

# **Mobility & Post-Mobility**

**south central regional library council**

**december 14, 2010**

mobile :: now

*I promise to pay  
the bearer on demand*

**FIVE**

**BILLION**

**DOLLARS**

A  
A  
7  
6  
7  
6  
7

**5,000,000,000**

PHOTO BY WALDOPEPPER - [HTTP://FLIC.KR/P/7N0FFB](http://flic.kr/p/7N0FFB)



# CELL PENETRATION

PHOTO BY JEREMY BROOKS - [HTTP://FLIC.KR/P/5SKBOT](http://flic.kr/p/5skbot)



# CELL SIGNAL

PHOTO BY BJÖRN SÖDERQVIST - [HTTP://FLIC.KR/P/6EN5ZK](http://flic.kr/p/6EN5ZK)

million

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billion

**6,100,000,000,000**

PHOTO BY DONNAGRAYSON - [HTTP://FLIC.KR/P/BEWCD](http://flic.kr/p/BEWCD)



**85%**

PHOTO BY BRIGHTERORANGE - [HTTP://FLIC.KR/P/KUDZC](http://FLIC.KR/P/KUDZC)

trends



2007

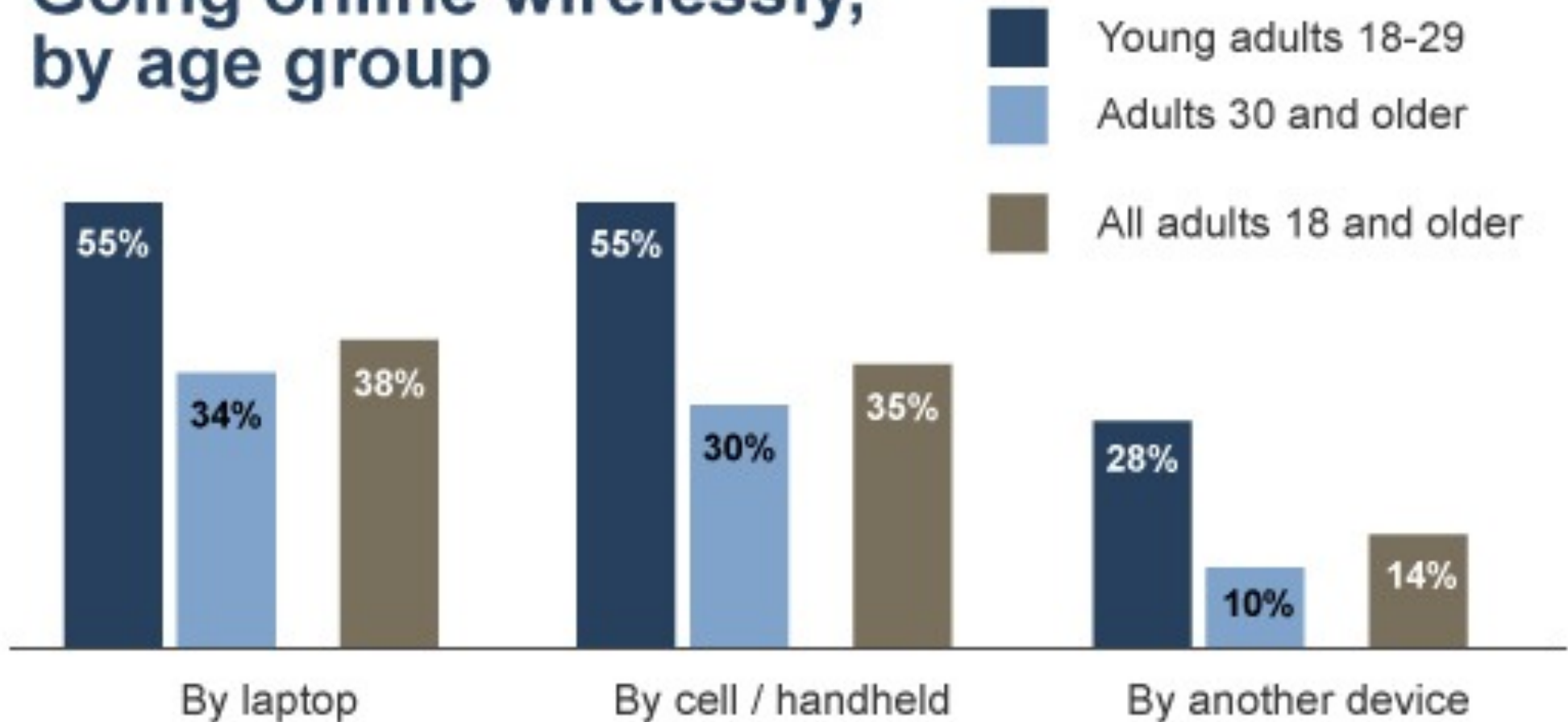
BEFORE THE IPHONE



2010

AFTER THE IPHONE

# Going online wirelessly, by age group

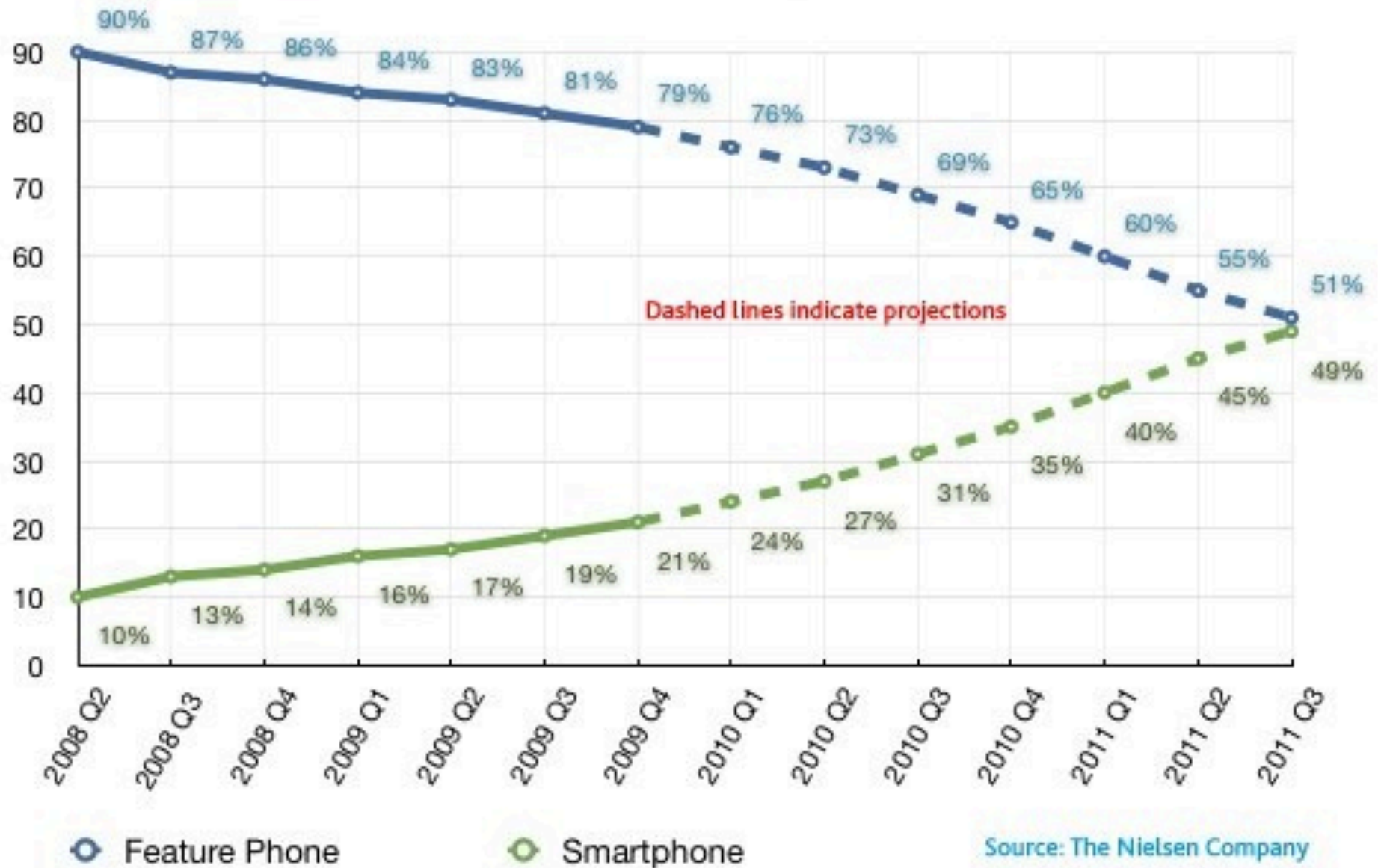


Source: Pew Internet & American Life Project, September 2009 Tracking Survey, August 18-September 14, 2009. N=2,253 and the margin of error is  $\pm 2\%$ , based on all adults age 18 and older. Interviews were conducted in both English (n=2,179) and Spanish (n=74).

## SERIOUS AGE DISCREPANCY

WHAT IS THAT "OTHER" GROUP USING?

