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Мобильное будущее

'куда копать' при разработке мобильных идей

Leonid Bugaev,
Nordic Agency AB,
РиФ, 22.04.2011



nōrdic agency ab
marketing communications

Välkommen Welcome to nordic.

Основная специализация агентства – коммуникационные решения в интернете: рекламные кампании и веб-сайты, социальные сети.

с 2011 – разрабатываем мобильные приложения для iPhone, iPad

Ищем единомышленников!

Бренды, с которыми мы работаем

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Sony Ericsson

Microsoft



Lilly

Эноб.



★ Heineken

LENTA·RU
издание Rambler Media Group

GUERLAIN

GIVENCHY

Вопрос к залу:

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‘Железное’ мобильное будущее

VS

‘Программное’ мобильное будущее



hardware



software

предсказание,
базирующееся на
'партизанской
секции':

SOFTWARE



BATMAN

iPhone 12: как он будет выглядеть? (ответ из прошлого)

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ищите на www.nordic.me

ищите на facebook.com/LBUGAEV



KEY BARRIERS



PROCESSORS

MEMORY

ENERGY

CONNECTIVITY/

BANDWIDTH

CONNECTIVITY

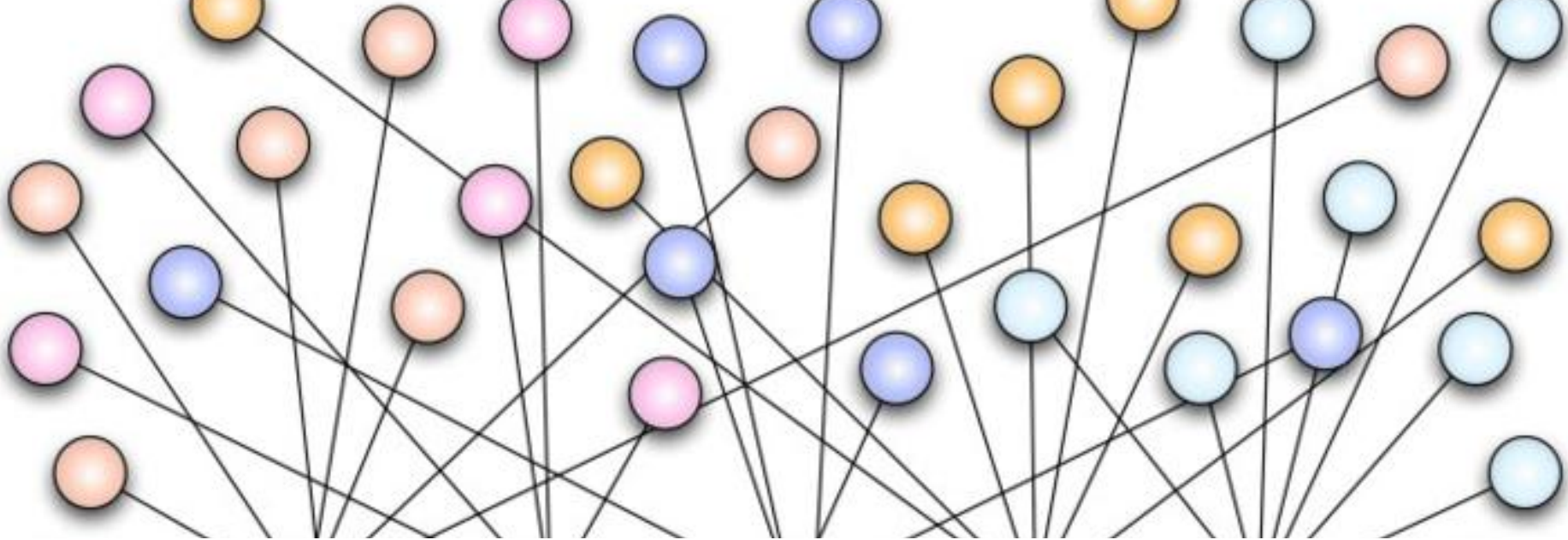
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Повсеместный интернет.

Sim-карта в iPad, встроенный 4G модем. Еще 3 года назад интернет нужно было искать, теперь он везде.

