J W T | 15 WAYS MOBILE WILL CHANGE OUR LIVES

March 2012

Image credit: Randy Pertiet

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Image credits: Samsung, Jawbone, Nokia and marketwire.com

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BACKGROUND

The GSMA's Mobile World Congress 2012, held in Barcelona from Feb. 27-March 1, attracted a record-breaking 67,000 attendees. They represented network operators, mobile manufacturers and developers, along with many players from industries new to this event—companies whose businesses are being affected by a revolution that sooner or later will reach all categories, consumers and markets, regardless of their maturity.

If one thing's clear, mobile will disrupt it all, and earlier than we could have expected. The pace at which technology is reshaping the world will only speed up, and many innovations that we may believe belong to the future are here already or even in our past.

As everything turns mobile, the user experience will progressively become more simple, secure and seamless. These three principles will define successful mobile experiences as users become savvier and more demanding.

The shift from a connected to a hyper-connected world is happening now. Online ubiquity provides the catalyst for a new understanding of what mobile means, what mobile does and how it is experienced. This document outlines 15 key takeaways from the MWC, along with examples that help illustrate these ideas: a preview of how mobile will change our lives.

TOWARDS A HYPER-CONNECTED WORLD

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Image credit: Eric Fischer

1 EVERYTHING IS 'SMART'

It's no longer just our mobile phones that are getting "smart"—that is, gaining access to the Web and the ability to communicate wirelessly. All kinds of things, from cars to refrigerators and entire homes, are getting connected in this way as well. Down the road, as more manufacturers embed WiFi, SIM cards and other technologies into more products, expect anything and everything to link in to the intelligent Internet of Things.

"There really isn't a device in your life right now that wouldn't be better if you could connect it on a wireless network. … Consumers will eventually have six or seven devices in their life, and they'll all talk to one another."

—MICHAEL O'HARA,
chief marketing officer,
GSMA

"The Web will be everything, but it will be nothing. It will be like electricity; it is just there."

—ERIC SCHMIDT,
executive chairman,
Google

The number of connected devices will leap from 9 billion in 2011 to almost 24 billion by 2020. —GSMA

1 EVERYTHING IS ‘SMART’

IN ACTION

AT&T’s Internet-enabled Dumpsters: AT&T worked with a large document shredding company in the U.S. to outfit bins with sensors that wirelessly alert owners when they reach capacity, allowing for an efficient pickup system based on necessity rather than a pre-set schedule. The system can also detect when a bin is tampered with and send an alert.

The Copenhagen Wheel: A partnership between Ducati Energia and MIT, this prototype Internet-connected bicycle, which includes a sensor that can detect information such as carbon monoxide emissions, noise, ambient temperature and relative humidity. The Copenhagen Wheel then relays the data to the cyclist’s smartphone. For bike-friendly societies such as Denmark or the Netherlands, this makes data capture not only ubiquitous but invisible and unobtrusive. Cyclists can map faster or healthier rides to work and track their mileage; they can also share their data to provide their city with useful real-time info.

Image credits: AT&T and Max Tomasinelli

1 EVERYTHING IS ‘SMART’

IN ACTION (cont’d.)

Ford SYNC: Built in collaboration with Microsoft, Ford’s in-car connectivity system, SYNC, transforms vehicles into connected devices by syncing with drivers’ smartphones. The voice-controlled system can provide personalized news updates and send vehicle reports to a local auto shop. Upon detecting a crash, the system will automatically notify emergency services and provide relevant information, including GPS coordinates and driver details. Ford has also developed a prototype system with Medtronic that syncs a driver’s glucose monitoring device with the car via Bluetooth; using voice commands or the steering wheel controls, the driver can monitor glucose levels and trends through audio alerts or the console.

Image credit: Ford

2 WIDENING ACCESS

The United Nations declared Internet access a human right in June 2011, underscoring the importance of connectivity to people around the globe. The public and private sectors are working to open up access. While around 85% of the globe now has a mobile phone, according to a February report by Ericsson, many still lack coverage. Mobile providers are expanding infrastructure in rural areas and bolstering existing systems to ensure the growing ranks of smartphone owners can communicate. Public Wi-Fi hotspots are also proliferating: Informa Telecoms & Media estimates that today's 1.3 million hotspots will grow almost fourfold by 2015.

Affordability is also a key issue. Google says it will produce a pre-contract $70 Android phone within several years, which could open up Web access to millions who are currently priced out.

Another barrier to access is government constraints on citizens. To circumvent this, wireless "mesh" networks employ radio communications technology in each participating device, creating a self-configuring and highly adaptable network—requiring only one of the potentially limitless nodes to be physically wired to provide Internet access. When one node becomes inoperable, the others "self-heal," ensuring that the network remains functional.

