

Your market for mobility

Global Forum 2008, Session 9 “Mobility in a Digital World”

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Budgeting your Bearings.



€ 4 | roaming cost of buying 8 cm² of map on your mobile

€ 4 | price of 1:20.000 paper map
400 | times a mobile map is more expensive than a paper map

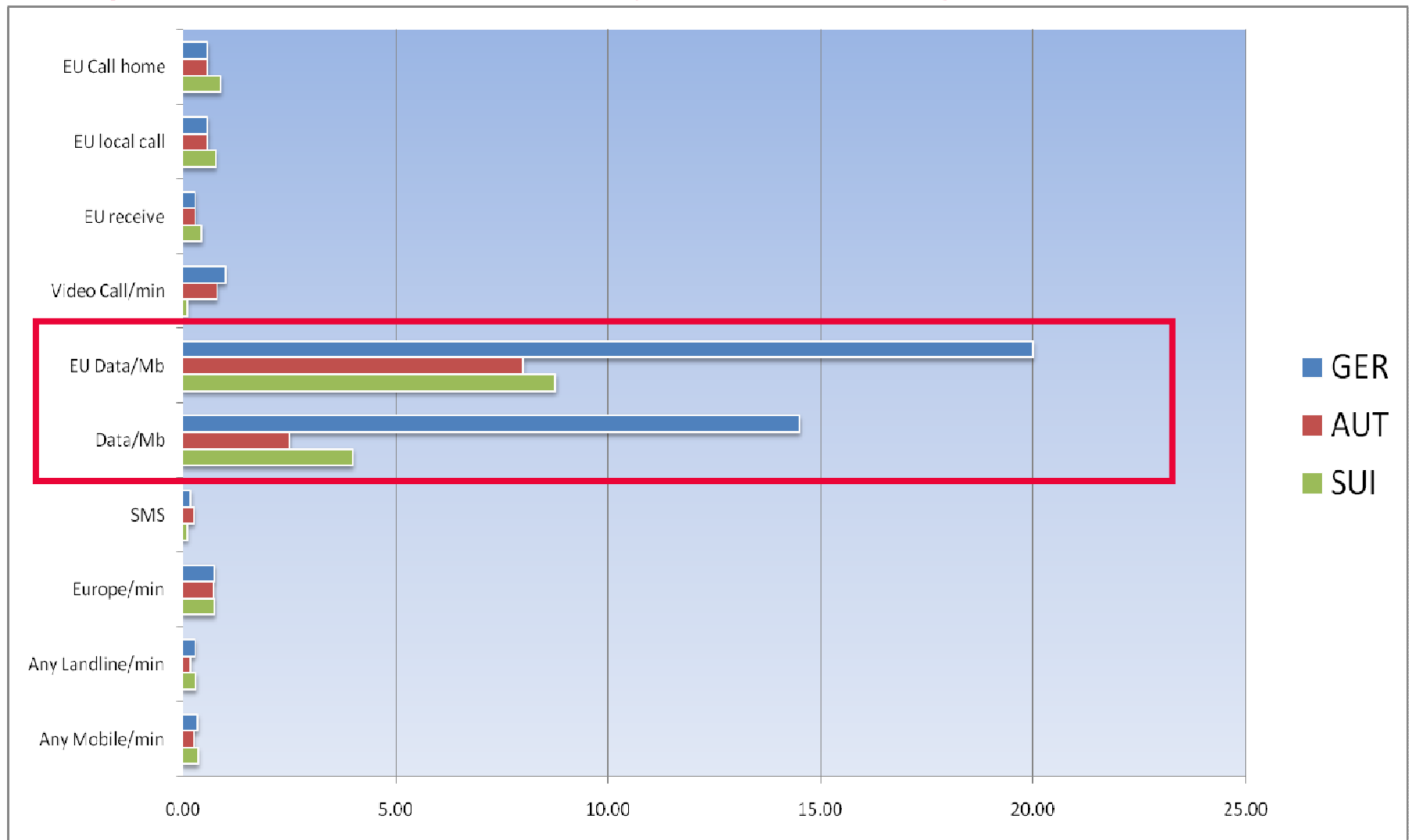
150,000,000 | number of paper maps bought in Europe each year

€ 600,000,000 | potential market for mobile maps, if prices are reduced for traffic

The environmental perspective:

246,600 | trees saved if tourists stop using paper maps

Comparative costs of Mobility incl Roaming (2007)



Service Innovation in Stockholm.