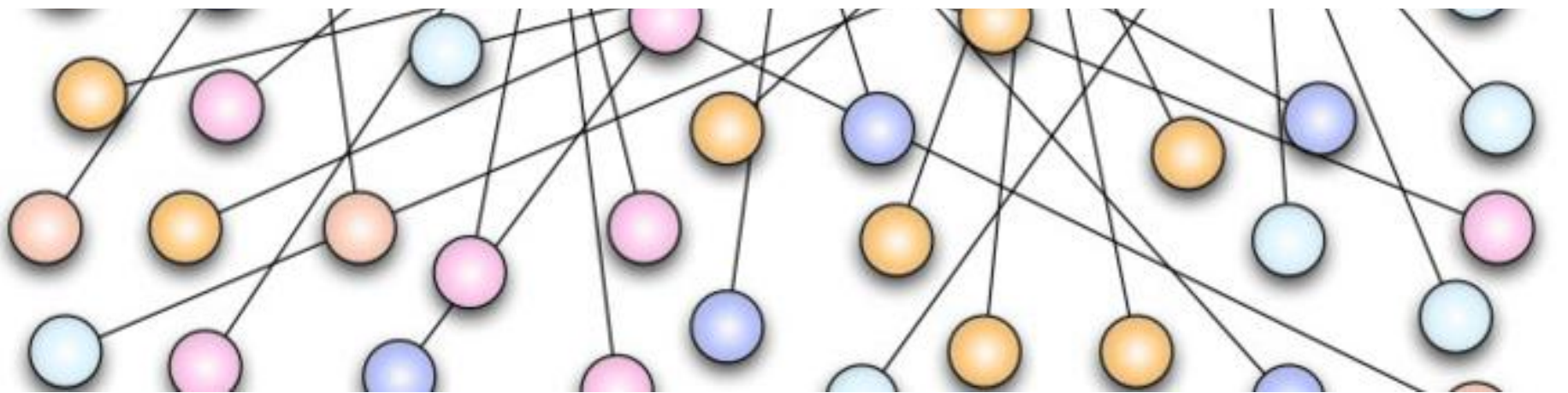


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Wi-Fi vs 3G?

LTE в стандарте 300Mb



СЛЕДУЮЩИЕ X ЛЕТ. ТРЕНДЫ:

ПЕРСОНАЛИЗАЦИЯ ПОИСКА

ИЗМЕНЕНИЯ В ИНТЕРФЕЙСАХ

СКОРОСТЬ ВНЕДРЕНИЯ
ПРОЦЕССОРОВ В ОКРУЖАЮЩИЙ МИР

ДВИЖЕНИЕ FRONT-END В MOBILE

Mobile comes first

Google programmers are doing work on mobile applications first, because they are better apps and that's what top programmers want to develop.

Eric Schmidt, Google CEO



Персонализация поиска: модель Hunch

hunch

Your Feed

Browse

Welcome to Hunch!

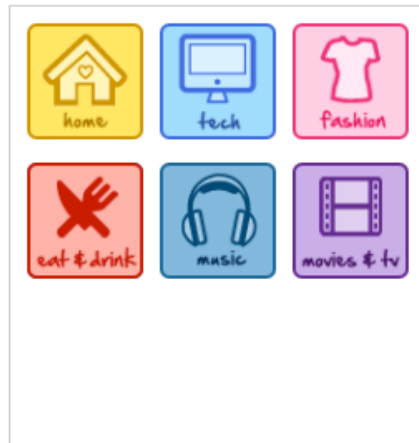
Let's get started by setting up your account:

1 Interests

2 People

3 Profile Info

What are you interested in?



Next ▶

Welcome to Hunch!

Let's get started by setting up your account:

1 Interests

2 People

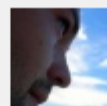
3 Profile Info

Who would you like recommendations from?

Your Friends:



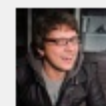
Dmitry Stepanov
dmitry.stepanov
 Follow



Jovan Savovich
jovan.savovich
 Follow



Mick Gour
mickgour
 Follow



A
g

Top contributors with similar interests:

Books

Video Games

Art & Design

Movies/TV

Music



intersauce
 Follow



Shaival Shah
shaival
 Follow



Michael Kerr
msideshow
 Follow





Land Rover LR2

I love this



Filed in [New Cars](#), [Cars](#)

Recommend

Save



0 recommendations	1 saves	93 ratings
----------------------	------------	---------------

Recommendations

Be the first to recommend Land Rover LR2:



Why are you recommending this?

