

JUST ONE QUESTION



...Eden Zoller, Principal Analyst, Ovum.

**?** ▶ *The iPhone effect: Will it work its magic on mobile advertising?*

**!** “The iPhone, and smartphones like it, provide the best platforms yet for mobile advertising because they are optimized for rich media applications like video and also provide a genuinely good mobile browsing experience.

At the same time, a mobile advertising ecosystem is building up quickly around the iPhone. Specialists like Pinch Media have emerged to provide advertising related tools and analytics for iPhone developers. Mobile advertising network AdMob has launched a business unit specifically for the iPhone.

The success of the Apple Apps Store is also encouraging advertisers to invest in branded iPhone applications. Companies that have launched apps of this kind include Audi, Volkswagen, BMW, Carling, Heineken, Charmin, Kraft, Nike, Gap and Coca-Cola. The Audi A4 Driving Challenge application registered 370,000 downloads in the first two weeks of the campaign. Application advertising is hard to get right but when positioned correctly can be very effective because it offers a high level of interactivity and the potential for viral marketing as people share the application.

Another big plus for iPhone advertising is the kind of people that own them. Recent Comscore data about iPhone application users show that they have higher-than-average incomes and higher than average engagement with online media, particularly retail. ●

“You might have something in your pocketbook that talks to your thermostat. You wouldn’t call that link a connection in the **traditional sense**, but it is a relationship enabled by wireless nonetheless.”

IVAN SEIDENBERG, CHAIRMAN AND CEO OF VERIZON, ON HOW HIS COMPANY IS HELPING TO CREATE A HUGE GRID OF INTERCONNECTIVITY (TELEPHONYONLINE.COM)

# Spin battery may power mobiles

**Like winding up a toy car, a spin battery is “wound up” by applying a large magnetic field – no chemistry is involved.**

▶ **RESEARCHERS** at the University of Miami and at the Universities of Tokyo and Tohoku in Japan have been able to prove the possibility of a “spin battery,” one that’s charged by applying a large magnetic field to nanomagnets in a device called a magnetic tunnel junction (MTJ).

The researchers claim the new technol-



Spintronics harnesses the spin of sub-atomic particles.

ogy marks a major step toward a new, safe power source as well as the creation of hard drives with no moving parts that would be faster, less expensive and use less energy than current drives. The device stores energy in magnets rather than through chemical reactions. The electrical current made in the new process is called a spin polarized current and finds use in a new technology called “spintronics.” ●

## More voice on Windows Mobile

▶ **MICROSOFT** hopes that a new speech-recognition application for the forthcoming Windows Mobile operating system will be attractive enough to draw people to the phone platform.

Users will be able to search, send texts and place calls using voice commands. Key to the offering is a dedicated button that launches the service on the phone.

Windows Mobile customers can already use voice commands with Live Search, but the new function adds the text and voice call features and pulls all three into a single, easily accessible service. ●

## DO YOU REMEMBER?

**1898** Danish telephone engineer and inventor Valdemar Poulsen patented what he called a “telegraphone,” the first practical apparatus for magnetic sound recording and reproduction.

▶ **RECORDING.** The telegraphone recorded, on a steel wire, the varying magnetic fields produced by a sound. The magnetized wire could then be used to play back the sound. Poulsen later designed a model to answer the telephone automatically and record a message.

Magnetic recording would eventually prove to be the technology of choice for answering machines, but it would be years before the proponents of the phonograph would give up on the idea of a phonograph-based telephone recorder. The eventual mass-market success of the answering machine goes under many names, such as answerphone and sometimes ansaphone or ansafone, or telephone answering device (TAD). Later, other inventors have also been credited: Benjamin Thornton, from the US, and Willy Müller, from Switzerland, in the 1930s. By utilizing a clock attachment, Thornton’s device could also forward the messages as well as keep track of the time they were made.

In 1983, Kazuo Hashimoto received a US patent for a digital answering machine. Although newer, the digital answering machines are nonetheless slowly fading from the market as most homeowners go with the remote message centers provided by their operators. Those that only use cell phones get a built-in answering service as part of their monthly rate plan so they have no need for an answering machine at home. ●

Poulsen’s original telegraphone.