Open Wireless Information Highway on Tourist Hotspots and Well-visited Places



- » **Tourist:** Advanced User-Group, Easily Located
 - » **Phase 1:** Roaming Free Talk of the Town Audio Guide
 - » **City-Wide Scope:** City-wide coverage
 - » **Phase 2:** Tourism, Voice, Media driven WiFi Network
 - » **SKYPE** and a leading newspaper
 - » **Advanced Mobile Infrastructure:** Wireless hotspots in urban and outdoor areas at 1/18th of typical costs.
 - » **Project lines**
 - Travel Information, Attractions
 - Urban Storytelling
 - Restaurants & Café's, Hotels
- **NOW PILOTING:** 5 Buses offering WiFi access.

Fear of a Mobile Planet.



700,000,000

WiFi chips shipping in 2010

63,750,000

km² habitable land surface of the earth

30

% of habitable land which could be covered by WiFi in 2010

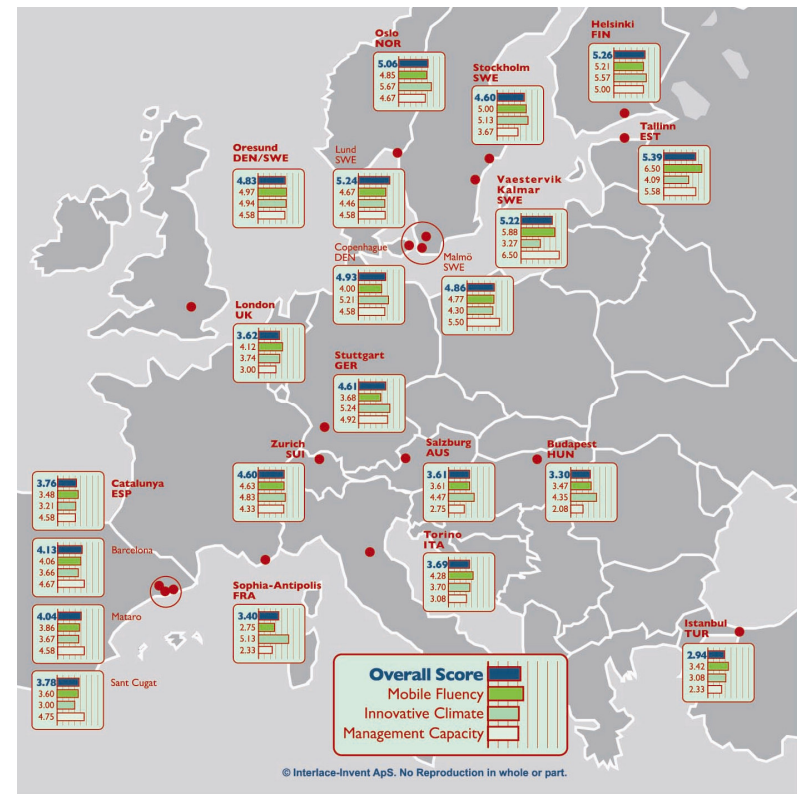
15

% of citizens of Hamburg which do not see mobile radiation as a major health risk

mWatch: Europe, sea of service & market 'islands'