400 characters remaining

Submit

Tags:

- tall drivers
- non-hybrid
- suv
- reliable
- all-wheel drive
- under \$35000
- luxurious
- prestigious
- midsize
- 4 doors
- new

People who liked this, also liked:

- | | | | |
|--|----------------------------|--|------------------------|
| | Volvo XC 90 AWD | | Mercedes GLK350 |
| | BMW X6 xDrive50i (E71) | | Mercedes-Benz ML63 AMG |
| | Land Rover LR3 | | Land Rover Range Rover |
| | Mercedes-Benz GL450 4MATIC | | Lexus LX 570 |
| | GMC K1500 Yukon 4WD | | |



Explore the Land Rover Freelander 2 S | Land Rover UK

I love this ★★★★★

Save



1 recommendations	0 saves	1 ratings
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Recommendations

you recommended this 0 minutes ago
complements your action-packed life

More on:
landrover.com

Tags:
land rover

People who liked this, also liked:

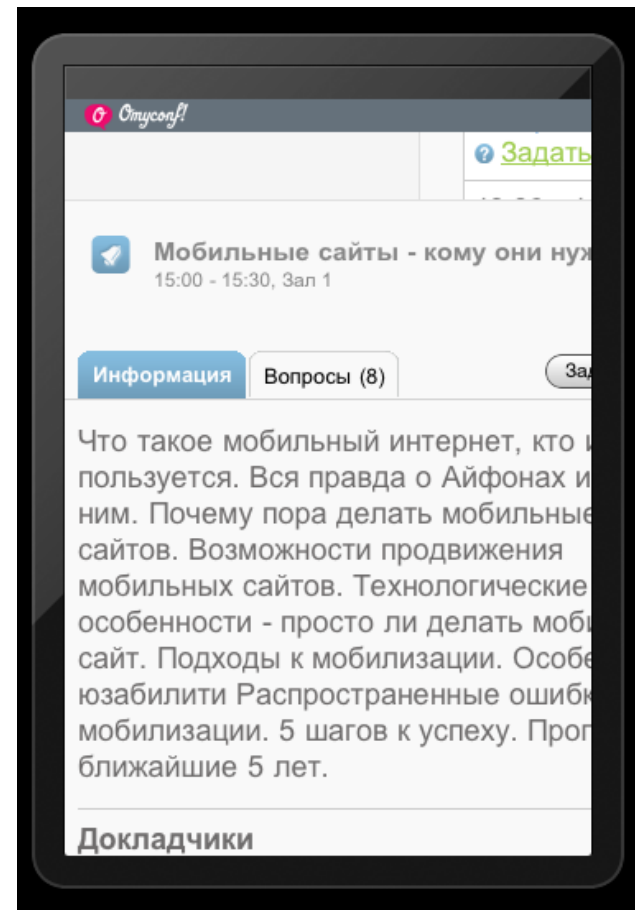
- | | |
|---|---|
| Canon XL2 | Barcode Scanner (Android) |
| QuickMark (iPhone) | Kodashii 88 |
| Belkin USB 2.0 Lighted Mouse Pad and 4-Port Hub | Mories |
| Ginpins | Modera |

ТРИ ПОТОКА ИНФОРМАЦИИ:

БУМАГА

ГОЛОС

ВИДЕО



ИЗМЕНЕНИЯ В МЕДИАПОТОРЕБЛЕНИИ

4 Comedians on How the Internet Saved Humor



Stephen Colbert

The Internet allows our audience to participate in the joke, sometimes even hijacking it by responding to our invitations in ways we couldn't have imagined. Plus, it has pictures of naked people! Colbert hosts Comedy Central's *The Colbert Report*.



Touch Play to hear an excerpt of this interview. (4:50)

When did you first think, oh, comedy is a thing I would like to do? I was 8 years old. I would sneak into the TV room and watch *SNL*.

Which cast? Lovitz, Carvey, Hartman, Jan Hooks—that era. The only time it ever dropped off a little for me was the beginning of the Ferrell-Oteri-Shannon era. But then I got into that really hot as well. It was just that, you know, in your first two years of college you stop watching *SNL* a little bit, because you're going out, and there was no TiVo then. Akiva and I were recording *SNL* on VHS until 2004.

Wait, are you saying you weren't able to just consume media whenever you wanted? That was the case. When we met Ferrell and Fred Armisen and Will Forte, we were like, "We watched your sketches on VHS over and over till we memorized them." They said, "That was like last week." All I could say was, "I know, but they weren't online."