# U.S. Smartphone Penetration & Projections

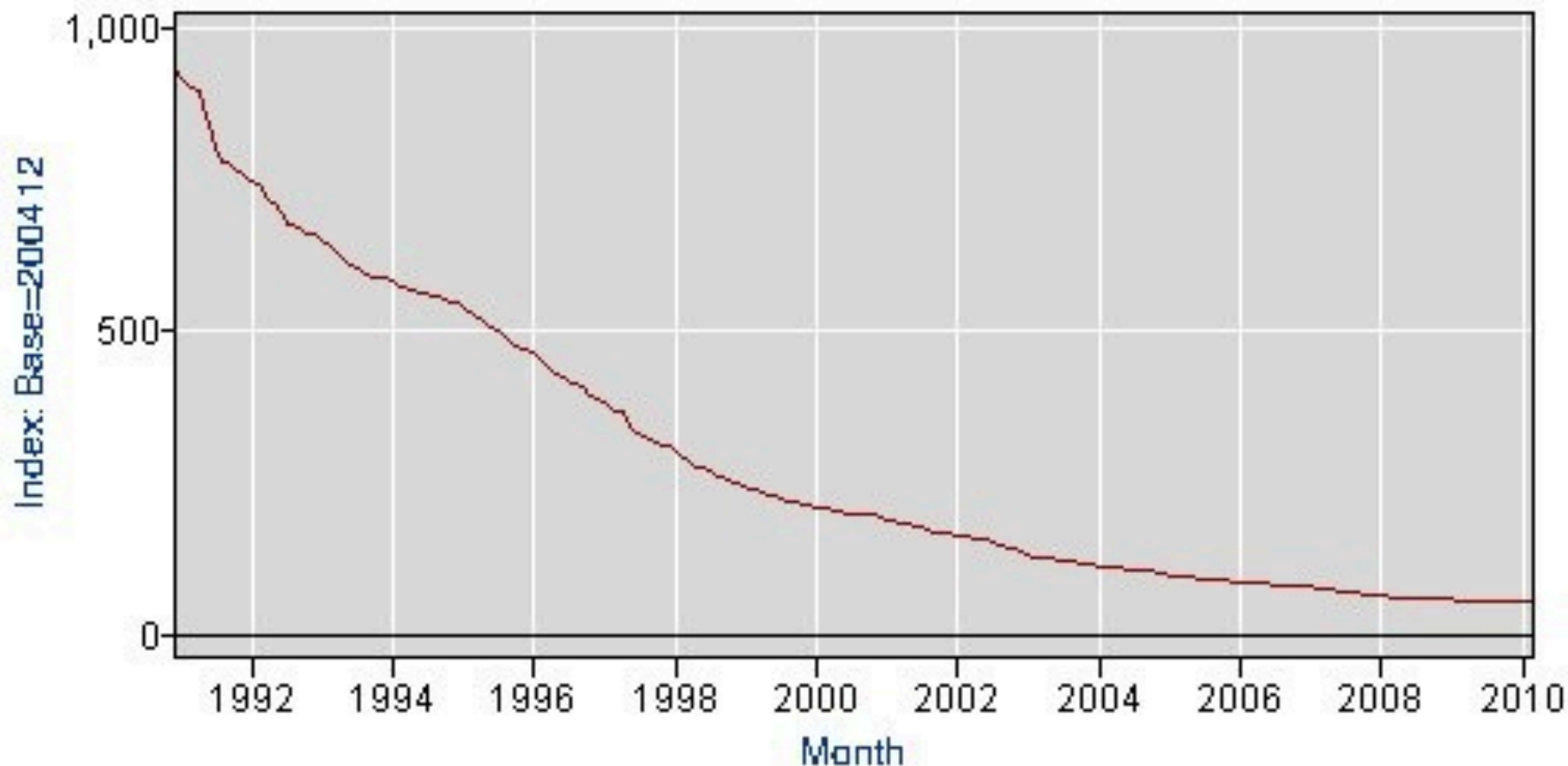


**SMARTPHONES WILL DOMINATE**

IT'S JUST A MATTER OF TIME

## Producer Price Index Industry Data

**Series Id:** PCU334111334111  
**Industry:** Electronic computer manufacturing  
**Product:** Electronic computer manufacturing  
**Base Date:** 200412



**COST TO MANUFACTURE**

MOORE'S LAW IN EFFECT

Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Annual
<b>1990</b>												<b>937.1</b>	
<b>1991</b>	917.3	911.2	901.3	896.5	872.2	841.0	806.9	782.5	780.6	759.3	765.2	757.0	833.4
<b>1992</b>	749.9	744.3	734.2	719.5	714.9	699.6	679.7	677.9	669.9	663.8	662.7	661.2	698.1
<b>1993</b>	650.8	648.5	634.6	624.9	618.0	610.8	603.0	593.8	597.0	591.5	590.7	589.8	612.8
<b>1994</b>	586.7	572.8	572.9	569.1	566.8	565.5	561.6	557.5	560.2	552.8	546.5	546.5	563.2
<b>1995</b>	540.1	532.6	528.0	523.0	515.1	505.1	503.5	491.4	484.0	478.4	473.9	471.8	503.9
<b>1996</b>	465.6	453.6	446.0	436.5	431.6	427.1	416.8	412.9	410.7	401.6	394.9	386.5	423.6
<b>1997</b>	381.7	375.3	370.9	368.4	344.7	336.6	332.5	325.2	322.9	317.7	313.2	311.2	341.7
<b>1998</b>	301.6	292.7	290.3	281.8	276.7	274.5	271.0	260.7	258.8	255.5	252.3	249.3	272.1
<b>1999</b>	242.7	240.6	239.1	233.1	231.1	229.4	223.6	219.3	218.7	216.6	216.1	213.5	227.0
<b>2000</b>	209.5	208.5	207.8	204.0	201.3	200.7	200.7	198.2	197.5	197.3	196.9	195.1	201.5
<b>2001</b>	190.5	189.4	184.9	184.9	183.4	180.1	178.8	171.0	169.5	168.4	166.7	165.4	177.8
<b>2002</b>	164.9	161.5	160.5	159.3	159.1	157.7	152.5	146.9	145.3	142.9	139.4	137.6	152.3
<b>2003</b>	133.5	127.5	125.7	125.8	125.0	123.7	121.4	119.8	119.9	117.3	116.4	114.1	122.5
<b>2004</b>	113.0	112.6	111.6	111.1	109.9	108.2	108.0	106.1	104.0	103.7	100.5	100.0	107.4
<b>2005</b>	97.4	97.2	95.9	95.2	93.4	92.6	91.8	91.5	89.6	88.9	88.4	87.5	92.4
<b>2006</b>	87.1	86.0	85.9	84.8	84.3	83.0	82.3	81.3	80.5	79.7	79.4	79.1	82.8
<b>2007</b>	78.1	77.5	76.3	75.5	73.8	72.1	70.4	68.4	67.5	66.6	65.7	64.9	71.4
<b>2008</b>	63.5	62.8	61.5	61.1	61.1	61.1	60.8	60.2	59.5	58.7	58.3	58.1	60.6
<b>2009</b>	57.8	56.2	55.9	55.0	55.0	53.8	53.2	53.5	53.0	52.9	52.3	52.6(P)	54.3(P)
<b>2010</b>	52.1(P)	52.1(P)	51.8(P)										

P : Preliminary. All indexes are subject to revision four months after original publication.

**LESS THAN 10%**

AND STILL FALLING

# WIRED SMART GUIDE

## KNOW YOUR SMART PHONES



Apple iPhone 3GS  
(32 GB)



Google G1



Palm Pre



BlackBerry Storm

Price*	\$300	\$150	\$200	\$150
Monthly cost of unlimited plan**	\$150	\$125	\$100	\$140
Two-year cost***	\$3,900	\$3,150	\$2,500	\$3,510
Battery life (estimated)	5 hours talk time 300 hours standby	5 hours talk time 130 hours standby	5 hours talk time 300 hours standby	6 hours talk time 356 hours standby
Screen	3.5 in., 320 x 480 HVGA touchscreen	3.2 in., 320 x 480 HVGA touchscreen	3.1 in., 320 x 480 HVGA touchscreen	3.25 in., 360 x 480 HVGA touchscreen
Keyboard	Onscreen	Slide-out QWERTY	Slide-out QWERTY	Onscreen
Camera resolution	3.0 MP	3.2 MP	3.0 MP	3.2 MP
Memory	32 GB	1 GB (Via SD Card)	8 GB	1 GB

