



April 21st 2015 – Technology Webinar

We will be starting momentarily

You will be send a PDF copy of the presentation – Email registrants ONLY

Kindly ask questions via GoToWebinar (last 5 – 10 min for Q&A)



Recap Mobile World Congress 2015 & ICT Trends

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**Key ICT Trends, Post Mortem Analysis
& Next BIG opportunities**

About

Mobile World Congress 2015

- GSMA Mobile World Congress is the world's biggest and most influential mobile event with 93,000+ attendees from 200 countries.
- Hosted in the Mobile World Capital Barcelona for the 10th year

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Why were we there? Why today's session

- We looked at the bigger picture and implications of technology moving forward and unveiled the opportunities at hand over the course of the four day conference.
- Today is the time to recap and ensure you are aligned with biggest trends and do a Post Mortem Analysis
- **Why we are different – we tell you about the technology but also identify the business opportunity associated with it**

Let us start with a quick survey

How many Technology
Webinars have you attended in
last 30 days?

5G reasons to get excited



A NEED FOR 5G

5G will enable more connections between mobile and the environment, lower latency issues and increase the speed in which we can download and upload data

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

5G what? Part 1

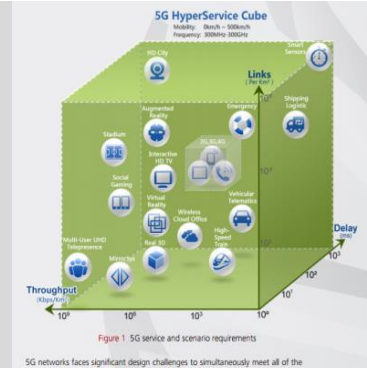


\$4 TRILLION

5G will require continued global cooperation and an investment of **nearly \$4 trillion** (cumulative R&D and CAPEX invested by mobile players 2015-2020) according to Qualcomm

5G HYPERSERVICE CUBE

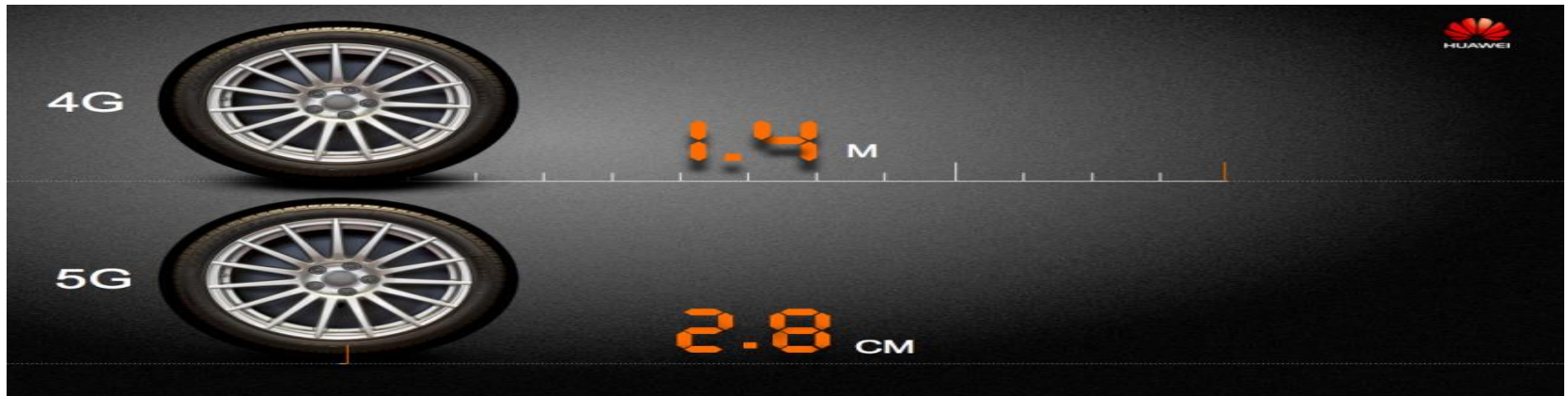
Huawei gives a multi-dimensional overview in terms of throughput, latency and number of connections required for the many types of services 5G networks will need to run



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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

5G what? Part 2



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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

5G what?

5G (even faster speed means less response time) is
THE missing piece to the larger puzzle of
technological advancement

Key Takeaway- Let's put applications in context for
you in a life or death situation!

5G reasons to get excited

5G will bring forth a new digital era and spark the next industrial revolution

Key Takeaway - Communication will increase tenfold, meaning devices will stop talking childish gibberish and make real sentences and decisions.

A new quality of service



DATA PRIORITY

Chief executives of Deutsche Telekom and Vodafone announced at Mobile World Congress that **telecoms should be able to prioritize the delivery of data for services** in the future like connected cars and health devices like heart monitors because a delay in a signal could mean huge problems later

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

A new Quality of service

What's the hierarchy of services that will come about as they vie for your data's attention?

