHONES

SYSTEM SENDS CLOTHES STRAIGHT TO FITTING ROOM

SNAPPING RECEIPTS TO GET DISCOUNTS

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

Mobile Statistic of the Month



Best Practice

SYSTEM SENDS CLOTHES STRAIGHT TO FITTING ROOM



The menswear specialist Hointer from Seattle gives customers in its store the chance to order selected jeans and trousers directly to the fitting room from their smartphones. To ensure that customers have a good overview of the 150 styles from 23 designers, the clothes are hung on steel ropes from the ceiling. With the dedicated mobile app on their phone, customers can choose their jeans, scan the barcode on them and select their size. When they arrive in the dressing room, the clothes are already there and can be tried on immediately.



trendexplorer



send a trend



PPT export



video

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

INITIATOR: Hointer Inc., USA

Best Practice

MUSIC STREAMING SERVICE FOR SMARTPHONES



The London-based start-up Bloom.fm has launched a music streaming service that specialises in smartphones. The service aims to offer both music on demand and automated radio. Users of the iOS app are greeted by a navigation wheel inspired by the original iPod click wheel, which they use to select the music genres they listen to the most. Selecting a genre opens up further sub-genres, allowing users to select a mixture. 200 radio stations are already available on Bloom.fm.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <http://www.bloom.fm>

INITIATOR: DDN Ltd., UK

Best Practice

DARING FRIENDS AND DONATING MONEY

WHAT WOULD IT TAKE...
FOR YOUR BROTHER TO RIDE THE ENTIRE RAMSHACKLE RALLY DRESSED AS DANGERMOURSE?
MAKE IT HAPPEN >

CHALLENGE + PLEDGES = BEAT CANCER

Kick things off and challenge your friend to do something exciting, exhausting or completely bizarre.

Show them you're serious - pledge some cash, and get everyone you've ever met to do the same.

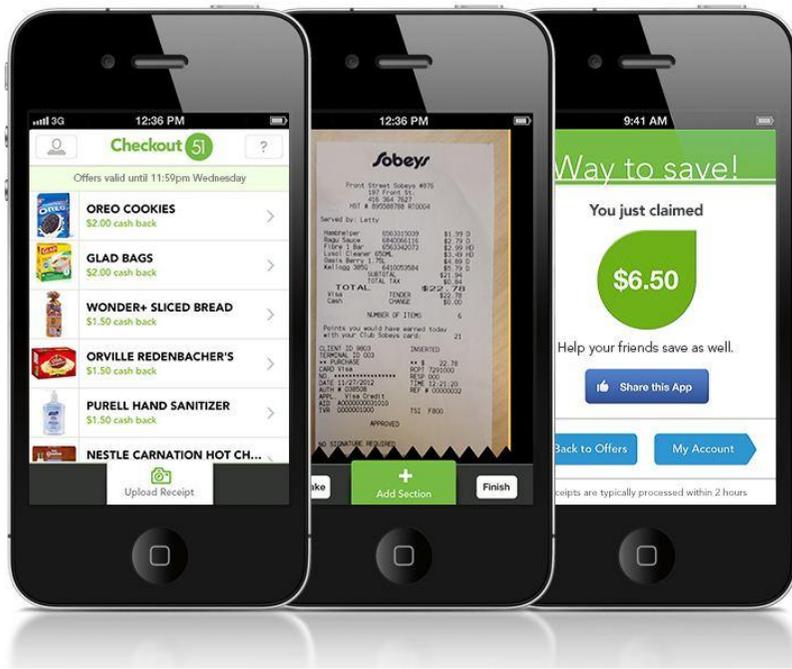
If your friend completes the challenge we cash the pledges and use them to sort out this nasty cancer business.

The British non-profit organisation Leukaemia & Lymphoma Research lets the participants of its "Pledgeit" campaign challenge their friends to do things for a good cause. People first have to sign up via Facebook and then suggest either themselves or a friend to complete a challenging, exciting or bizarre task, such as a race while dressed in strange clothes. If the dare is successfully completed, the initiator and other participating friends or family members can donate a specified amount of money to cancer research.