## MODERN SMARTPHONES?

ALREADY RIDICULOUSLY OUT OF DATE

	iPhone 4	Droid Incredible	Evo 4G	Google Nexus One
				
<b>Network</b>	AT&T	Verizon	Sprint	T-Mobile/AT&T (currently)
<b>Operating System</b>	iOS 4	Android 2.1 with HTC Sense	Android 2.1 with HTC Sense	Android 2.1
<b>Screen Size</b>	3.5-inch IPS @ 960x640	3.7-inch AMOLED @ 480x800	4.3-inch TFT LCD @ 480x800	3.7-inch AMOLED @ 480x800
<b>Processor</b>	Apple A4	Qualcomm 8650 Snapdragon @ 1GHZ	Qualcomm 8650 Snapdragon @ 1GHz	Qualcomm 8250 Snapdragon @ 1GHZ
<b>Memory</b>	Unknown	512MB ROM*/ 512MB RAM	1GB ROM/ 512MB RAM	512MB ROM/ 512MB RAM
<b>Storage</b>	16GB / 32GB internal	8GB internal (listed) **	--	--
<b>Data Speed</b>	EDGE (2.5 G) / HSPA 7.2 (Quad band)	1x RTT/ EVDO Rev. A (3G)	1x RTT/ EVDO Rev. A. (3G)/ WiMAX (4G)	EDGE (2.5 G) /HSPA (3G)
<b>microSD Card</b>	Never	<sup>1</sup> Up to 32GB (no card provided)	8GB included (up to 32GB)	4GB included (up to 32GB)
<b>Rear Camera</b>	5MP 1.75 micro, flash	8MP with autofocus, dual flash	8MP with autofocus, dual flash	5MP with autofocus, single flash
<b>Max. video</b>	720p 30fps	<sup>1</sup> 800x480	1280x720 (20 fps)	800x480

# MODERN SMARTPHONES?

IN JUST ONE YEAR...

ubiquity :: hardware



# KINDLE

EREADERS BECOME A COMMODITY IN 2010



**AUTONET**

THE BEGINNING OF THE CONNECTED CAR



Drive one.

**SYNC**

Powered by **Microsoft**



You talk. SYNC listens.  
Exclusively on new Ford, Lincoln and Mercury vehicles

**VOICE-ACTIVATED IN-CAR TECHNOLOGY**

**HAVE YOU DRIVEN A FORD LATELY?**

**TOTAL CONNECTIVITY**



**MIFI**

**FREAKING INCREDIBLE TECHNOLOGY**



# TABLETS

PHOTO BY VINTAGEDEPT - [HTTP://FLIC.KR/P/86LP5E](http://flic.kr/p/86LP5E)

