



MLOVE Mobile Trend Report.

powered by TrendONE

PREVIEW
02
2013

Games ohne Over.
Die erste mobile Games Flat für Android Smartphones & Tablets. Alle EA Games als Vollversion für 4,99€ im Monat spielen.

Games Flat 1 Monat

FLATRATE GAMES FOR SMARTPHONES AND TABLETS

San Francisco

DISCOVERING PEOPLE AND PLACES IN SAN FRANCISCO

Beef

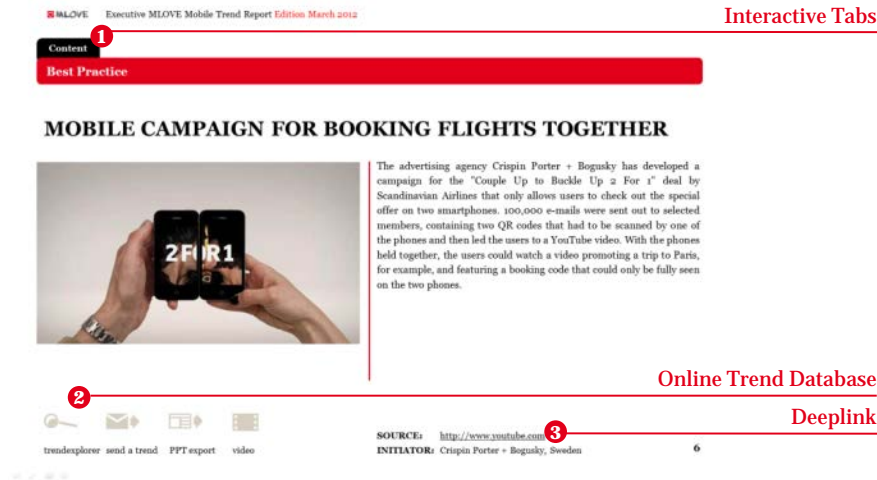
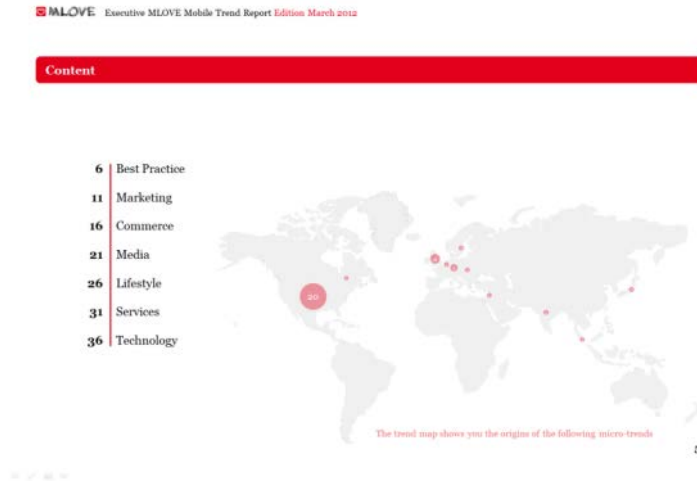
Pickle

Bun

Lettuce

MCDONALD'S SHOWS ORIGINS OF MEALS

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 & 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

APP PLAYS MUSIC ON TWITTER



"SoundTracking" is a mobile application for Android and iPhone that enables smartphone users to share their music automatically on Twitter. To do this, the app uses Twitter's "Expanded Tweets" feature, which makes it possible to integrate visual and audio media directly into their tweets. With "SoundTracking", people can select a song to tweet, and a picture of the band will display as the song plays. The app uses the Gracenote music database for the song information.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <https://soundtracking.com>