> The number of mobile connections will rise from 6.6 billion in 2011 to 9.1 billion by 2015, bringing the total number of subscribers to 4.6 billion worldwide, more than half of the projected global population of 7.2 billion. —GSMA

2 WIDENING ACCESS

IN ACTION

Nokia's Asha series: Nokia debuted three new touch-screen models in its entry-level Asha range. The 202 and 203, intended for basic users or emerging markets, are expected to launch in the second quarter with a price tag of around €60. The 302 adds a QWERTY keyboard and is available for €95.

ViewSonic ViewPad E70: ViewSonic launched the ViewPad E70, a tablet that is expected to be available in the U.S. by April, costing around $170.

Image credits: Nokia and ViewSonic

3 THE HUMANIZATION OF TECH

As voice and gesture control become more common, our technology (mobile included) will adapt to us, rather than us adapting to it. Our digital experiences will become simpler and more user-friendly. Devices will also take on more human-like qualities, with personalities, individual quirks and other elements that make them more understandable and accessible.

3 THE HUMANIZATION OF TECH

IN ACTION

Ericsson's Social Web of Things: Ericsson envisions a "social web of things," with objects such as lamps, fridges and ovens communicating with each other via a Facebook-like website. Users "friend" their devices, which can then post detailed messages, begin short conversations and collect instructions—turning on the heating, for instance, if the user says he's heading home.

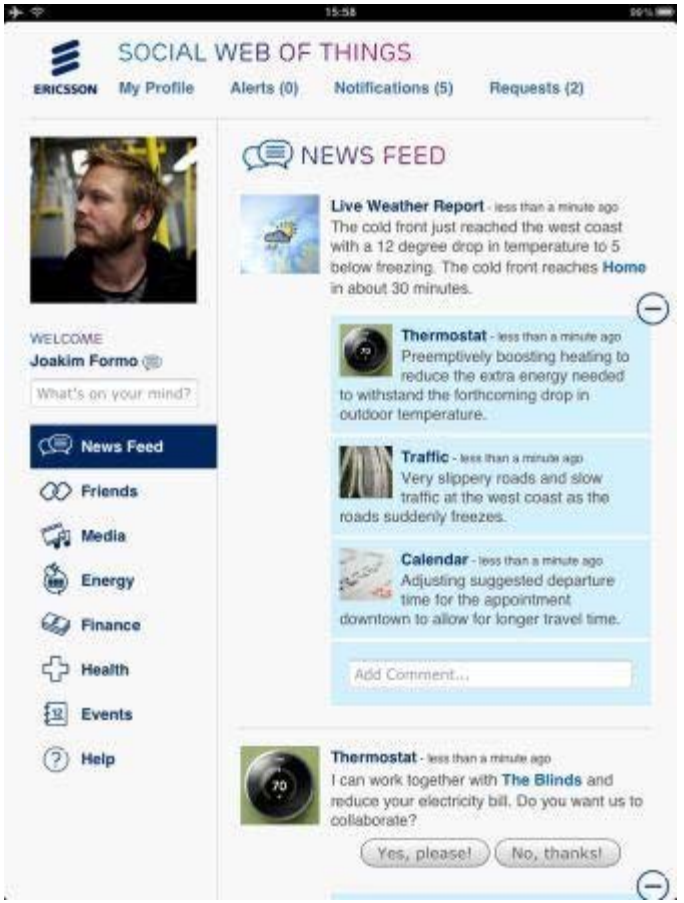

Image credit: Ericsson

NEW HYPER-CONNECTED EXPERIENCES

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Image credit: the.barb

4 MOBILE DEVICE AS WELLNESS GURU

Smartphones will help people lead healthier lives by providing information, recommendations and reminders based on data gathered through sensors embedded in users' clothing (shoes, wristbands, etc.) or through other phone capabilities (its motion detector, camera, etc.). We'll track everything from physical activity to sleep patterns and then get tailored advice on how to make improvements in real time.

4 MOBILE DEVICE AS WELLNESS GURU

IN ACTION

Smart wellness wristbands: The Nike+ FuelBand is a wristband that syncs with smartphones to track movement, allowing users to monitor their daily activity via an app. Similarly, UP by Jawbone is an app-synced wristband that monitors sleep patterns, meal consumption and movement, and vibrates to notify users when they've been inactive for too long.

Healthy-lifestyle apps: An array of smartphone apps help people make more nutritious food choices and motivate them to move. PlateMate, for instance, is an app currently under development that will allow users to simply snap a photo of their food to quickly get an estimate of its calorie count. iTreadmill uses a smartphone's accelerometer to measure step count, distance, calories burned and other activities, helping users to graph their progress toward fitness goals.