# Tablets | Side by Side Comparison



**DELL LOOKING GLASS**

**STREAK'S BIG BROTHER**

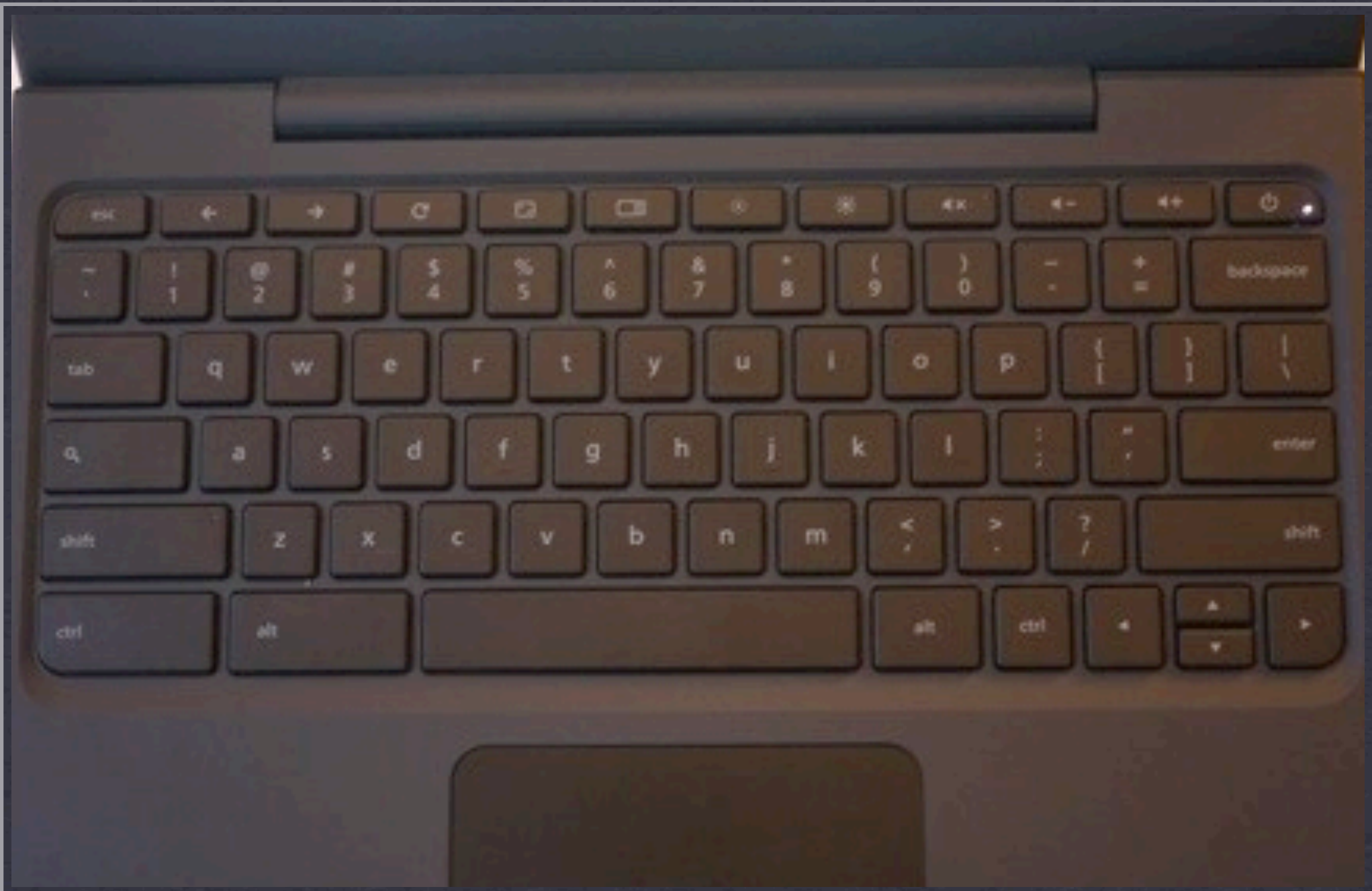


# SAMSUNG GALAXY TAB

A MILLION IN THE FIRST MONTH



**800 POUND GORILLA**  
DEFINED THE CATEGORY



**CR-48**

**GOOGLE PUSHING BOUNDARIES AGAIN**

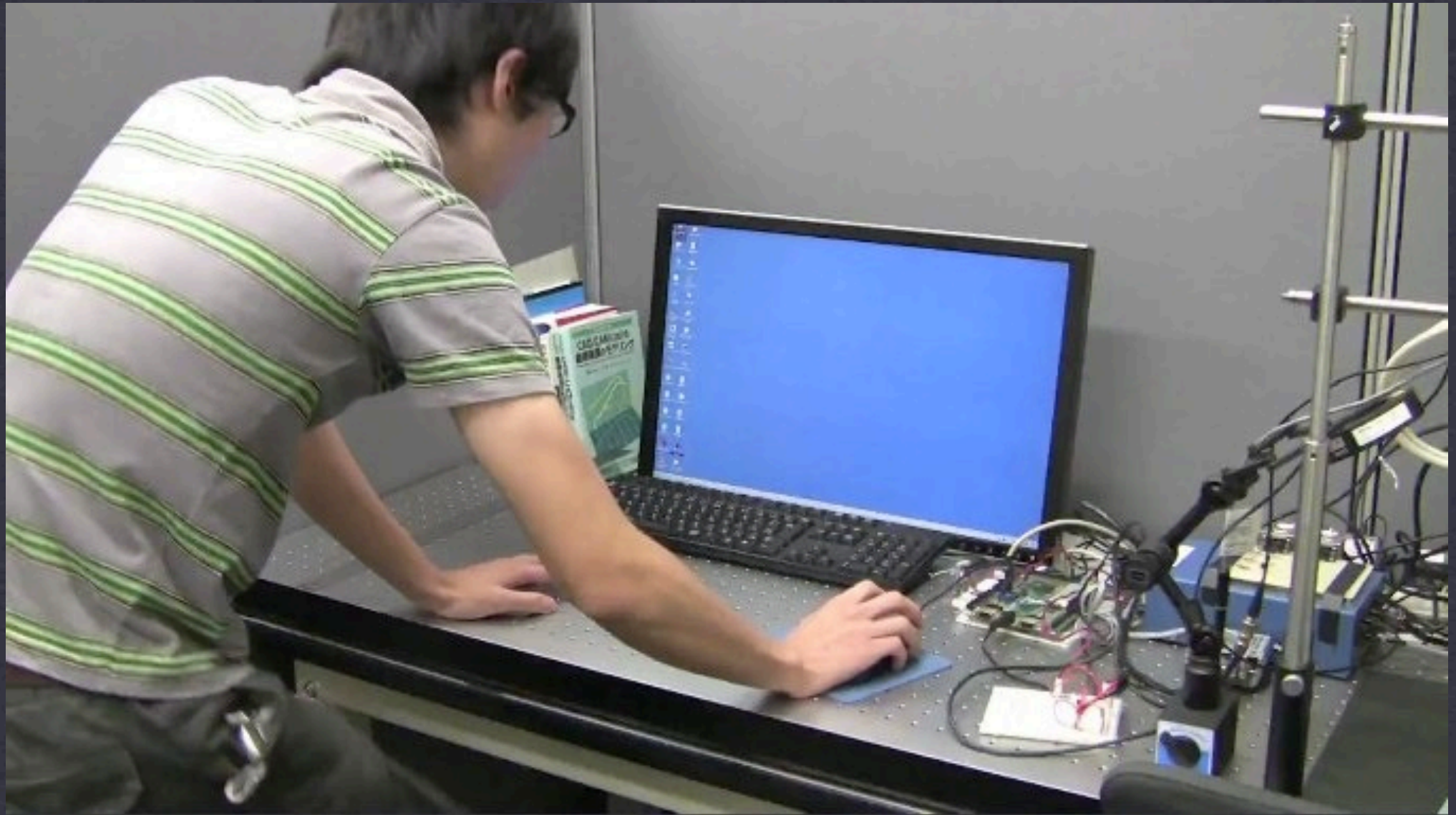
the future!



**“IT JUST ISN’T EVENLY DISTRIBUTED” - GIBSON**

PHOTO BY DOMINICCAMPBELL - [HTTP://FLIC.KR/P/6K3D4A](http://flic.kr/p/6K3D4A)