OK, that's one way the Internet has changed comedy: access. What else do you think has changed? I don't think that the actual quality or content has changed. It's just that now

“Я-ЖУРНАЛ”

there's another way for you to find it. Like one of *SNL*'s new cast members, Jay Pharoah, is a killer impressionist. And he was basically found on the Internet. I mean, I know he did stand-up and stuff, but they told us, like, "Oh yeah, they're considering this guy. Take a look at his YouTube video." It was literally just him in his bedroom doing a bunch of impressions. And he was super-talented. You can get discovered a new way now is really my only point. You know, one of the common misconceptions about the Lonely Island is that we were discovered on the Internet. We actually weren't. A hand-off of a VHS tape is how we got agents, and working on the *MTV Movie Awards* with Jimmy Fallon and producers Mike Shoemaker and Steve Higgins is how we got recommended to *SNL*.

What was your audition for *SNL* like? It was very silly. You're supposed to do impressions and characters, and I basically had none. So I did a lot of stand-up and tried to show how I was a dumbass.

Did you have music? I recorded a song and played it before I did one character, and it did not work. It was a perfect way of describing






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Available on the App Store

Adobe Makes Wired iPad Edition Free for a Month

As App Approaches First Birthday, Magazine Wants to Show Off Added Sharing and Shopping Functions

By: Nat Ives Published: April 15, 2011

Like 77 Tweet 0 [+ Share | Email | Buy Reprints | Print | Comment | RSS]



Wired's iPad edition now lets you buy editors' picks without leaving the app.

introduced its iPad edition with the June 2010 issue amid frothy expectations last May.

"In a lot of ways we've been much more focused on building a better app in the last year than talking about it," said Howard Mittman, VP-publisher at Wired, which is published by Conde Nast. "Now it's time for us to come back out and say look at these investments."

In some ways Wired is catching up. iPad app editions for magazines including Bloomberg Businessweek, Popular Mechanics and ESPN the Magazine already allow sharing on Facebook and Twitter. Editorial e-commerce inside iPad editions, as opposed to functions that yank readers out of the app, is less common but still available from titles such as O: the Oprah Magazine.

But Wired's iPad app has been particularly closely watched, largely because its editorial interests and its audience overlap so much with the early buyers for Apple's iPad. Its debut issue on the iPad sold more than 105,000 downloads, still perhaps the highest total, and certainly one of the highest, for any regularly priced magazine issue on the iPad.

The Wired app now lets readers post links to its articles on Facebook and Twitter, even if they haven't been posted on Wired's website yet or, in the case of app edition exclusives, won't be. The links lead back to specially created web pages that will encourage consumers to download the issue.

That still isn't as social as Wired believes its iPad edition should be. "Social" is real interactive, commentable experiences, so that user feedback and feedback from our community creates a two-way or three-way conversation between the users and between the users and us," Mr. Mittman said. "When we crack that code, which is our endgame, that's when community happens."

The e-commerce function adds "Buy Now" buttons to pages such as editorial product reviews. Touching "Buy Now" pulls up Amazon within the app, framed in the new issue by a Mastercard sponsorship. Wired receives a cut of any resulting revenue through a standard affiliate deal with Amazon.

SG PTV

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PBS.

SPECIAL REPORT

Ad Age Digital Conference 2011



Live streams, news reports and video from our conference showcasing the best and most interesting digital innovation

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MOST COMMENTED

MOST EMAILED

AN AD AGE INSIGHTS/CREATIVITY TREND REPORT

New series on the best creative work of 2011



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Japan's Debate: How to Fund the Cleanup



▶ The central bank faces pressure to underwrite new government debt for reconstruction

Bailouts

Why a Foreign Bank Feasted on Fed Funds



Europe's Dexia played a critical role in the U.S. muni bond market

Money Managers

AllianceBernstein Can't Stop the Bleeding



CEO Kraus has shuffled personnel and launched new products

Charlie Rose Talks

Charlie Rose Talks to Bob Diamond



The CEO of Barclays talks about weaning economies from stimulus—and recalls the circumstances that drove Lehman into his arms

Private Equity

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Noteworthy expenditures of the week

УПРОЩЕНИЕ ИНТЕРФЕЙСОВ



МОБИЛЬНОСТЬ

A large white wind turbine is the central focus of the image, set against a bright blue sky with scattered, light-colored clouds. The turbine's three blades are spread out, and its nacelle is visible at the top of the tower. The overall scene is clean and modern, symbolizing sustainable energy and progress.

МОБИЛЬНОСТЬ = СВОБОДА

больше времени на жизнь

Вопросы?

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