

Mobility: Applications & New functionalities

9 September
2011

1st Dialogue on
“Platforms for Collective
awareness and action”

“Addressing research
challenges and other
open issues”



Mobility: Evolution and Innovation from 1999



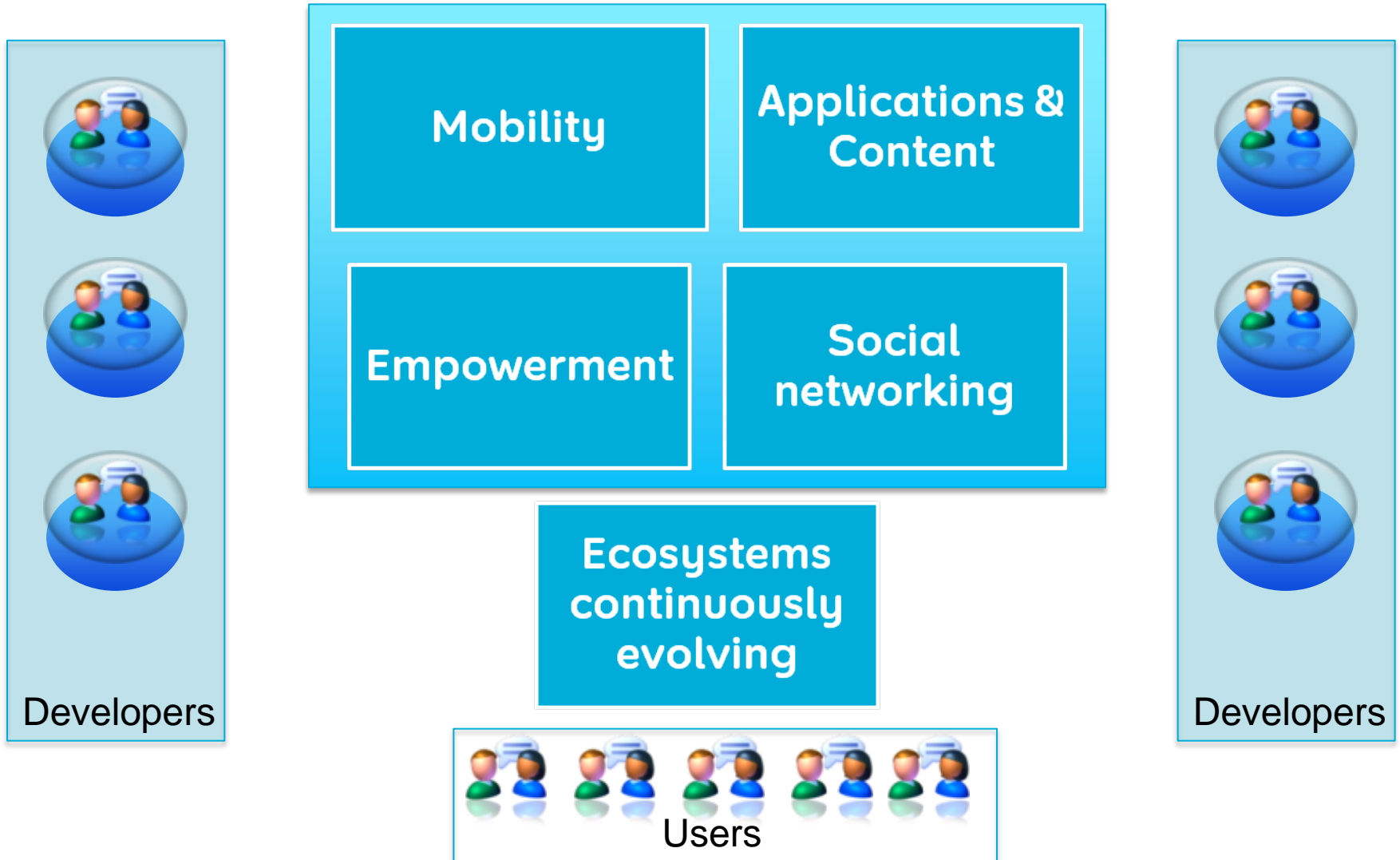
The big picture: What has changed over the past 10 years?

- **Wireless Disruptive Technologies:**
 - 2/3/4G, WiFi
 - Simple phone to feature phones to Smartphones
 - Mobile computing
- **Always on the go, always connected**
- **Everything is real-time information**
 - User generated content instantly broadcasted
 - Communication/Instant messaging
- **Closing gap between time / space / people**



Impact on how we

New paradigm



Every day life services

Instant Messaging



Notifications, Always On, Push,
Multi-task, Exceptional Battery Life, Real-Time push, Combined Messaging,