4G = WiMax & LTE



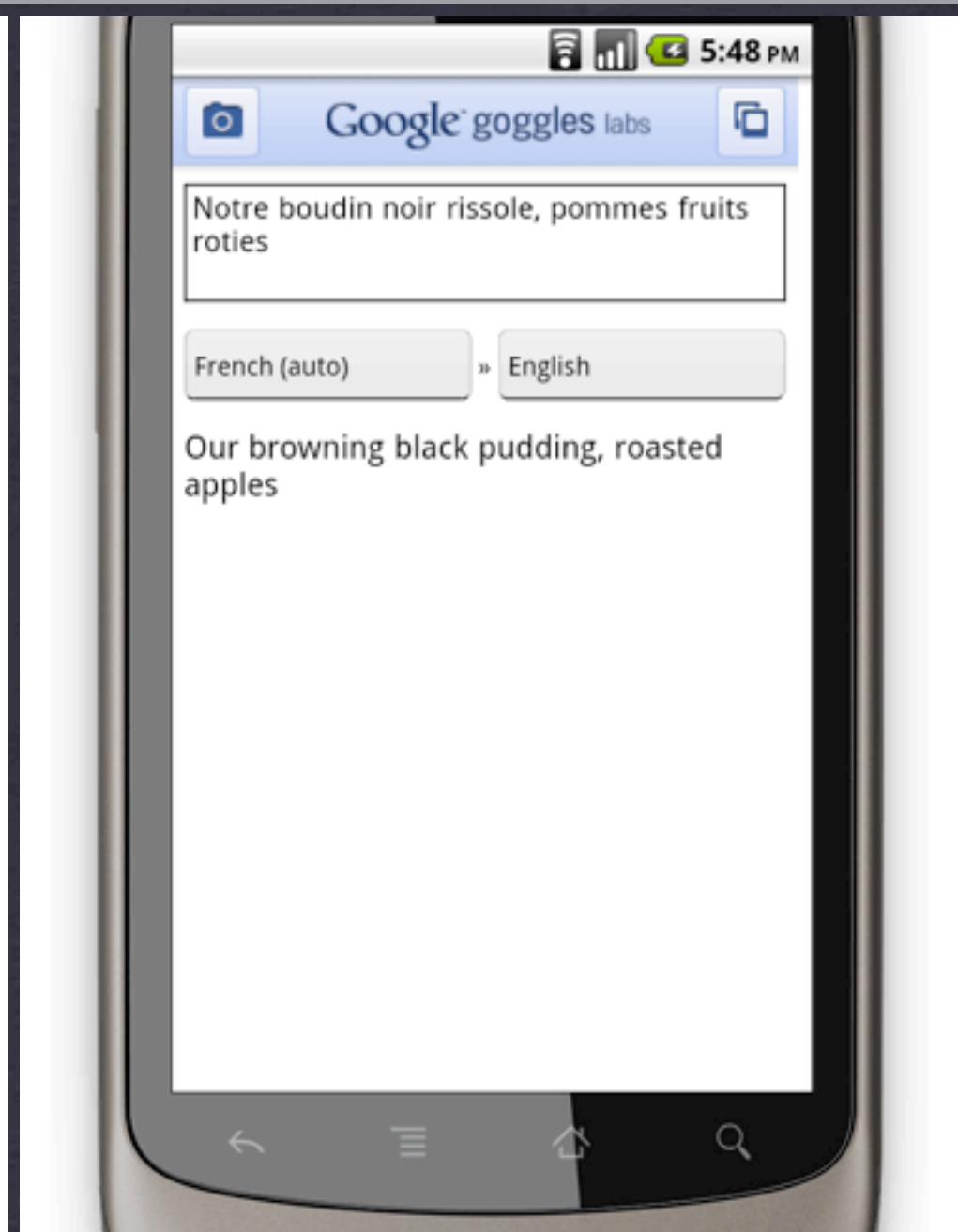
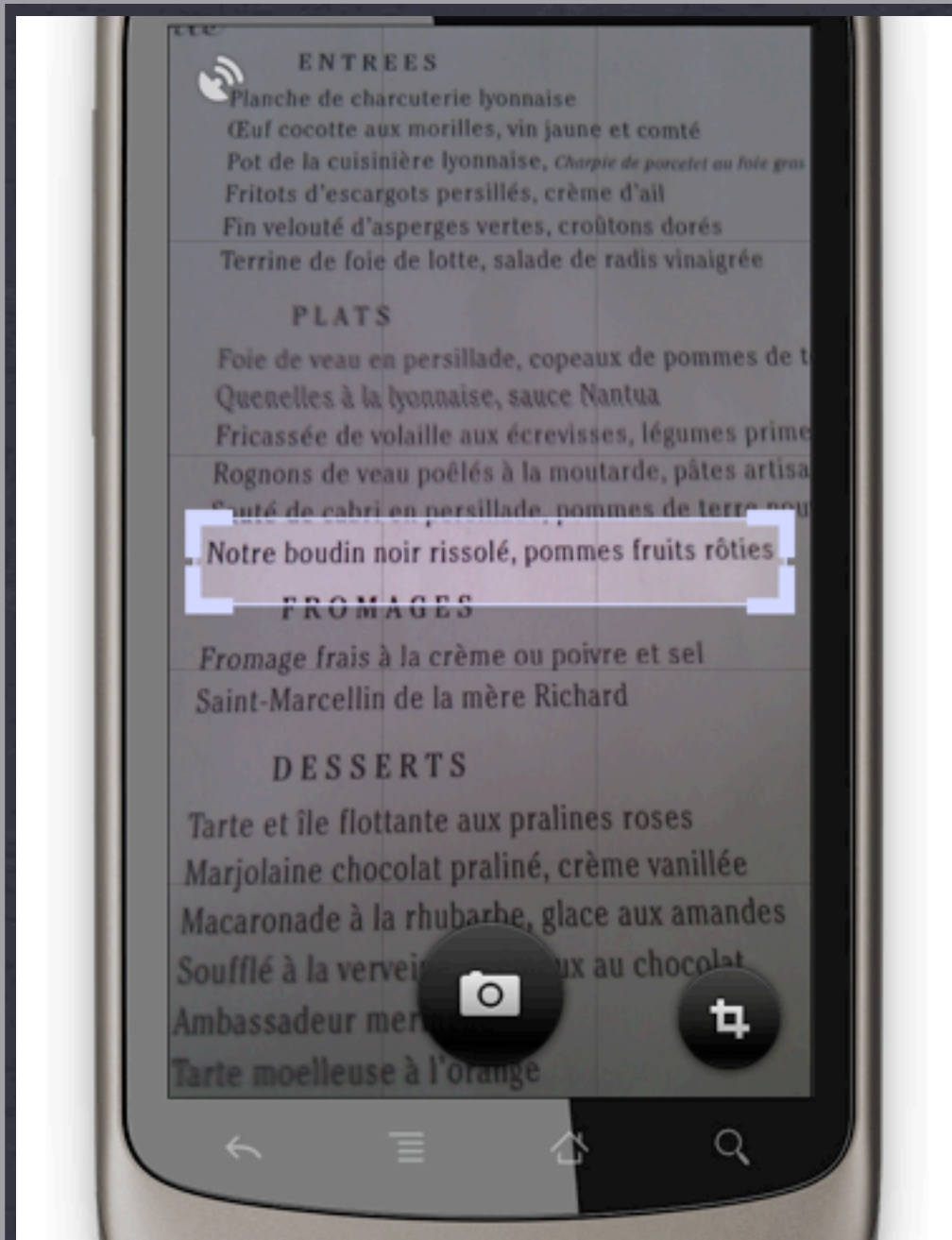
# FLIP SCANNING

Masatoshi Ishikawa



# PLENOPTIC LENSES

COMPUTERS CORRECTING PHYSICS



**TRANSLATE THE REAL WORLD**

GOOGLE GOGGLES TRANSLATE

Square. Accept payments everywhere.

