

Standing upon the shoulders of Androids

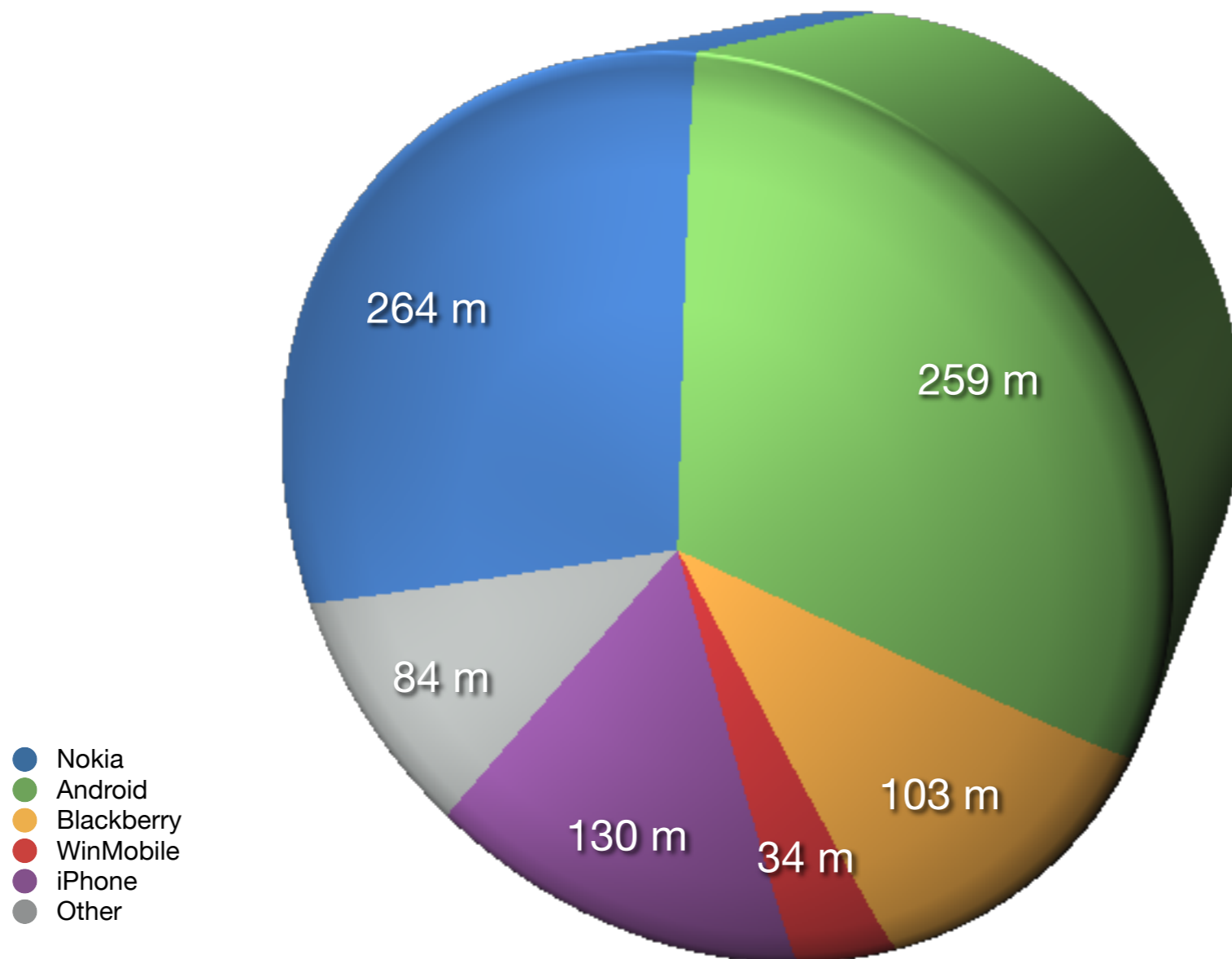
Why building a *smart* phone has never been easier

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Impressive is an understatement



Source: Gartner forecast 2014



The death of the feature phone?



Basic phones



Super phones

Or does *feature* just mean *cheaper*?