Key Take Away – Operators will likely be able to prioritize applications compared to Over The Top Applications

Smart but not too Smart please



SK Tel, AT&T Innovation Centres

The innovation centres are fast-paced and collaborative environments worldwide to deliver applications and services to consumers and businesses



BLUESMART

This “connected” suitcase weighs itself and displays the weight on your mobile device. It’s outfitted with a battery pack to charge your phone and a SIM card so you can keep track of its whereabouts at all times

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

Smart but not too Smart

Don't be too smart when it comes to your product's role in the internet of things

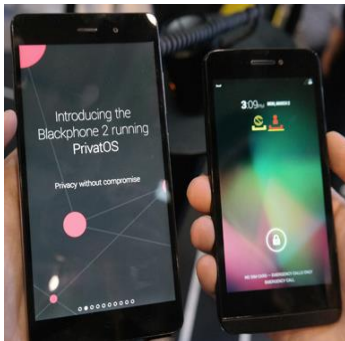
Key Take Away - Companies need to focus and not try too much innovation to produce products in the name of innovation

Digital identity disorder



GSMA Mobile Connect

Simply by matching you to your mobile phone, Mobile Connect lets you log-in to websites and applications quickly without the need to remember passwords and usernames



BLACKPHONE 2

Blackphone's priority is selling security-focused mobile hardware and encrypted comm software to enterprises and prosumers designed to provide you with absolute privacy

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

Digital identity disorder

The average person has 26 usernames associated with 5 different passwords; that's an issue

Key Take Away – Simplifying the identity chaos could be a huge business opportunity

Mobile Predictions

The screenshot shows the Jasper Control Center Platform website. At the top left is the Jasper logo with the tagline "The ON Switch for The Internet of Things™". Below the logo is a blue header with the text "Control Center". The main content area features the headline "One platform, unmatched flexibility." followed by a sub-headline: "Launch, manage, and monetize your connected devices business with Jasper Control Center—the only cloud-based platform purpose-built for IoT." Below this is a section titled "Explore our Control Center" with two buttons: "CONNECTED DEVICES" and "CONNECTED CAR". At the bottom of the screenshot is a section titled "Elevate the connected car experience with the" followed by an image of a yellow construction vehicle, a smartphone, a vending machine, and a green beer bottle.

JASPER CONTROL CENTER PLATFORM

Jasper Control Centre Platform is a cloud-based solution for enterprises to launch, manage and monetize an IoT deployment using a single turnkey solution

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW



Mobile Predictions

What will mobile propose you?

Key Take Away – Significant opportunities to use machine language and predict consumer behaviour

Let us have a quick survey

Among 5 key technology trends - IOT, Digital Marketing/Social Media, Cloud, Mobile Apps and Big Data – which one do you think is the biggest business opportunity?

The business of being social



HOT ON TWITTER - HTC VIVE

According to Twitter, HTC led the most mentions with an emphasis on their **virtual reality** headset called Vive. Virtual reality was hot at CES and it made an even bigger appearance at MWC. It's going to unleash a completely new way we experience brand narrative

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

The business of being social

There is another world behind social networks you should consider leveraging

Key Takeaway – Significant opportunity in the machine and big data in the social networks of operators and social companies

When context becomes personal



KELLY AHUJA, SVP AT CISCO

Kelly Ahuja explained at Mobile World Congress that it is more important to understand a consumer's digital stream of information not just isolated pieces of it. **That stream of information combined with location details can help service providers and enterprises create better experiences for their consumers.** The data has always been available but it hasn't always been easily accessible until now

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

When context becomes personal

A quick guide to harness contextual information to
personalize consumer services

Key Takeaway – Operators have a significant Big
Data Opportunity as they can easily monitor
consumer behaviour, location and patterns

Wrong place at the wrong time



HUSSEIN KANJI PARTNER, HOXTON VENTURES

Hussein is a founding partner of Hoxton Ventures, a London-based early stage European venture capital firm. He called Mobile World Congress to take this trip to the past to see what can be reinvented in the future. He currently represents Hoxton's investments on the boards of Campanja and Deliveroo

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WHAT WE LEARNED AT MWC 2015 AND WHAT YOU HAVE TO KNOW

Wrong place at the wrong time?

We can look to the past for the disintermediation of
our future

Key Take Away – We are in the middle of technology
revolution with US ICT VC Market expected to grow
from \$30Bill to \$300Bill within next 3 years

Take at look at some older concepts that were
before their time – there might be a business
opportunity in one of them

The Next Billion Dollar opportunity?

Without a **focused** opportunity and **global** perspective for your business or your customer's business, IOT, digital or social media, big data, mobile apps or cloud in this space is pointless?

We are almost done!!
Let us have our last survey

Did we help generate some ideas in
your mind on next big business &
technology opportunities?

Q&A

WE WILL BE SHARING THIS PRESENTATION SHORTLY

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TECHNOLOGY PRODUCT**

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