



Smartphone Evolution

Thoughts on the Past,
Present & Future

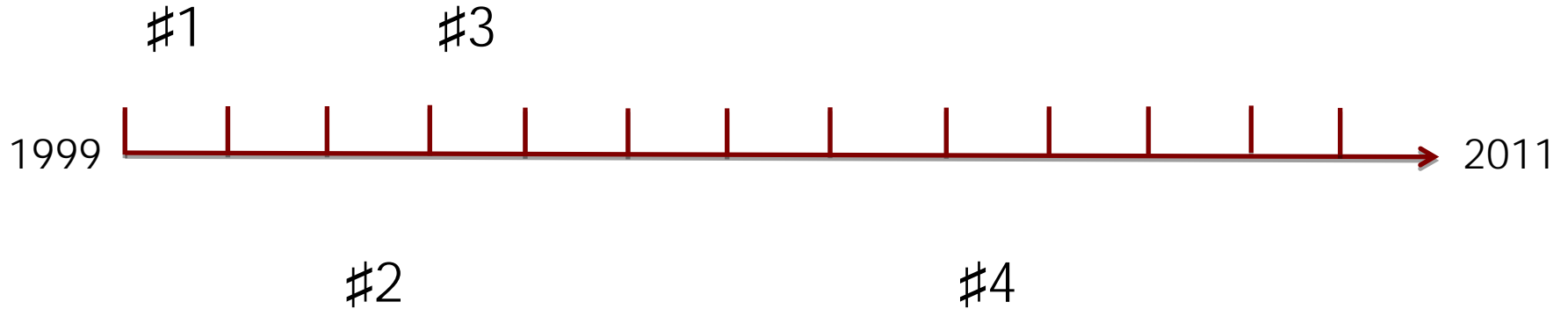
Ed Moore

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 widerweb

Carphone Warehouse

Great Leaps Forward



To be a Smartphone?

Data Enabled
Touch Screen
Internet centric
Full Web
Internet Messaging
Rich Media
Software Updating
Premium Content
Easy Usability
Distribution

#1

Nokia 7110 (Dec 99)

✓	Data Enabled
	Touch Screen
	Internet centric
	Full Web
	Internet Messaging
	Rich Media
	Software Updating
	Premium Content
	Easy Usability
✓	Distribution



#2

Pogo (Dec 01)

✓	Data Enabled
✓	Touch Screen
✓	Internet centric
✓	Full Web
	Internet Messaging
✓	Rich Media
	Software Updating
✓	Premium Content
	Easy Usability
	Distribution





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Pogo to the future



Pogo: Funky looking, British and coming soon.

A small British technology firm is launching a gadget that it says could make third-generation networks obsolete before they are switched on.

Pogo Technology says its mobile device can browse the web at speeds comparable to those achievable by computer modems.

As well as being a web browser, the Pogo handheld can also be used to send and receive e-mail, serve as a mobile phone and play MP3 music files.

The Pogo should go on sale before the end of the year.

To 3G or not to 3G

See also:

24 Oct 01 | [New Media](#)
Apple unveils digital music device

24 Sep 01 | [dot life](#)

Gadgets get fruity

26 Apr 01 | [UK](#)

Secrets of good phones

18 Jul 01 | [Sci/Tech](#)

Gadgets are growing up

01 Oct 01 | [Business](#)

First 3G mobiles launched in Japan

12 Apr 01 | [Business](#)

Isle of Man advances in 3G race

Internet links:

[Pogo](#)

[Palm](#)

[Handspring](#)

[Nokia](#)

[Mitsubishi Trium](#)

[Apple iPod](#)

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Apple unveils digital music device



AP

iPod: Apple hopes size and design will triumph

Apple Computer has unveiled iPod - a portable digital music device that can hold 1,000 songs.

It is the company's first foray outside its core business for eight years and is about the size of a deck of cards.

It will take only 5 to 10 seconds to download a CD of music via a link called FireWire to the iPod.



To have your whole music library with you at all times, it's a quantum leap in listening to music

See also:

06 Jun 00 | Entertainment
MP3: A novice's guide

27 Jul 00 | Forum

MP3 wars: Your questions answered

12 Jul 00 | Americas

MP3 sites accused of music 'hijack'

30 Jun 00 | Sci/Tech

Doing the rights thing

09 May 00 | Entertainment

The music industry's MP3 headache

07 Jun 00 | Sci/Tech

Swapping without suing

28 Jun 00 | Sci/Tech

Big digital disk debuts

02 Aug 00 | Sci/Tech

MP3 players move into the big league

02 Apr 01 | New Media

MP3 player sales to soar

Internet links:

[Apple](#)

[MPEG](#)

[MP3 Players](#)

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#3

Danger Hiptop (Oct 02)

✓	Data Enabled
	Touch Screen
✓	Internet centric
	Full Web
✓	Internet Messaging
	Rich Media
✓	Software Updating
✓	Premium Content
	Easy Usability
	Distribution



Phones became cool?



#4

Apple iPhone (Jun 07)

✓	Data Enabled
✓	Touch Screen
✓	Internet centric
✓	Full Web
✓	Internet Messaging
✓	Rich Media
✓	Software Updating
✓	Premium Content
✓	Easy Usability
✓	Distribution



Where Now?



1999



2011



OS ~~Evolution~~ ?

2010

iOS
Android
Blackberry
WebOS
Bada
Symbian
Meego
Windows Phone

2011

iOS
Android
Blackberry (BBX)

Windows Phone

1969

UNIX[®]
00011110 00011110 00011110 00011110 00011110 00011110 00011110 00011110

1978



Agile Innovators?



