

Working towards the Mobile Social Phone

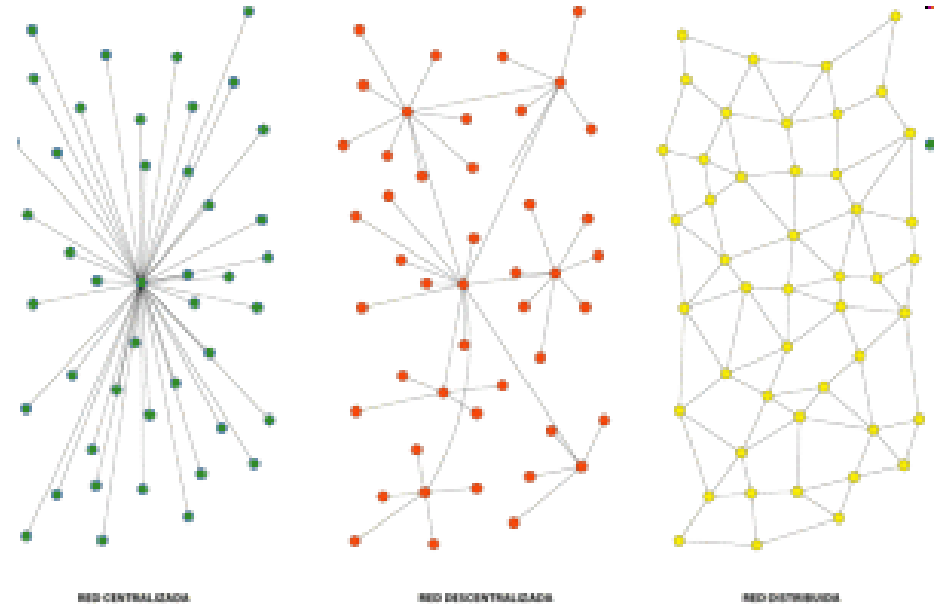
Francisco Oteiza
TELEFÓNICA I+D
June 2009



Working towards the Mobile Social Phone

Social Networks

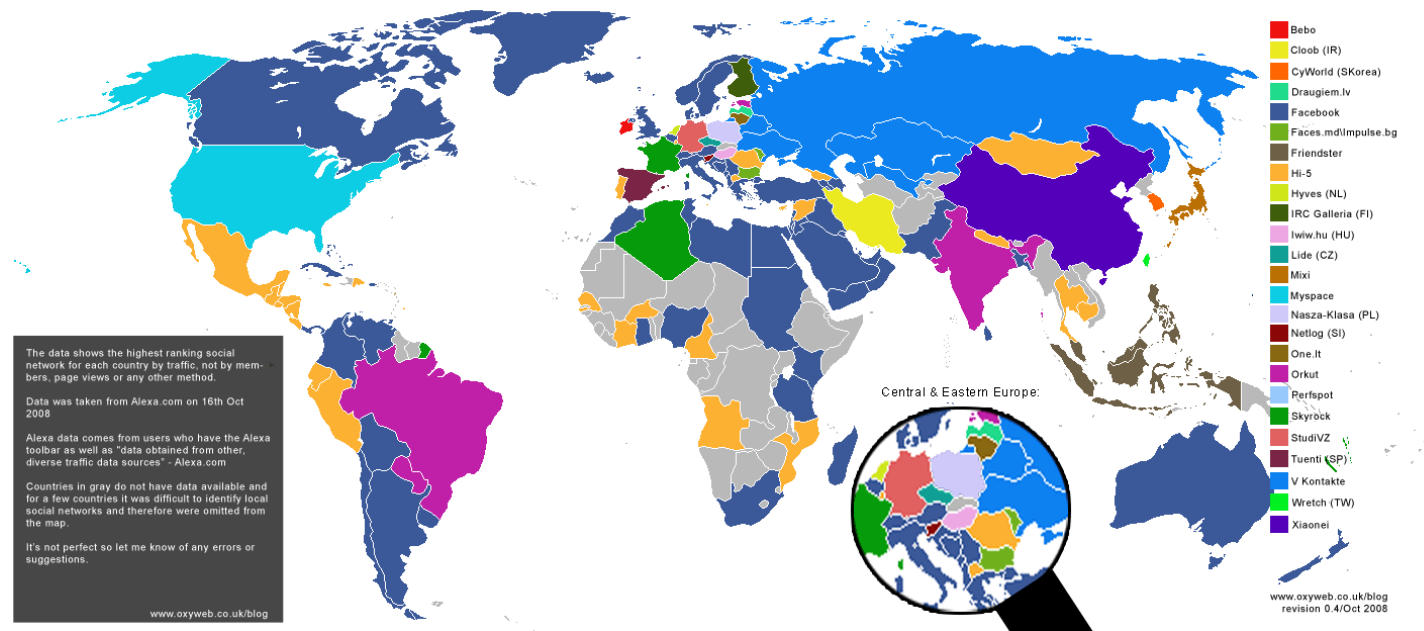
- Social Structure made out of nodes and ties
- Nodes represents individuals whereas ties symbolises relationships
 - Density
 - Centrality
 - Bridge
 - Intensity
 - Clustering coefficient