Let's look back

- Own hardware
- Own operative system
- Own core applications
- Own manufacturing
- Industrial design
- Marketing/Brand



And then Apple changed the game

- Own hardware
- Own operative system
- Own core applications
- Own manufacturing
- Industrial design
- Marketing/Brand
- User interface design
- Signature applications
- Internet services

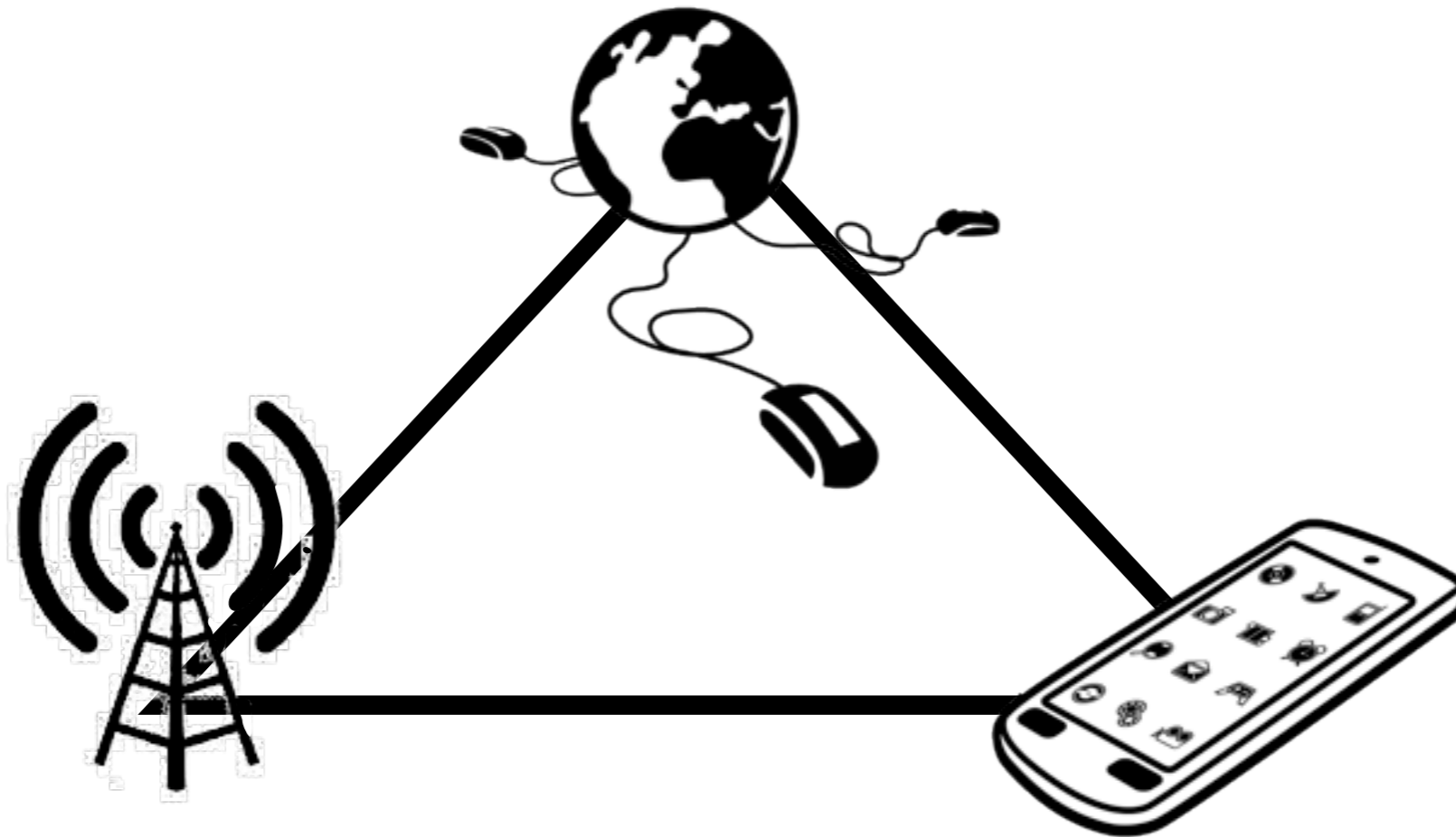


And *then*, Google changed the game

- ~~Own hardware~~
- ~~Own operative system~~
- ~~Own core applications~~
- ~~Own manufacturing~~
- ~~Industrial design~~
- Marketing/Brand
- User interface design
- Signature applications
- Internet services