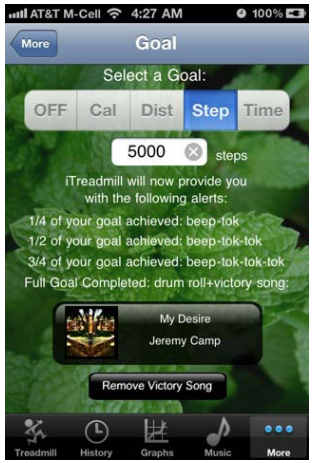

Image credits: Nike, Jawbone, Richard Amano and stevendepolo

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5 MOBILE DEVICE AS LIFESAVER

Internet-enabled mobile devices are becoming important tools in broadening access to health care, diagnosing diseases and saving lives in crisis situations. In developing regions, where network coverage is steadily expanding to remote areas, people who lack access to medical care for economic and/or logistical reasons can use their phone to connect with health professionals. And as smartphone computing power explodes, we'll see Star Trek-like devices that perform diagnoses on the go; some will even act automatically to ensure users' safety.

"Handheld medical devices are portable, consumer-friendly, accurate and reasonable."

—DON JONES,
VP, wireless health, global strategy and market development, Qualcomm

According to a McKinsey & Co. analysis, managing patients more successfully through remote monitoring services could cut 10-12% from the $6 trillion annual spend on health care worldwide.

5 MOBILE DEVICE AS LIFESAVER

IN ACTION

Vodafone portable GSM network: In 2011, Vodafone partnered with Télécoms Sans Frontières to bring emergency mobile communications to crisis zones, developing a portable GSM network that can be set up to allow free local calls in less than 40 minutes. The prototype system fits into three suitcase-size containers that together weigh less than 100 kilograms. It can be powered by various energy sources, including green power such as windmills or solar panels, making it self-sustainable.

Image credit: Vodafone

5 MOBILE DEVICE AS LIFESAVER

IN ACTION (cont'd.)

Etisalat Mobile Baby: Telecom operator Etisalat offers Mobile Baby, a service designed to cut maternal mortality rates in developing countries by providing birth attendants and midwives with a suite of mobile tools to help identify, communicate and respond to obstetric emergencies.

etisalat

Qualcomm Tricorder X Prize: Qualcomm launched the Tricorder X Prize in January, a $10 million award to any company that develops a tool capable of measuring health data—such as temperature, blood pressure and respiratory rate—in order to diagnose a set of 15 diseases.

Image credits: Keith Smith, Etisalat.ae and qualcommtricorderxprize.org

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6 SMARTPHONE AS EVERYTHING INTERFACE

The smartphone will become the key interface between connected devices and products (the Internet of Things) and their users. Among other things, people will use the device to remotely control household appliances, interact with screens and automatically adjust car settings to their preferences.

"The mobile phone will be the remote to the Internet of Things."

—FRANCO BERNABÉ,
CEO,
Telecom Italia

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6 SMARTPHONE AS EVERYTHING INTERFACE

IN ACTION

Nissan's LEAF app: A smartphone app for Nissan's electric Leaf lets owners remotely check the battery's driving range, begin battery charging and activate the climate-control system.

McDonald's Pong billboard: In Stockholm, McDonald's created a version of Pong on a giant digital billboard and enabled passersby to play it using their smartphones. After users logged on to the game's website, they could steer the board's paddle using their touch screen.

Image credits: Nissan North America and ddbsthlm

6 SMARTPHONE AS EVERYTHING INTERFACE

IN ACTION (cont'd.)

Macy's Backstage Pass: In spring 2011, Macy's worked with JWT to create a friction-free shopping experience for consumers. Shoppers could scan QR codes on items throughout the store with their phones to pull up content that included style advice, info on fashion trends and interviews with designers. They could then purchase items directly from their phone.

AT&T Digital Life: AT&T's Digital Life allows users to monitor and control their home from afar, switching on lamps, adjusting the climate and even locking doors.

Image credits: JWT and att.com

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7 SEAMLESS LIVING

As all kinds of devices get connected to the cloud, mobile technology will help us navigate the world more seamlessly. And as key players like Microsoft, Google and Apple expand their product lines across devices—from televisions to tablets—we'll see more unified experiences across platforms.

"Reaching content from different devices provides a different experience, but it must be continuous and consistent."

—NATHAN CLAPTON,
vice president, mobile partnerships,
TripAdvisor

7 SEAMLESS LIVING

IN ACTION

Google Chrome: The Chrome browser for Android smartphones provides a seamless mobile-to-PC experience by syncing users' lap/desktops and mobile devices. Whether users browse the Internet on a mobile device or PC, Chrome will remember history, favorite websites and other information.

Image credit: googlemobile.blogspot.com

8 MOBILE IDENTITY

With the mobile device serving as an Everything Hub—an ongoing trend we've spotlighted—it will become a summation of who we are all in one place. It will be packed with personal information and images we've accumulated over time and serve as our mobile wallet and keychain, enabled by secure and seamless technologies. NFC (near field communication) and RFID (radio-frequency identification), for instance, allow enabled devices to communicate with each other in close proximity.

