

SMARTPHONES CHANGE CITIES



Consumers expect ICT to drive satisfaction with key aspects of city life

We asked 7,500 smartphone users across Tokyo, Beijing, London, New York and São Paulo about their interest in a range of new service concepts.

ALLEVIATING DISSATISFACTION WITH CITY LIFE

TRAFFIC

81%

will use a personal navigator service every week



COMMUNICATION WITH AUTHORITIES

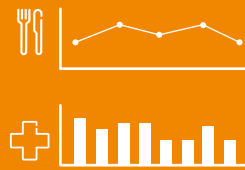
Availability of a contextual mobile city service to increase 6 times by 2016



x6

CHILD DAYCARE/ ELDERLY CARE

CARE CENTER UPDATE



38%

of young couples/parents would use a connected food and medicine service

ENHANCING SATISFACTION WITH CITY LIFE

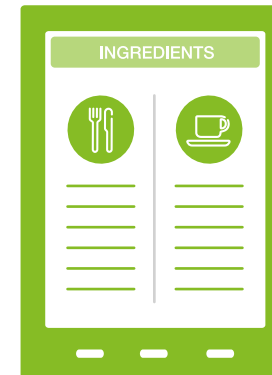
SHOPPING



67%

want a same-day delivery service

RESTAURANTS/ CAFÉS



Availability of a restaurant ingredient checker to grow 8 times by 2016

LEISURE FACILITIES



79%

think that a mobile leisure reservation service will be available by 2016

Can ICT be incorporated fast enough to keep up with demand from citizens?