And a new order arose: The Platform



Platforms are content formats, and consumers buy content and experiences and not devices

The "Vanilla Android" effect



**How do you bend
but not break?**

Demo #1 - Live wallpapers



Demo #2 - Horizon lists



Demo #3 - Horizon maps



Demo #4 - TAT Home

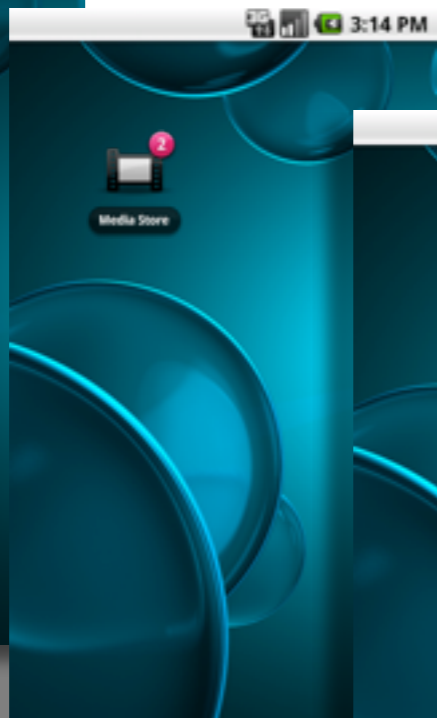


Introducing Seamless Sizes & States

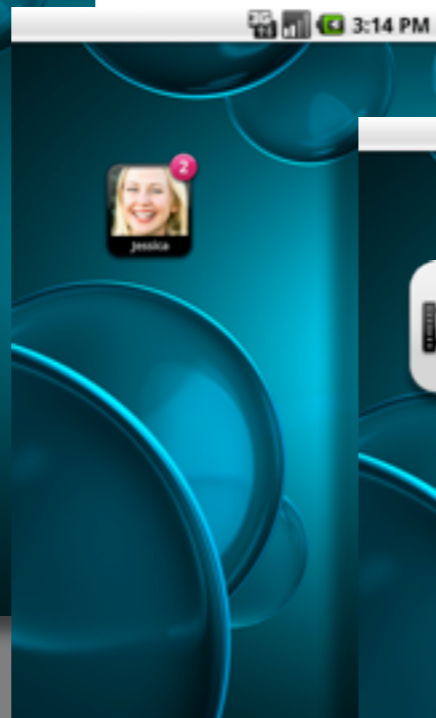
Widgets can morph between multiple sizes and states to provide richer interaction