Competency Landscape 2008



Mobile Readiness 2006

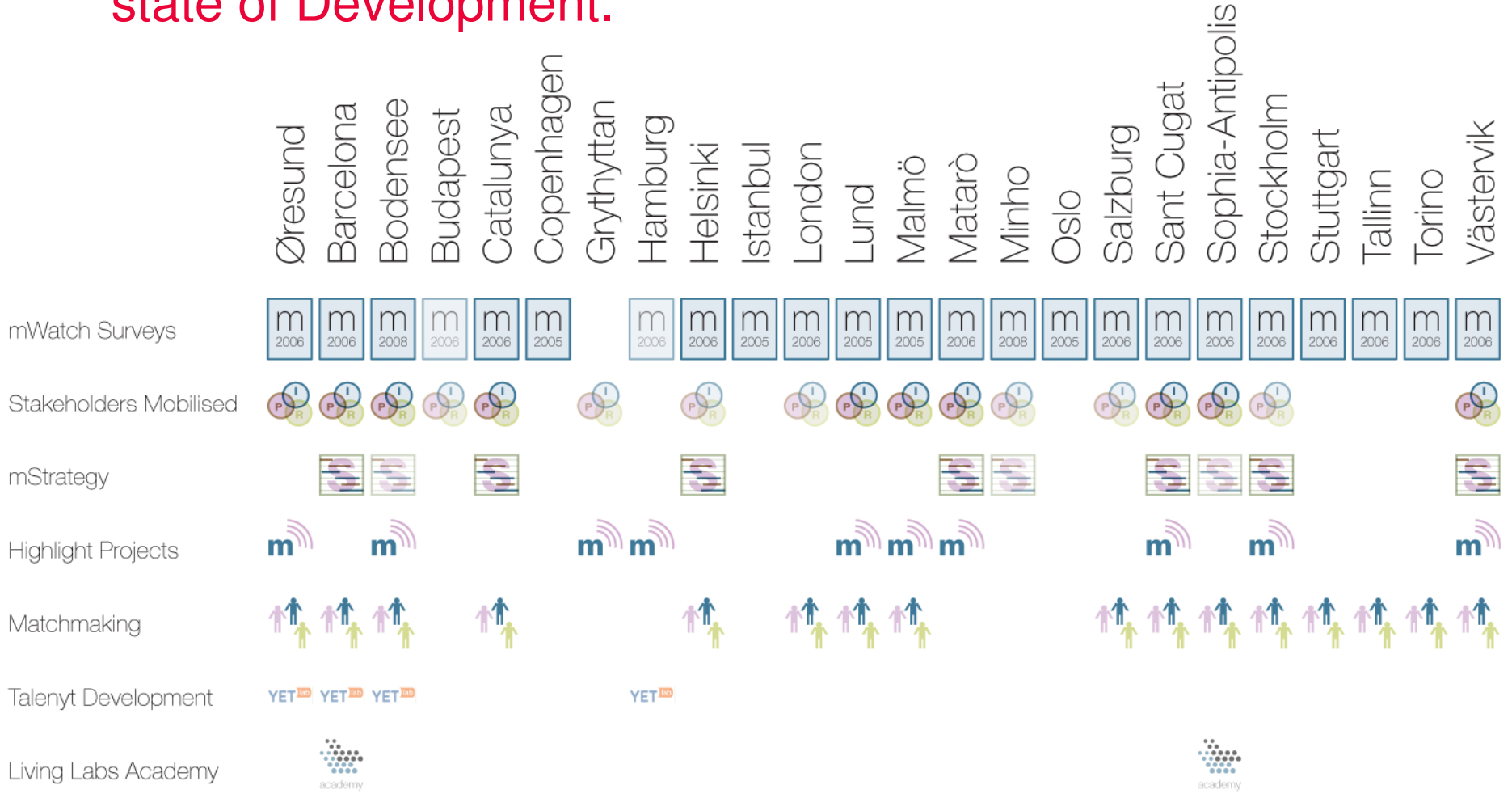
Matchmaking Summits

Opening global markets for digital services

- » 2008 Stuttgart: 91 participants from industry, cities, research institutes and programmes for 2 days to build consortia, partnering and visions.
- » Link to major industrial sectors such as automotive, health care, energy, food, tourism, mCity and satellite
- » Focus on public sector procurement and public sector innovation as lead markets
- » Mobilization of demand from industry and end-users
- » European Commission support for Living Labs Europe to link up firms in mobile & wireless sector as a strategic initiative
- » Key topics in FP7 funding programmes by DG Enterprise in 2009

