



**Keynote Speaker:
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History of Mobile

- Motorola DynaTAC phone (1983)
- Mobile tech was not progressing quickly, but was still a niche market (1980s-1990s)
- IBM Simon probably would have done better 10 years later
- Nokia 3210 started at \$200; pocket-sized with the “snake game”
- Next big step: camera phones
- Motorola RAZR emphasized the way the consumer electronic looked
- Battle of the phones became about number of features (2005-2007)
- iPhone: not only easy to use, but different (2007)
- Motorola Rokr/Apple partnership was a “business experiment”
- App Store battles: the world develops the features for each platform (2008-Present)
- Size battles for large screens, thin width, and wearables



The Next Battles: Ecosystems

- Tech companies need to work together with others that are already in the ecosystem
- Focus on easy and connected user experience
- Healthcare: immensely challenging field but vast opportunities; the hospital ecosystem has not been cracked yet
- Agricultural ecosystems: transmitting & collecting data through thousands of apps



Planning an App

- [15 mobile trends to watch in 2015](#)
- Create an app if it will leverage the unique capabilities of mobile and/or will replace a current app by making it easier, faster, and more fun.
- Ask yourself: How does it fit in the ecosystem so it does not confuse website purposes with app purposes?
- 2 steps forward while working on mobile strategy
 - Planning and governance
 - Doing business experiments