People are increasingly consolidating their personal and professional email on one device, thus tying it more intimately to their identity. And employers are adjusting to the BYOD (Bring Your Own Device) trend, allowing workers to use personal devices.

The mobile phone is becoming so tied to identity that in some cases the phone number substitutes for addresses, names and other information. Jay Altschuler, director of global media innovation at Unilever, noted that in India, some people display their phone number at their door, rather than their name.

8 MOBILE IDENTITY

IN ACTION

OpenWays Mobile Key: Mobile security company OpenWays partnered with NXP Semiconductors and Nokia to demonstrate a system that allows NFC-enabled mobile devices to open doors. Once users gain access to a virtual key, they simply touch their smartphone to the lock. The system is currently available to travelers at some Nordic Choice Hotels in Scandinavia.

Ericsson's Connected Me: Ericsson debuted its prototype Connected Me system, a futuristic idea that uses "capacitive coupling" technology to enable transfer data through human touch (e.g., the company envisions people transferring digital business cards simply by shaking hands).

Image credits: marketwire.com and Ericsson

8 MOBILE IDENTITY

IN ACTION (cont'd.)

Isis Mobile Wallet: This NFC payment system, set to launch in the U.S. midyear, is the result of a joint venture between AT&T, T-Mobile and Verizon, which have secured agreements with major credit card brands and some key banks, including Chase and Capital One. Through a smartphone app, users will be able to create a virtual wallet that includes their credit, debit and loyalty cards, along with offers, deals and promotions. For security, users will need a unique four-digit PIN to open Isis and will be able to lock the app remotely if a phone is lost or stolen.

Image credit: paywithisis.com

9 FRICTION-FREE PURCHASING

The smartphone will become a passkey to the retail experience. QR codes allow smartphone users to shop anytime, anywhere, as we're seeing with the rise of retailers' coded out-of-home displays. The integration of NFC in handsets will enable fast and easy mobile payments. And as e-commerce and brick-and-mortar retailing integrate and overlap, shopping may entail simply snapping a photo or tapping a sensor, then collecting the order or having it immediately delivered.

"The mobile device is blurring the boundary between retail and e-commerce. Many consumers use their mobile device while shopping offline, as well."

—JOHN DONAHOE,
CEO,
eBay

According to Juniper Research, as NFC technology facilitates m-commerce, the market value of mobile transactions will more than triple by 2015, reaching $670 billion.

9 FRICTION-FREE PURCHASING

IN ACTION

Vodafone and Visa's payment terminals: Vodafone and Visa announced a partnership that will allow subscribers to pay for goods and services with NFC-enabled mobile devices. Consumers with funds in a prepaid Visa account can simply wave their smartphone in front of a payment terminal to deduct the price of items they wish to buy from their balance. For bigger transactions, shoppers must enter a password. The service will launch in Germany, the Netherlands, Spain, Turkey and the U.K. later this year.

60-second hotel booking with PayPal: PayPal announced a partnership with hotel chain Yotel, allowing travelers to book rooms with their smartphone in less than 60 seconds. People looking for a room at any of the three Yotel airport locations in Europe can log onto to a mobile-optimized website, pay with PayPal and secure a room in less than a minute. PayPal envisions adding the ability to unlock room doors with NFC-enabled phones, for an even more frictionless experience.

Image credits: Tom Purves and thepaypalblog.com

9 FRICTION-FREE PURCHASING

IN ACTION (cont'd.)

***Glamour* magazine shoppable wall:** During Fashion Week in New York, *Glamour* magazine set up a shoppable wall that allowed consumers to scan 2D barcodes with their smartphones to purchase products, which were then shipped to their homes. The "apothecary" was stocked with products from some of the magazine's advertisers including Unilever, Johnson & Johnson, C.O. Bigelow, John Frieda and Elizabeth Arden. The first to launch this type of shopping channel was Home Plus, the Korean arm of Tesco, which last year introduced a shoppable wall targeting commuters in a Seoul subway station.

Quick food orders with RedLaser: Diners at a paella restaurant at the Mobile World Congress could use their phones to choose the type of paella they wanted using shopping app RedLaser, which enables payment via PayPal or a credit card. Users were able to skip the queue, simply ordering and paying via the app and picking up their food when it was ready.