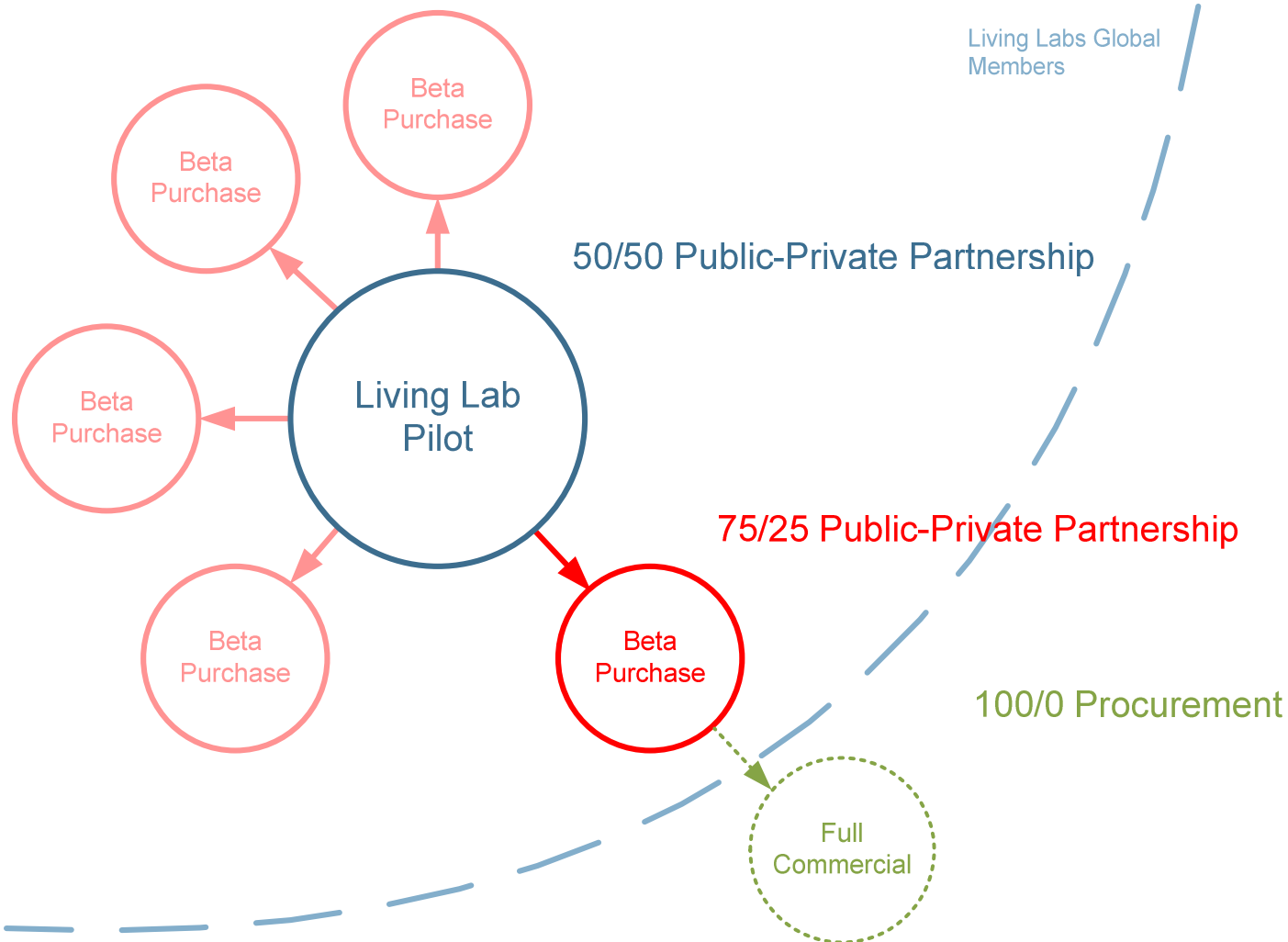


Work in Progress: Overview of Living Labs in Europe and state of Development.



Highlight Project

Public Service Innovation Commercialisation



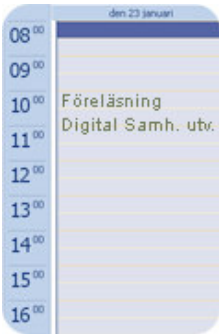
Highlight Projects: The Case for mStudent

Why Invest in Services for Students?