# A step towards "unified nirvana"

**Google has launched a service to help subscribers manage phones and voicemail by unifying them with a single number and making it easier to access this information from anywhere – by phone, e-mail, or the web.**

► **THE TECHNOLOGY** that powers Google Voice is based on GrandCentral, a company that Google acquired in 2007. Craig Walker co-founded GrandCentral and is now Group Product Manager for the Real Time Communications Group at Google, which develops consumer communications applications and services for users worldwide and includes Google Voice, Google Talk, and Google Talk Video.

*When you first started building this service, what was your goal?*

"We really wanted to put users in control of their communications. We decided to start with the voice piece because that seemed to be the biggest challenge. With e-mail or IM there were already effective ways to manage your communications through forwarding, filters, and so forth, and users were generally given the tools to do this through their online accounts."

"With telephony, there was no way for users to manage their experiences. So we built a system that moved all the features of a user's phones into the cloud, making it powerful and simple to use so people could control things like who can reach them, which phones will ring, and how they access voicemail."

*Is Google Voice a complement to*



Craig Walker

*or a replacement for the phone services people already use?*

"Google Voice makes all your existing voice communications work better, but it doesn't replace any of them. In fact, it now makes it easier to keep more phone services active at once, since you can manage your devices in a unified way. Many people have switched to only carrying a cell phone because they got tired of having to manage or juggle multiple phone services. Each phone had its own feature set, and each missed call became a hassle because you had to check multiple voicemail systems. Also, the cell number is generally the one most likely to reach you. By giving users the ability to answer a call on either their cell or their landline, we're seeing more users keep a landline phone and actually use it more."

*How do you think you can work with telecommunications companies in the future?*

"We'd like to work with communications companies to extend the flexibility of Google Voice to the underlying services as well. Right now we see our users dialing into their Google Voice number to place outbound calls, just so their Google Voice number

shows up as the outbound caller ID. I'd love to work with carriers to give their users the ability to show their Google Voice number as the caller ID without having to do the two-stage dialing they are doing today. This would also help the carriers, as they would get the benefit of leveraging the great Google Voice features and online voicemail with transcription for all their users."

*What have you learned from your users during the preview period?*

"One of the most important lessons was that they are a passionate group who want to use their Google Voice number for everything. Prior to our relaunch as Google Voice, we did not support SMS. We've now fixed that so people can also use their Google Voice number for SMS, store all the SMS messages online, and even reply from their desktops. This makes SMS much more akin to e-mail and allows users to archive, search, and use SMS in a way that wasn't possible before."

*Where is Google Voice headed?*

"We want to continue to innovate and deliver on the promise of putting users in control of their communications. Whether it's voice, IM, e-mail, or SMS, users should be in control and should be able to manage them all as a unit. We've got a long way to go to get to that fully unified nirvana, but it's coming." ●

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► **...MILLION** mobile phones were sold in the fourth quarter of 2008, down 4.6 percent from the same quarter a year earlier, reports Gartner Group. The phone market did expand for the full year, however, growing 6 percent compared to 2007. When consumers buy a new phone they more frequently opt for a smartphone, according to research by In-Stat, which predicts that by 2013, smartphones will double their share of mobiles worldwide to about 20 percent.



## Power-hungry gadgets

► **THE WORLD** will need to build hundreds of gigawatts worth of new power plants to run the exploding number of electronic gadgets, according to the International Energy Agency. The agency warns that without counter-measures, energy consumed by information and communication technologies, and consumer electronic products, will double by 2022 and triple by 2030.

## New ways to send money

► **MASTERCARD** is launching a new person-to-person mobile payment platform for its card-issuing banks in the US, reports Mobile Business Briefing. The service, known as MoneySend, will allow MasterCard's partner banks to offer customers a way to send and receive money via SMS, mobile browser, mobile applet, or a PC.



## Mobile data surge

► **GLOBAL REVENUES** from mobile data services increased 24 percent in 2008, delivering around 15 percent of all revenues generated by mobile operators worldwide.

Statistics by industry analyst Informa Telecoms & Media found that revenues generated by non-voice services reached USD 188.7 billion in 2008. ●

## Vodafone to launch apps store

► **VODAFONE HAS** announced plans to launch a mobile application store. Developers will need to create internet applications only once in order to reach all 289 million Vodafone customers on any device.

They will be able to charge for their apps and services directly through Vodafone's billing system. ●