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**SQUARE UP**

UNMEDIATED PAYMENTS



**POINT OF SALE?**

**OR MOST AWESOME CIRCULATION TOOL EVER?**



# AUGMENTED REALITY

FAD OR INEVITABLE?

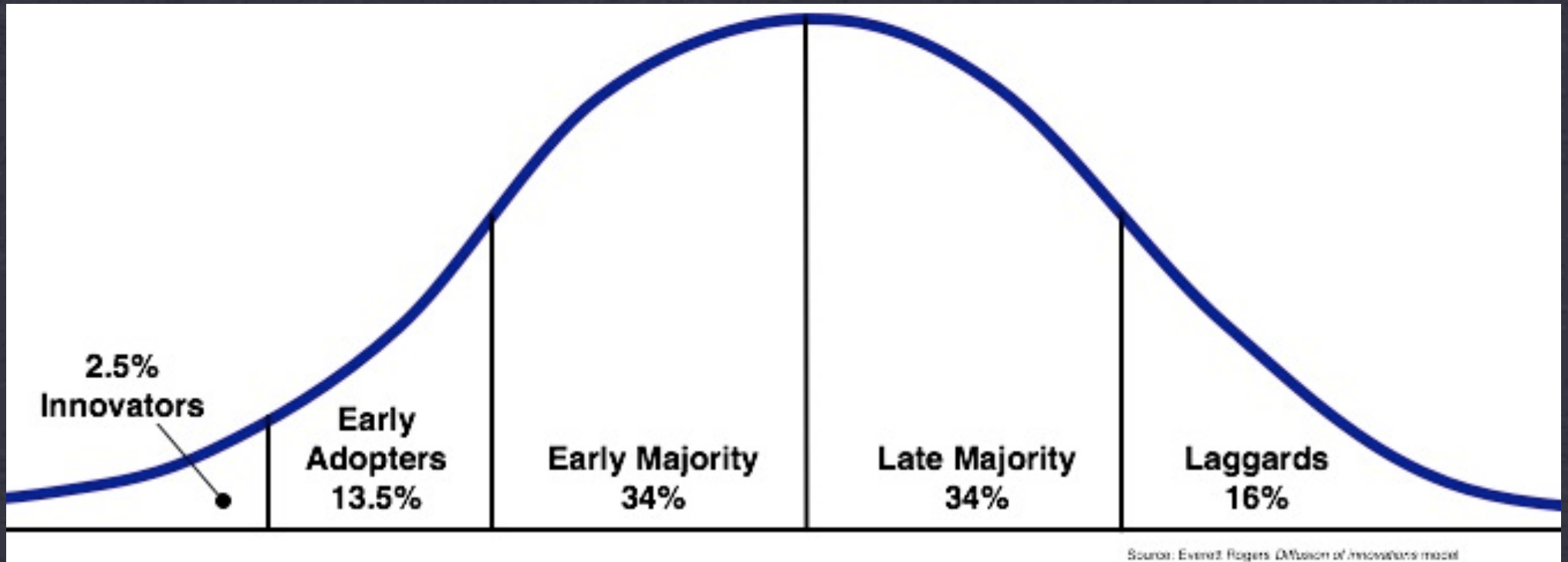
issues



**WHAT DOES THE ROAD LOOK LIKE?**

**AND IS IT WORTH IT?**

conclusion



# ROGER'S ADOPTION/INNOVATION CURVE

WHERE ARE YOU? WHERE ARE YOUR PATRONS?



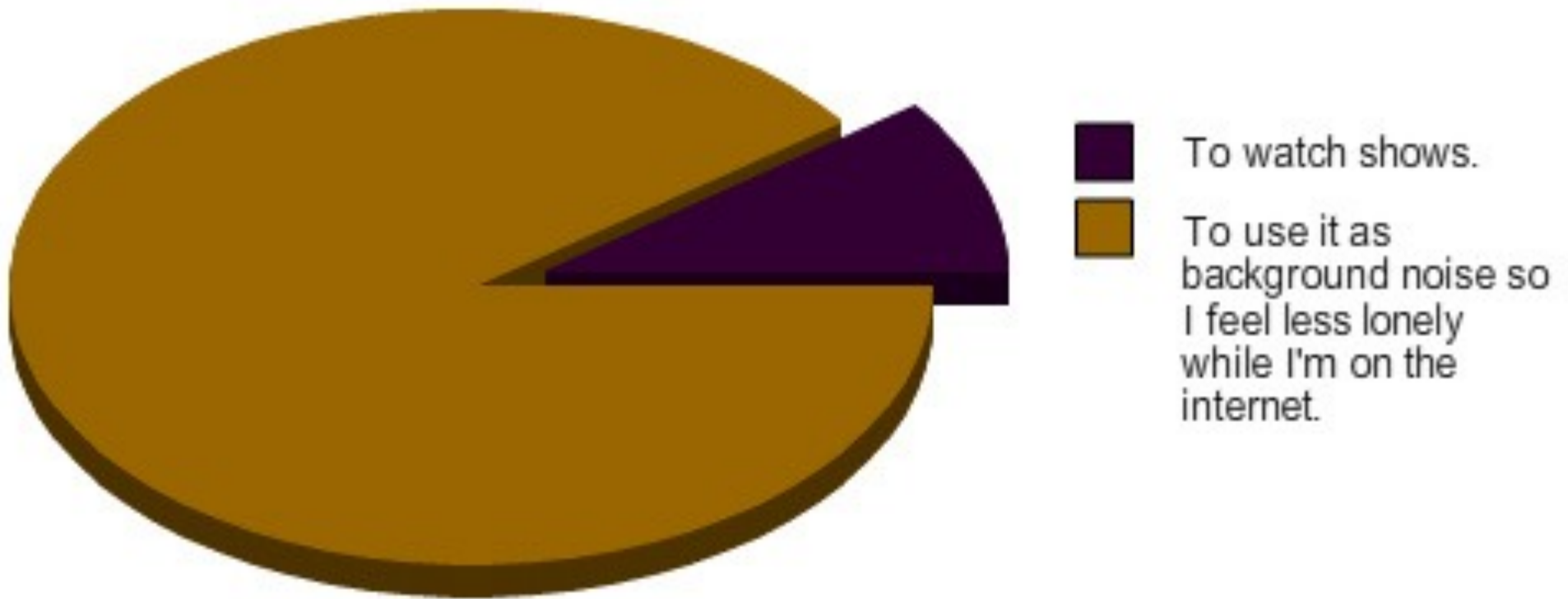
**IF I'D ASKED THEM WHAT THEY WANTED...**