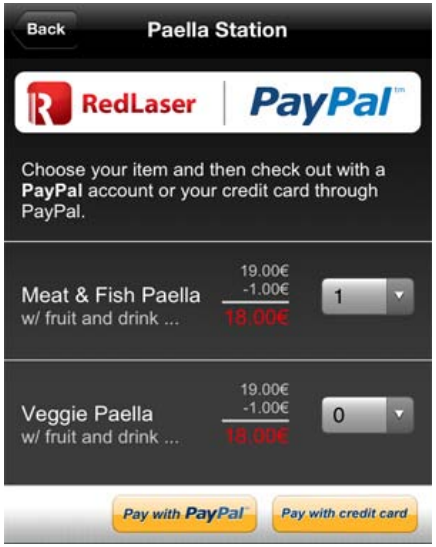

Image credits: glamour.com and redlaser.com

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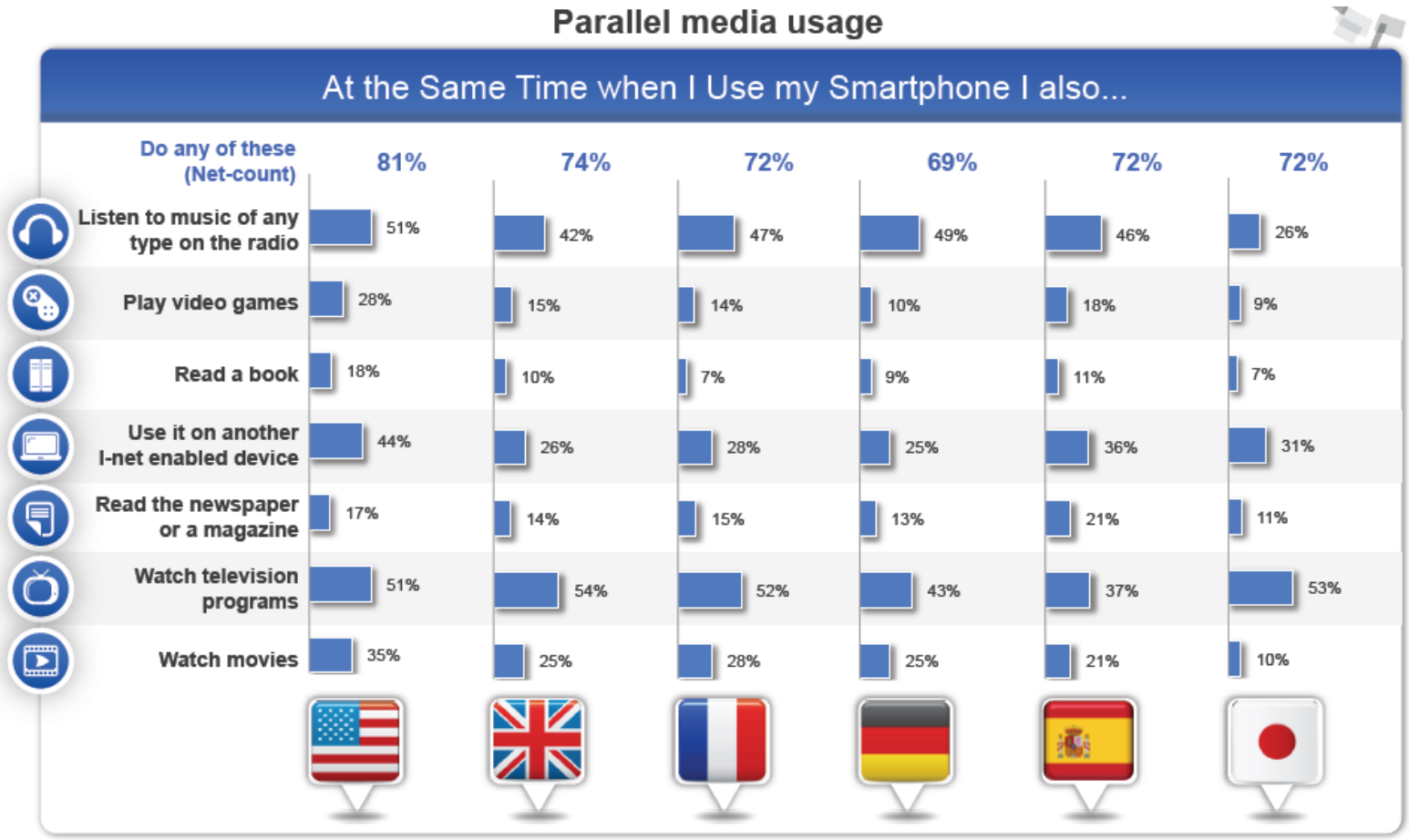
10 MEDIA MULTITASKING

The mobile is becoming a complement to or distraction from most other types of media platforms and content. Consumers are hopping between screens (and the printed page), toying with their tablet or smartphone as they watch television, play video games, work on their computer and so on. Sometimes they're multitasking, and sometimes they're using the mobile device's unique capabilities (e.g., apps that recognize audio content or scan QR codes) to augment the experience at hand.

81% of people in the U.S. and 74% in the U.K. use their smartphone while consuming other types of media, such as television, video games or magazines. —Google

10 MEDIA MULTITASKING



Base: Private Smartphone users who use the internet in general and who were online yesterday with their Smartphone; wave 2 (US: 817; UK: 784; FR: 778; DE: 720; ES: 752; JP: 910).
Q22. When you use the Internet on your Smartphone which if any of the following - do you do at the same time?