- 18.000.000 students in Europe do not receive dedicated mobile services.
- Students are willing to pay 1 EUR each week for updated digital agenda. That is 630,000,000 EUR in annual revenue potential.
- Universities increasingly compete for students by both academic excellence and service excellence.
- Cities value students as Talent, a strategic resource for the future. Retaining top talent will assure economic sustainability.
- Business values students as early adopters, future professionals, a major untapped market, and lead users.



Highlight Projects: Some mStudent solutions available today



Timetable

The teacher has send you an e-mail about changes in the timetable concerning the morning lectures, but you haven't had the time to check your e-mail. Now you have the possibility to get the same information via SMS and get some spare time in the morning.



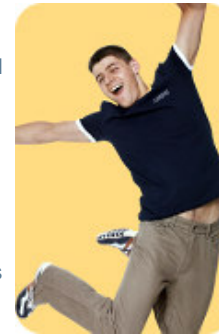
Point of View

This is your chance to tell your point of view concerning issues about your everyday life. The school, the muni-ci-pality and companies can send questions to your mobile phone to improve your everyday life. Take the chance to tell them your opinion.



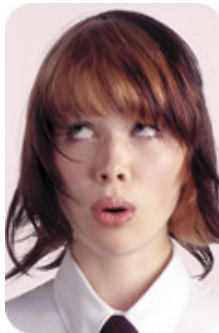
Phone Chat

Are you using the computer in the school or maybe you are in the cafeteria with the mobile phone in your hand? Regardless of where you are you can chat. Maybe discuss the schoolwork or perhaps the weekend party.



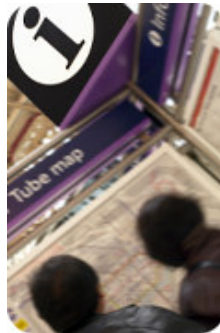
Competitions

Join the competitions and win nice prizes. The information about the competitions will be sent to your mobile phone as a SMS or a MMS. The message will tell you how to participate in the competition. Good luck!



Reminder

Is it hard for you to remember everything? The teachers have the possibility to send reminder messages to your mobile phone. It can save you from the embarrassment of coming late. It doesn't replace your calendar but it can help you in your everyday life.



School Information

Now it is possible for the school administra-tion to send general important information about the school and your studies. Information that you need to have. Test results and new courses are examples of information that can be sent to your mobile.



Lecture Online

See a lecture online via your mobile phone, PDA or computer. The possibility to access knowledge at new places and around the clock is now greater than ever. mStudent is testing the future today. Education when you want it, wherever you are.



Free Telephony

With help of the Internet and free telephony there are possibilities for study groups to communic-ate and keep in contact with each other, family and friends all over the world. Everyone can call you on your computer or PDA.



School Meals

One of the more important things for a good life and a good curriculum is to eat the right food on a regular basis. With this service the school can send you the school meal menu and you can read it in your mobile phone.



Offers

Students in general have often a tight economy and are therefore open for offers. With the possibility to receive information from local dealers you can get interesting and exiting offers that helps you to make your money last longer.



Banking Services

Simplify your everyday life by using Banking Services via Mobile Phone.

- Account information
- Statement of account
- Transfer transactions
- Loan information
- Currency rates
- Mortgage rate
- Find banking offices



Innovation Competition

Do you have a great idea? Do you know a mobile service that can be to use for you, your parents or someone else. Take the chance! Join the Innovation Competition. It is your opportunity to travel in Europe. Join the competition at: www.mobilestudent.se

Innovation is about markets



Mapping mobility: show your potential.

mWatch Surveys on Mobile Readiness continually expose emerging markets, leading communities and projects that drive global innovation and mobility services.

Matchmaking: your alliances and markets.

We organise users to build your markets; help you build partnerships with companies, public leaders and researchers; and find entrepreneurial talent for your ventures.

The World has 6,711,881,616 innovators. Why wait for markets, when you can create them?

We find local problems that are global opportunities. Together, we deliver the solutions.

Join us in building the world's leading marketplace for mobility.

Make it happen: Highlight projects.

Jointly, we define new service concepts, support the implementation of mobility services, and find project funding through investment, industry contracts, EU programmes and public tenders.

Thank you.

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