**...THEY'D HAVE SAID A FASTER HORSE. - HENRY FORD**

experiences become  
habits

habits become  
expectations

# WHY I TURN ON THE TV



**INFORMATION HABITS CHANGE**



# APPS VS THE WEB



**MOBILE PHONE?**

SORT OF

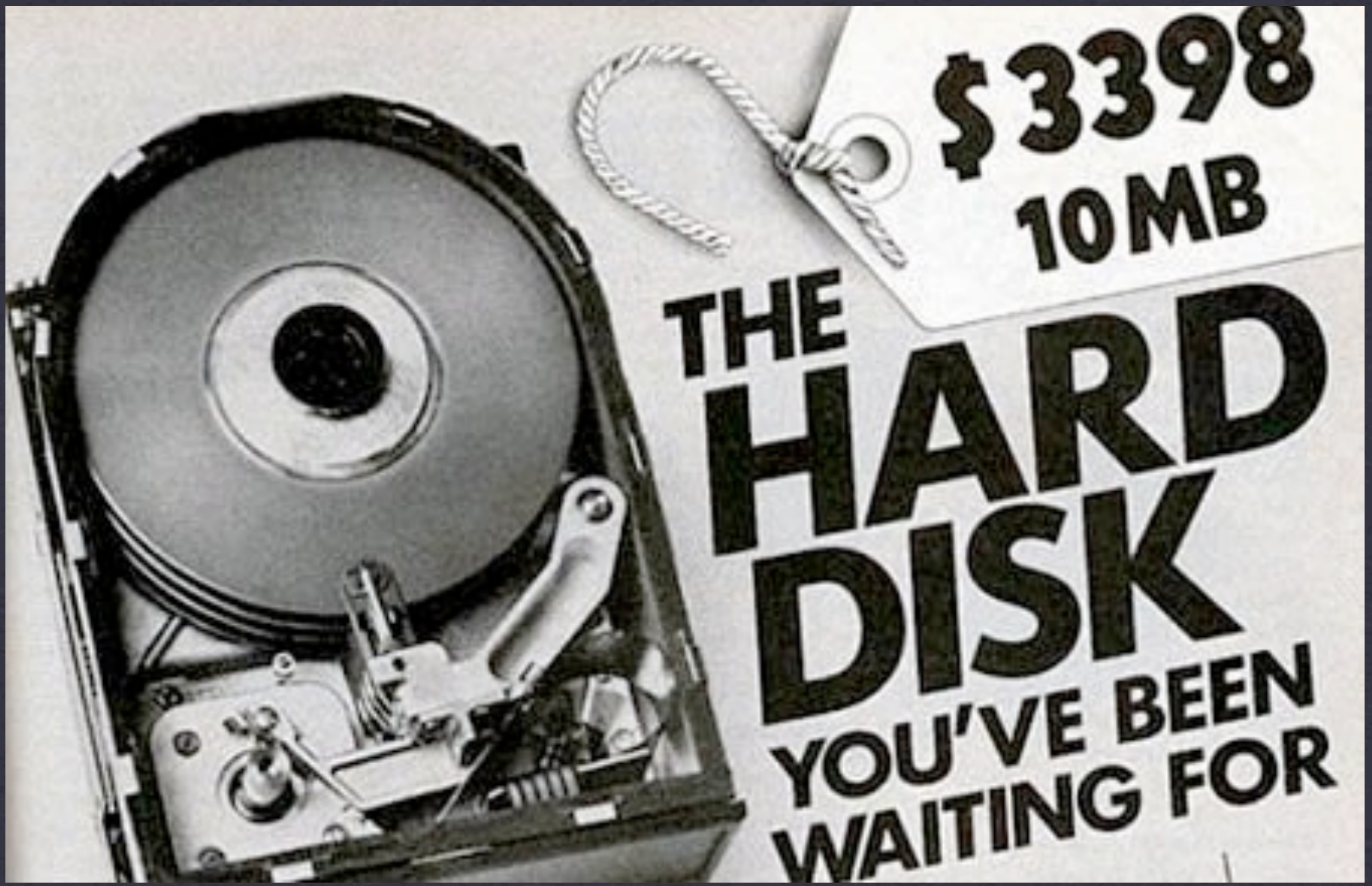
**What Looks and Feels Like a Book,  
and Works Like a Computer?**



**The New Electronic Book from Radio Shack!**

**NOTHING NEW UNDER THE SUN**

**ALL THIS HAS BEEN DONE BEFORE**



**STORAGE BECOMES NON-ISSUE**

FOR MOST COMPUTER USERS, IT ALREADY IS



**SERIOUSLY?**

I MEAN...SERIOUSLY?

Thank you.

# Jason Griffey



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