Data credit: Google

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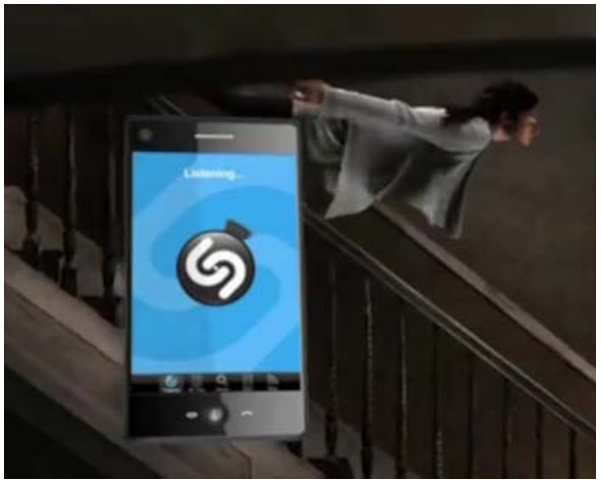
10 MEDIA MULTITASKING

IN ACTION

Shazam for TV: Originally designed for identifying songs based on audio samples, this mobile app now enables users to get special content while watching TV, turning the mobile device into the second screen. Shazam will detect audio cues and then cue up anything from an advertiser's coupons to a broadcaster's exclusive content.



Blippar and *Virgin Media* magazine: Blippar is an augmented reality app that allows users to pull up content such as animated movies, games and promotions by scanning objects with their mobile device. Partnering with *Virgin Media* magazine, for example, Blippar enabled users to unlock videos, 3D graphics and interactive games via the magazine pages.

Image credits: shazamfortv and blippar1

10 MEDIA MULTITASKING

IN ACTION (cont'd.)

Social TV apps: To make content consumption more social, apps such as Miso, GetGlue, Tunerfish and Peel allow users to check in to media (TV shows, movies, books and music), just as they might places. Users can then see what their friends are doing in real time. GetGlue and Peel also provide customized recommendations. One example of how a TV network is leveraging such tools: USA Network partnered with JWT's Digitaria to create a first-of-its-kind GetGlue integration into an app for the show *Psych*. Fans can check in to *Psych* directly from the app, and check-ins containing keywords mentioned on the show unlock exclusive content. These interactions accumulated points for "Club Psych" members.

Image credit: Digitaria

11 ACCESS OVER OWNERSHIP

With the proliferation of cloud-based services and Internet-enabled devices, consumers will shift from owning media to accessing it through subscriptions however they want (via various connected devices) and wherever they want. Using the next generation of high-speed mobile networks (4G, LTE and ever-faster WiFi), people will listen to Spotify, Pandora and the like from Internet-enabled cars, speakers and even fridges; watch movies on tablets or TVs using services like Netflix and the upcoming Vdio or the new "digital content locker" UltraViolet; and catch up with TV everywhere as providers gradually expand access.

"[The music industry is] going from a transaction business to a subscription business."

—PER SUNDIN,
managing director,
Universal Music Group, Sweden

11 ACCESS OVER OWNERSHIP

IN ACTION

Sony Entertainment Network: This cloud-based system allows users to access content anytime, anywhere via enabled devices like tablets, gaming consoles and televisions (Sony's own as well as other brands). Among other things, users can access a catalog of nearly 15 million tracks on the network's Music Unlimited; buy or rent movies via Video Unlimited; and view their personal photos and videos through PlayMemories Online. The network also provides access to radio, movies and more via apps from providers like Pandora, NPR, Netflix and Hulu.

Image credit: sonyentertainmentnetwork.com

12 HYPER-PERSONALIZATION

Mobile devices will increasingly use the data they're privy to—from purchases made to social interactions to location—to offer information tailored to the user. They will analyze past and current behavior and activity to provide recommendations on where to go, what to do and what to buy.

"We have an immense amount of data. We're going through this data and creating recommendations for the world. … What's interesting is asking your phone where one of your friends last had dinner in the neighborhood or having it recommend a cool paella place in Barcelona because it knows you eat paella all the time at home."

—DENNIS CROWLEY,
CEO,
Foursquare

As of September 2011, 58% of smartphone owners in the U.S. were using geosocial or location-based services.
—Pew Research Center

12 HYPER-PERSONALIZATION

IN ACTION

Foursquare Explore: Foursquare, which has racked up 15 million-plus users and 1.5 billion check-ins since it launched in 2009, highlighted its new "Explore" feature, designed to help personalize the user experience. Explore is a location-based recommendation engine that allows users to discover places to eat, drink and so on, searching by category or specific term ("sushi," etc.). The feature, which CEO Dennis Crowley described as a contextually personalized "buzz in your pocket," draws on data from the user's activities, the user's social graph and the broader network. It can suggest places anywhere in the world and connect people with users who share similar tastes.