\$360bn



Microsoft[®]

\$225bn



\$199bn

NOKIA
Connecting People

\$24bn



\$10bn



\$54bn

Who To Watch?

amazon.com

Kindle

The #1 Bestseller on Amazon



htc
quietly brilliant



Mobile Operators?

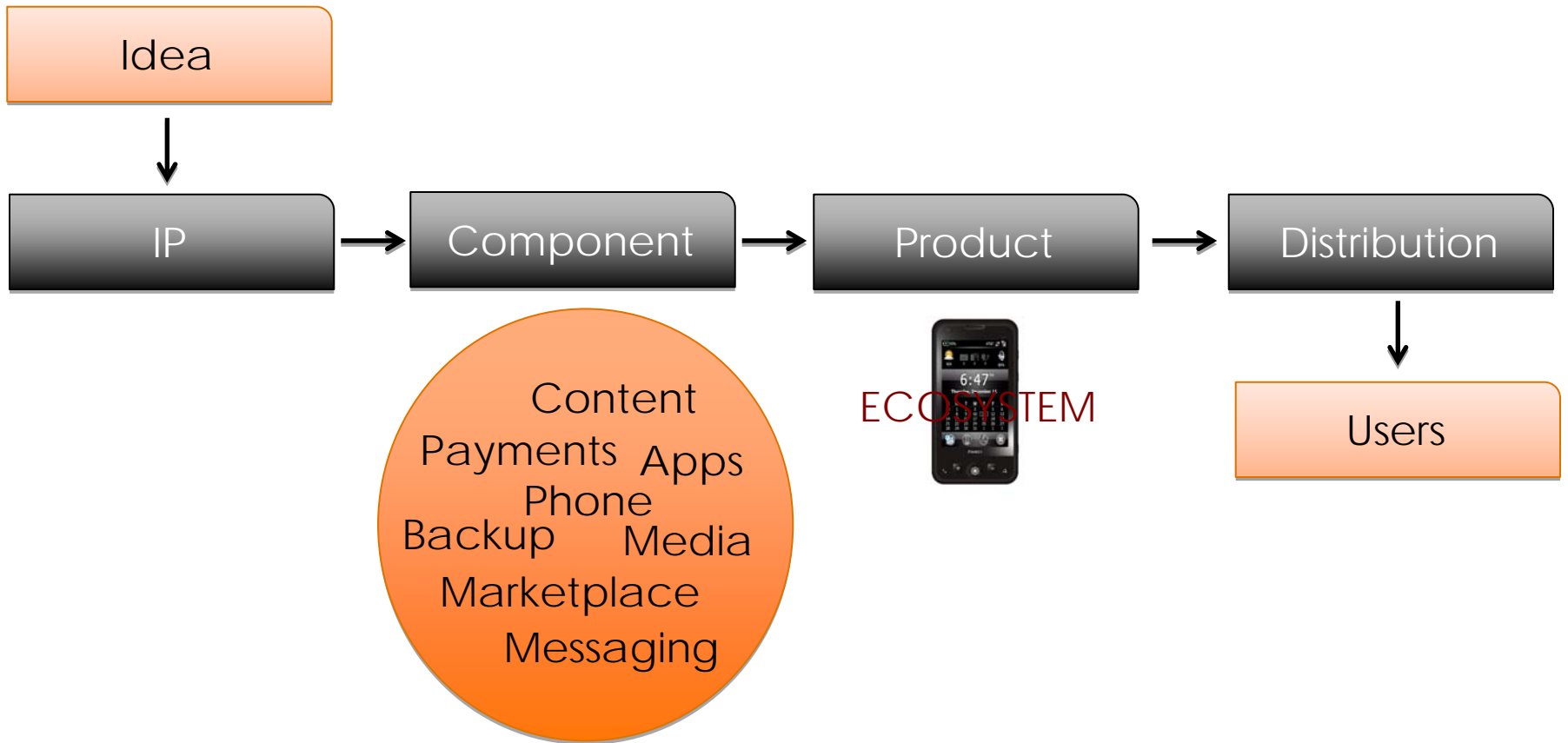


vodafone



...**T**... Mobile

What do you do?



Idea



IP



Component



Product



Distribution



Users

Google

NOKIA
Connecting People



Microsoft

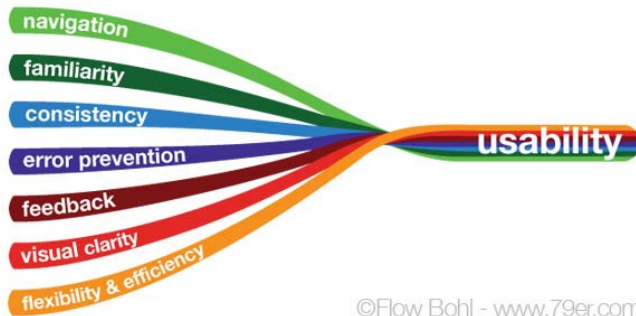


vodafone



amazon.com

What still to do?



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Brain Rewiring?

**Author Nicholas Carr:
"The Web Shatters
Focus, Rewires Brains"**

**Computer gamers'
brains 'differ'. BBC**



"How the internet is rewiring our brains: The web is a treasure house of knowledge - but it's making it impossible to concentrate any more"

**"The internet is changing
the way you think
The Difference Engine:
Rewiring the brain"**

If investing

Be realistic

Extend an EcoSystem

Get known = \$\$\$

Mobile Only = a component

“Be your own EcoSystem”

- Fred Wilson, Union Square Ventures

To Conclude ...

Industry Behemoths ...

using 40 year old technology ...

create the most complete

user computing platform yet seen.

Still scope to enhance!

Thank You

Ed Moore

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