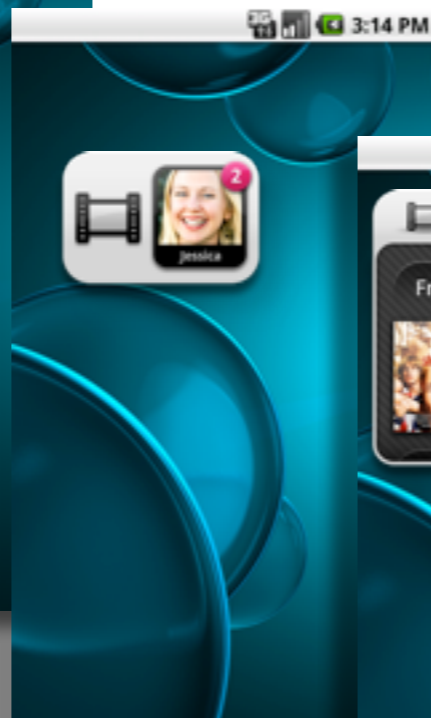
Icon



Icon with badge



Live icon



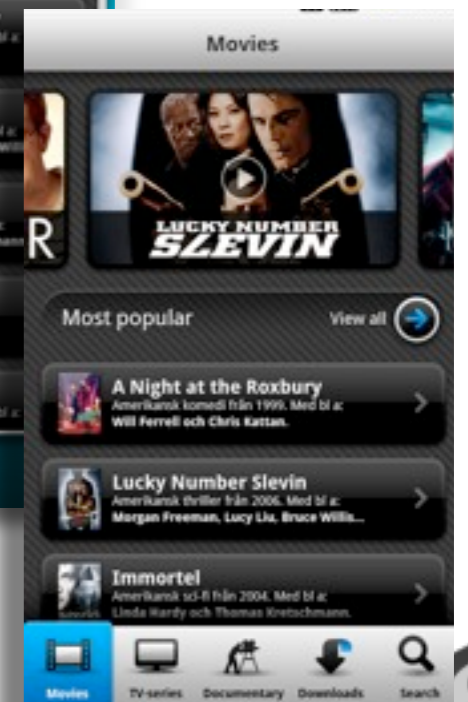
Micro widget



Widget



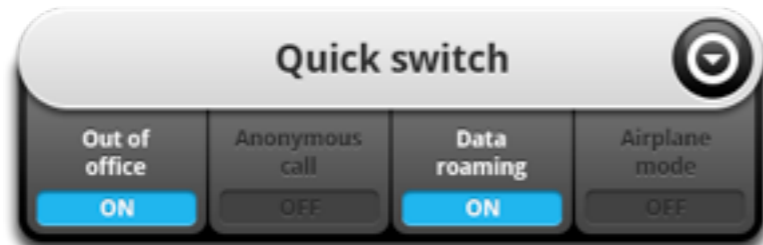
Maximized widget



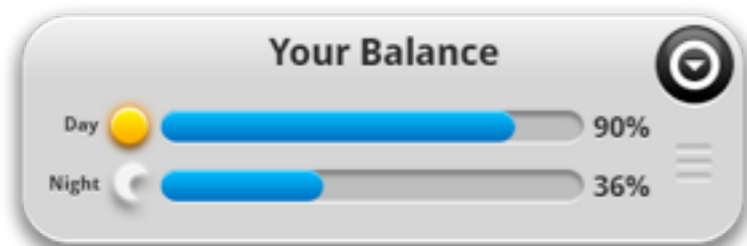
Full application



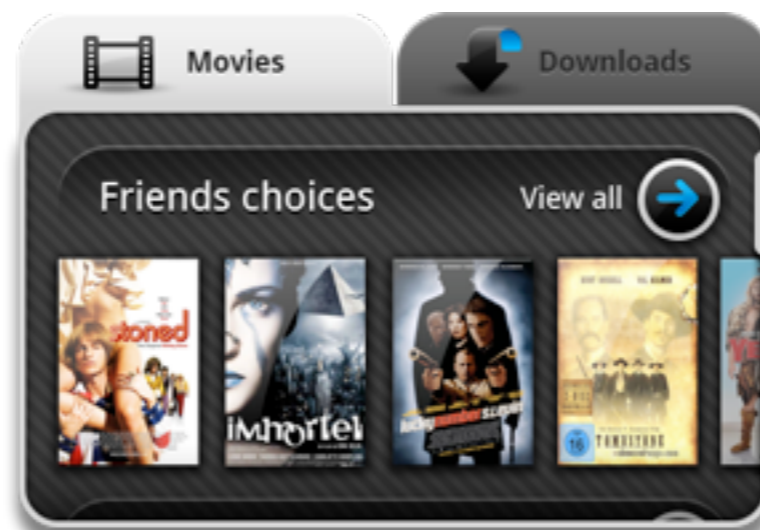
Introducing Operator Widgets



Leverage current investments



Balance load of new customers



Maximize triple play



Unique storefronts



Integrate Service & UI

Putting the pieces together

Building a phone in 3 steps

1. Choose differentiators -
the "Live specification"



2. Choose hardware and
perform acceptance testing
of apk(s)



3. Design the wrapping box

There you go! And don't forget marketing...



SUMMARY

1. Smartphones are here! And Android is a great platform to stand upon.
2. Everyone is now creating or controlling phones - the operator is back
3. The differentiation lies in apps and UI
4. There are plenty of things to improve on.
5. Putting the pieces together is easy!



Thanks!

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