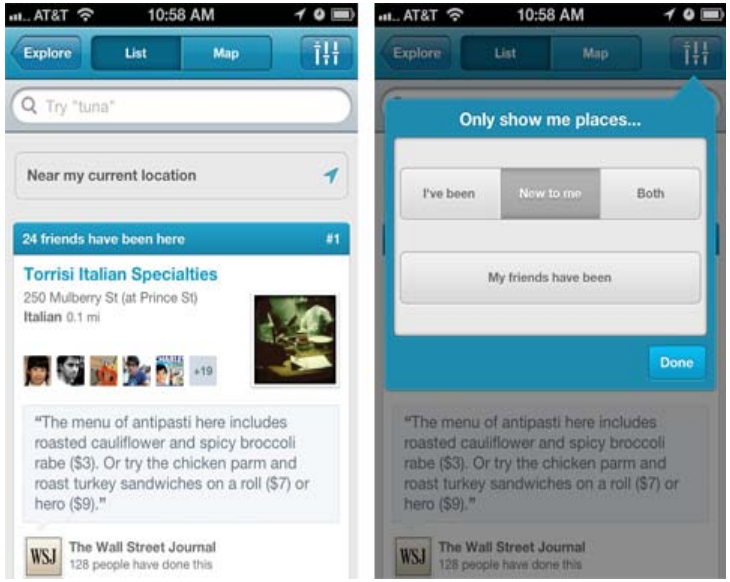


Image credit: blog.foursquare.com

13 THE DATA-SHARING DEBATE

While third parties will seek access to more data (location, browsing history, social graph, etc.) in order to fine-tune personalization engines, people will increasingly think more closely about what they should share. This push-pull over data-sharing will spotlight what personal data is worth and how it's used, forcing brands to make a bigger point of asking consumers to opt in and, in some cases, to add incentives for doing so.

"Mobile has become an incredibly important and influential tool for people around the world. … However, with this growing use come significant privacy concerns over the ability of mobile users to exercise choice and control over the use of their personal information."

—ANNE BOUVEROT, director general, GSMA

"A year ago, people would not opt in to location when they installed an app. … Today, the vast majority of people will let the app do that because they get the value added and how [it] helps."

—STEVE YANKOVICH, VP of mobile, eBay

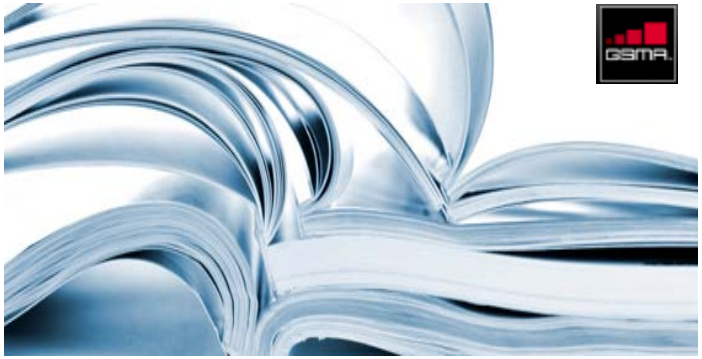
"If the phone can track everything, how does the user know it will be used for good?"

—ROB GRIMSHAW, managing director, FT.com

13 THE DATA-SHARING DEBATE

IN ACTION

GSMA Global Privacy Design Guidelines: Industry body GSMA worked with major telecom providers including Deutsche Telekom, France Telecom–Orange, Telenor Group and Vodafone to publish guidelines for the mobile app industry. The stated aim is to ensure that users get "better transparency, choice and control over how apps use their personal information."



Mozilla's "Do Not Track" for Boot to Gecko: Mozilla debuted a "Do Not Track" feature for a mobile operating system, the first of its kind. Users of the open source system, Boot to Gecko, can elect to prevent their mobile device from disseminating information such as browsing history to third parties. Mozilla has offered a Do Not Track option for its Firefox Web browser since early 2011; as of late February, 18% of Firefox for Android users had turned on the feature.

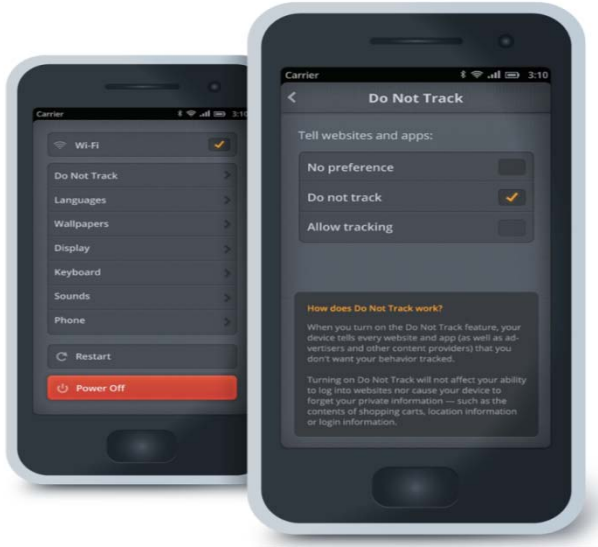


Image credits: gsma.com and blog.mozilla.com

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13 THE DATA-SHARING DEBATE

IN ACTION (cont'd.)