Best Practice

SNAPPING RECEIPTS TO GET DISCOUNTS



The Canadian start-up Checkout 51 offers an app for mobile couponing that enables users to get discounts on certain brands at a variety of supermarkets even if they don't have coupons. With "Checkout 51", people can discover weekly deals from brands and buy them in supermarkets. After their purchase, they only need to photograph their receipt and are then credited with the amount saved. A cheque is sent to customers every time they spend more than \$20. During tests involving 1,000 participants, a total of \$10,000 was saved without any coupons having to be processed.



trendexplorer



send a trend



PPT export



video



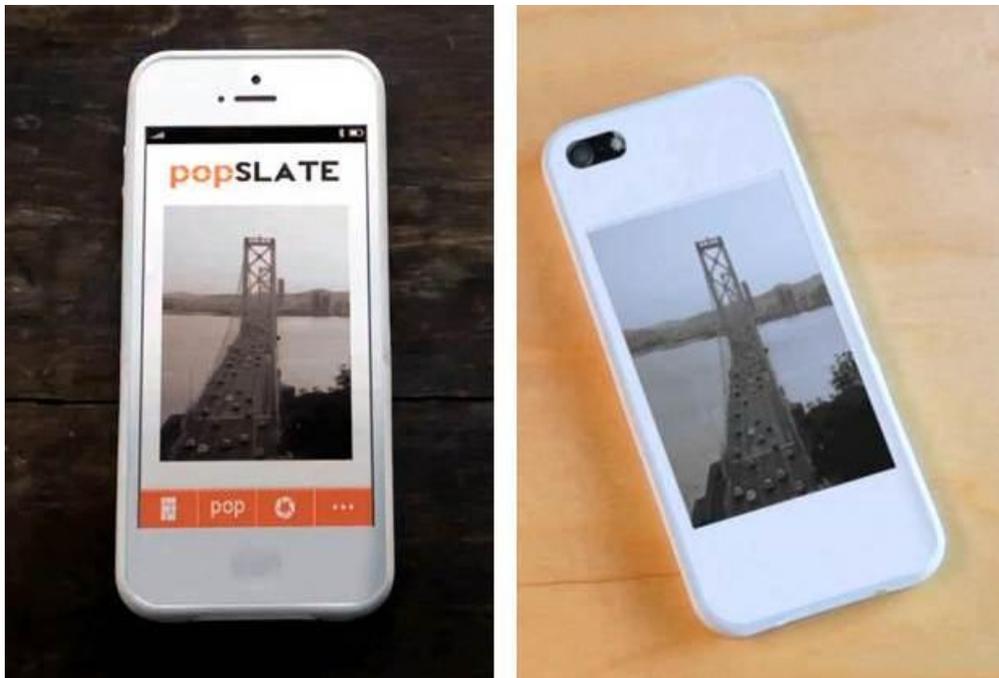
more pictures

SOURCE: <http://checkout51.com>

INITIATOR: Checkout 51 Inc., Canada

Best Practice

SECOND DISPLAY FOR IPHONES



"popSLATE" is a protective case for Apple's iPhone and it provides a rear-facing 4-inch E-Ink display. E-Ink display technology only needs power to change images and can therefore run for a long time once the battery is charged. A supplied app can display all images, text and information which can be cycled through thanks to the iPhone's accelerometer by double tapping the back of the phone. A free API is also being developed to enable "popSLATE" to be supported by other apps. The case is connected to the iPhone and also features a micro-USB charging port.



trendexplorer



send a trend



PPT export



video



more pictures

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

INITIATOR: popSLATE, USA

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offers you 40 pages featuring:

35 Micro-Trends – mobile sector and cross-industry

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as a single issue (350 Euro) *here:*



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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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