Social Networking



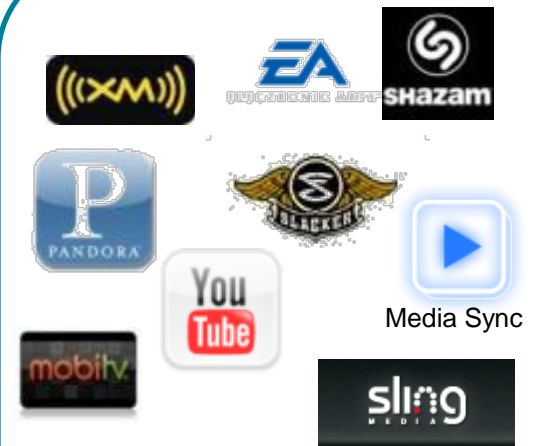
Internet Content



Professional



Multimedia



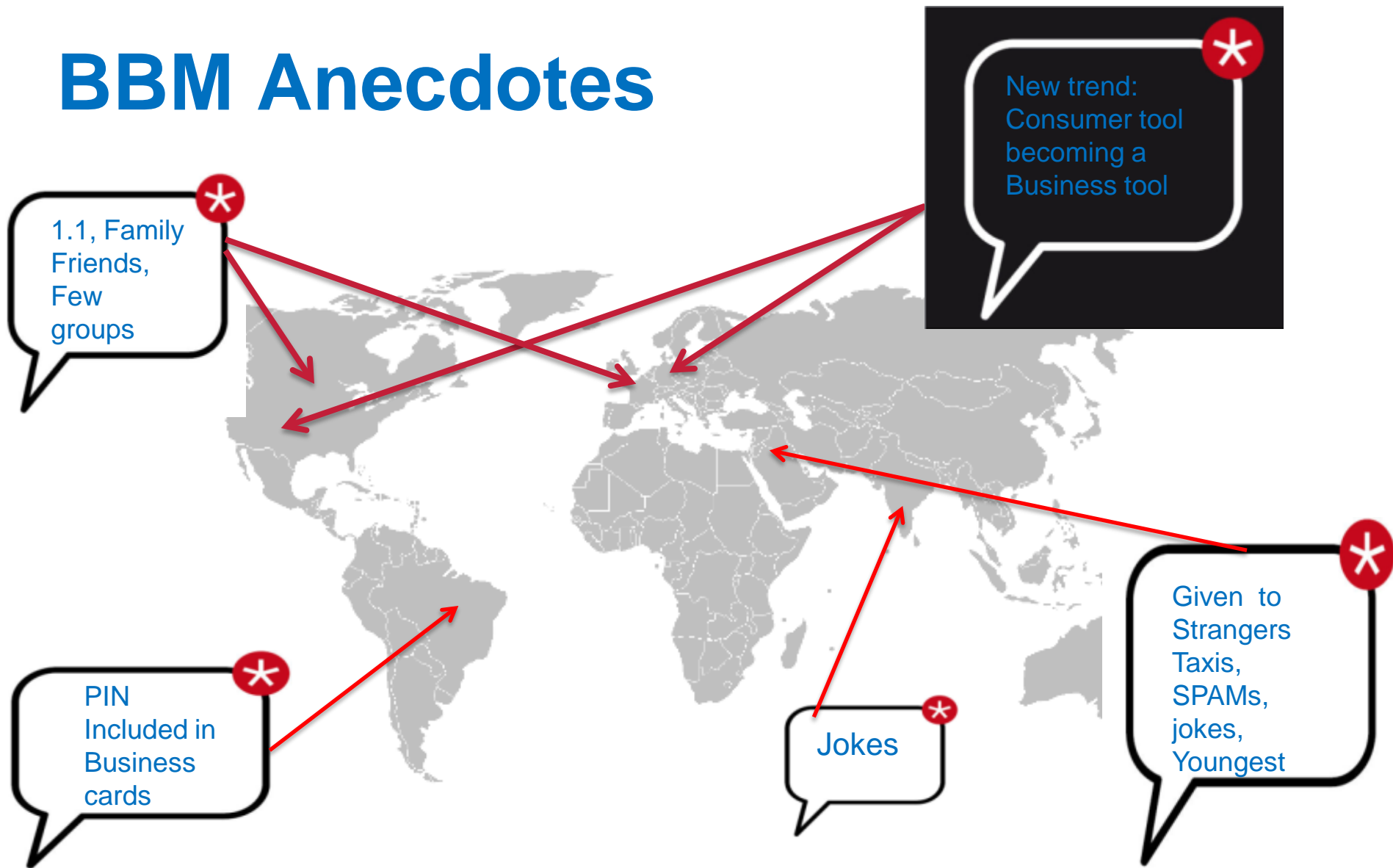
BlackBerry Messenger



- **Instant Messaging**
- **More than 67+ million users world-wide**
- **Over 4.7 million groups**
- **Over 2 million users added a month**
- **Over 100 billion messages sent/month**
- **BBM music**



BBM Anecdotes



Augmented Reality

New built-in technology enables disruptive location-based services and augmented reality



Wikitude overlays contextual information on what the user sees through the smartphone's camera viewfinder

Challenges

- **Everything becomes Mobile**
- **Exponential growth of data and services**
- **Security and Privacy:**
“Conscious European Digital Consumer”
- **Less barriers, less geographical boundaries, consumerisation (Business/consumers)**

Questions & Thank You!

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Common Criteria



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