Carrier IQ's IQ Care platform: Mobile analytics company Carrier IQ, controversial in the U.S. because of its unauthorized collection of private information from smartphone users, announced it will give wireless providers the option to offer a direct link to information that Carrier IQ gathers, such as battery usage and call quality. Consumers would be able to log on to a provider's website to view data about a dropped call or which apps are draining a phone's battery, with information updated every 24 hours and going back by about a week. The aim is to "create a greater level of transparency about what information is being gathered and how it's being used," said Andrew Coward, Carrier IQ's VP of marketing, strategy and product management.

Image credit: carrieriq.com

THE CONSTRAINTS OF A HYPER-CONNECTED WORLD

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Image credit: simplytheyu

14 SECURITY CONSCIOUSNESS

App usage, mobile browsing and mobile payments all put personal data at risk, and security threats are rising. The Android system, the top target of malicious software, saw a near-fivefold increase in malware between July and November 2011. We'll also see a rise in cloud security concerns and claimed solutions as people share more personal data with third parties and as more businesses store customer and proprietary information in the cloud.

14 SECURITY CONSCIOUSNESS

IN ACTION

Cloud Security Alliance: Conceived in 2008, the Cloud Security Alliance is a not-for-profit dedicated to promoting best practices for secure cloud computing. It has more than 50 founding members, including Dell, Qualcomm, eBay and HP.

Samsung Secu-NFC chip: This NFC chip uses advanced encryption technologies to ensure that data remains secure. Samsung announced it will partner with Japanese network provider FeliCa Networks to use these chips in handsets, which are set for "commercial deployment" in 2013.

Norton Mobile Security: This Symantec app provides anti-malware protection, detecting and removing viruses, and also lets users remotely locate, lock and wipe data from their phone. A "sneak peak" feature allows users with a lost or stolen phone to take a remote picture from the phone's front-facing camera to find out who has the mobile device.

Image credits: cloudsecurityalliance.org, yellowcloud and norton

15 “NOMOPHOBIA”

This term for “no mobile phobia” refers to the fear people feel when separated from their mobile device. High-tech devices in general are becoming as integral to people as food and clothing (a macro trend we’ve termed Eat, Pray, Tech). With the mobile in particular, our attachments are deepening as the smartphone evolves into an indispensible Everything Hub and as it becomes more closely linked to our identity (see Mobile ID). Increasingly, going without this appendage will provoke real anxiety.

Asked what they were prepared to give up for a week in place of their mobile phone, 70% of people would abandon alcohol, 63% would forgo chocolate and 33% would skip sex. —Vodafone

One in four people would rather share their toothbrush than their mobile phone. —Motorola

15 “NOMOPHOBIA”

IN ACTION

Phone location apps: Various apps helps smartphone owners find their device if they lose it. Where’s My Droid can call a user’s phone, increase the ringer volume and locate the phone using GPS data. Apple’s Find My iPhone provides a similar service, while AntiDroidTheft offers a “spy camera” function, which allows users to remotely view images taken by their phone’s camera.

Image credits: play.google.com and apple.com

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ABOUT US

JWT

JWT is the world's best-known marketing communications brand. Headquartered in New York, JWT is a true global network with more than 200 offices in over 90 countries employing nearly 10,000 marketing professionals.

JWT consistently ranks among the top agency networks in the world and continues its dominant presence in the industry by staying on the leading edge—from producing the first-ever TV commercial in 1939 to developing award-winning branded content for brands such as Smirnoff, Macy's, Ford and HSBC.

JWT's pioneering spirit enables the agency to forge deep relationships with clients including Bayer, Bloomberg, Cadbury, Diageo, DTC, Ford, HSBC, Johnson & Johnson, Kellogg's, Kimberly-Clark, Kraft, Nestlé, Nokia, Rolex, Royal Caribbean, Schick, Shell, Unilever, Vodafone and many others. JWT's parent company is WPP (NASDAQ: WPPGY).

Contacts

Alex Pallete	Ramon Jimenez	Will Palley	Ann Mack
+34-91-592-3488	+34-91-592-3399	+1-212-210-7225	+1-212-210-7378
alex.pallete@jwt.com	ramon.jimenez@jwt.com	william.palley@jwt.com	ann.mack@jwt.com
@alexpallete	@monchojimenez	@wpalley	@annmmack

@JWT_Worldwide

@JWTIntelligence