INITIATOR: Schematic Labs, USA

Best Practice

MCDONALD'S SHOWS ORIGINS OF MEALS

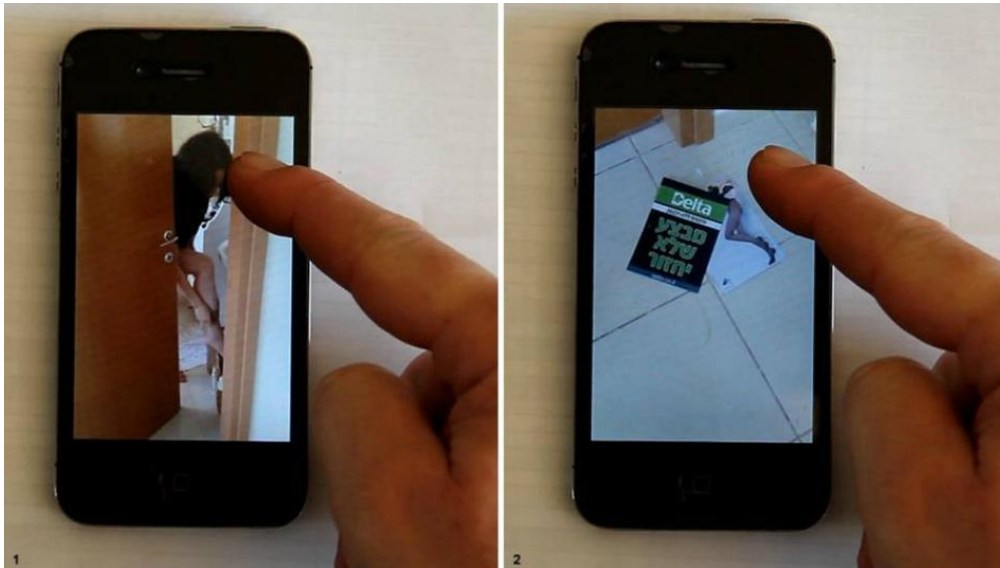


McDonald's is offering its Australian customers a mobile app called "TrackMyMacca's" that uses GPS and image recognition to provide information on the origin of the ingredients used. Based on the user's location, the app can work out which branch they are currently in and identifies the meal they order from a photo taken of it. Using this data together with the date and time, the app then lists the individual ingredients in the selected menu. With the help of augmented reality, McDonald's customers can then turn their table into a farm to find out more about the origins of the food.



Best Practice

LINGERIE ADVERT WITH SELF-DELETING VIDEO



The Israeli lingerie company Delta has exploited the automatic deleting feature for messages in Facebook's chat app "Poke" for advertising purposes. To promote a one-off sales campaign called "A One-Time Sale! Delta", a video featuring a lingerie model has been sent to her Facebook friends. The unique character of the campaign was highlighted by the fact that the message and video deleted themselves after a single viewing.



Best Practice

FLATRATE GAMES FOR SMARTPHONES AND TABLETS



Games ohne Over.
Die erste mobile Games Flat für Android Smartphones & Tablets. Alle EA Games als Vollversion für 4,99€ im Monat spielen.

Games Flat
1 Monat geschenkt*

O₂

EA Games Flat

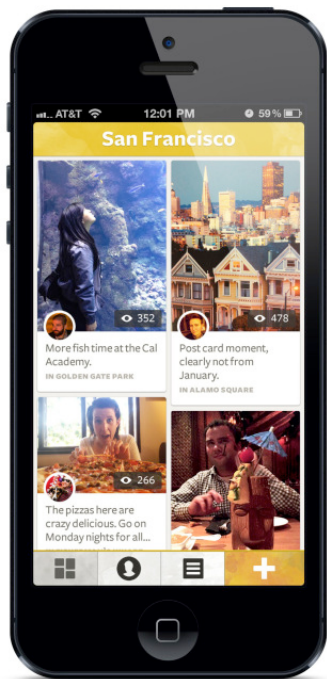
EA

The mobile phone operator Telefónica Deutschland/O2 is offering its customers a flatrate for video games in partnership with the games developer Electronic Arts (EA). These can be played on Android-based and Java-capable smartphones and tablets. Users of the flatrate can download as many popular titles, such as FIFA and The Sims, as they want for a monthly fee of €4.99. The subscription can be tested for one month for free and can be cancelled before beginning the paid version. A permanent internet connection is not needed to play.



Best Practice

DISCOVERING PEOPLE AND PLACES IN SAN FRANCISCO



The Californian online dating platform Tagged now offers a mobile application called "Sidewalk", which allows users to capture and share interesting places and events in San Francisco. "Sidewalk" users receive a feed of current events as well as a list of those people there. They can then upload their own pictures with a geo-tag and description to make them visible to others. Newly discovered places and events can be quickly found using a map and can have comments added to them or be visited spontaneously.



trendexplorer



send a trend



PPT export



more pictures

SOURCE: <http://sidewalkapp.com>

INITIATOR: Tagged Inc., USA

Order Form

MLOVE Mobile Trend Report
offers you 40 pages featuring:

35 Micro-Trends – mobile sector and cross-industry

You can order the MLOVE Mobile Trend Report
as a single issue (350 Euro) here:



<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

The rights of use are granted to the company's internal employees. The contents can be used exclusively within the company or for customer projects. MLOVE Mobile Trend Report must not be systematically forwarded externally. All prices are exclusive of the legally applicable VAT.



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.

mlove.com