Working towards the Mobile Social Phone

Internet Social Networks

- Six Degrees of Separation, 1929, Frigyes Karinthy



Communication

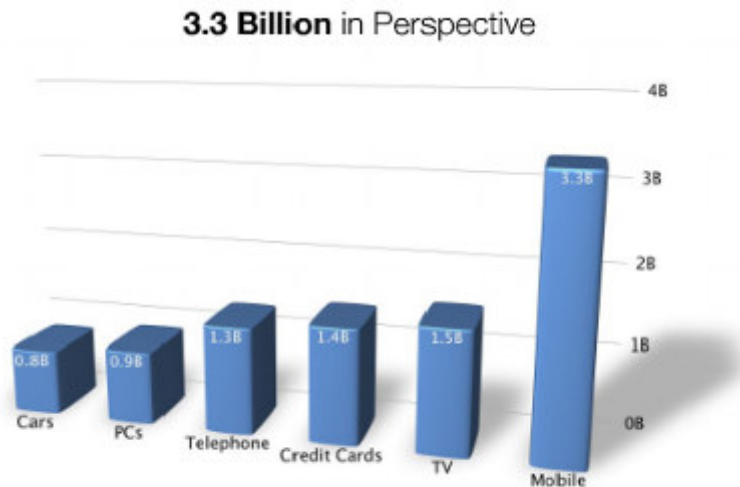
Community

Cooperation

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Mobile Social Networks

- Important current trend
- Advanced user experience

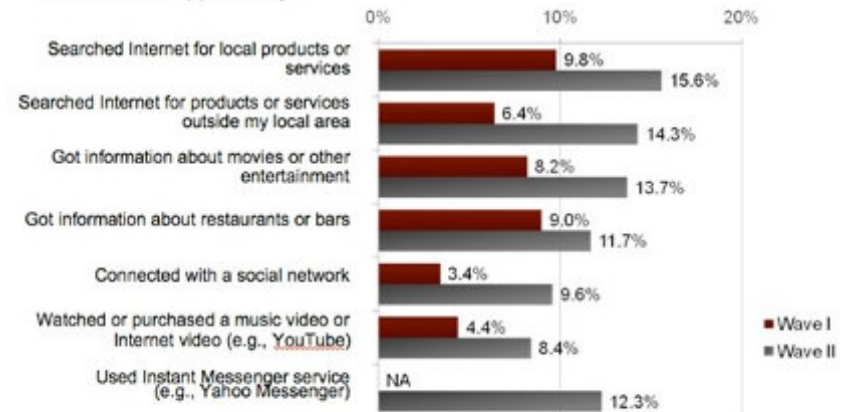


Source: http://communities.dominatablogs.com/brands/2007/01/putting_27_bill.html
<http://communities.dominatablogs.com/brands/2008/01/when-there-is-a.html>



Mobile Features Used in Past Six Months

Usage of the more advanced features, including commercial searching, has increased appreciably.



Source: KGI Mobile Market View Wave I, October 2008, sample = 512.
 Wave I, September 2007, sample = 500.
 Methodology: Online, Coupon, ConStat.

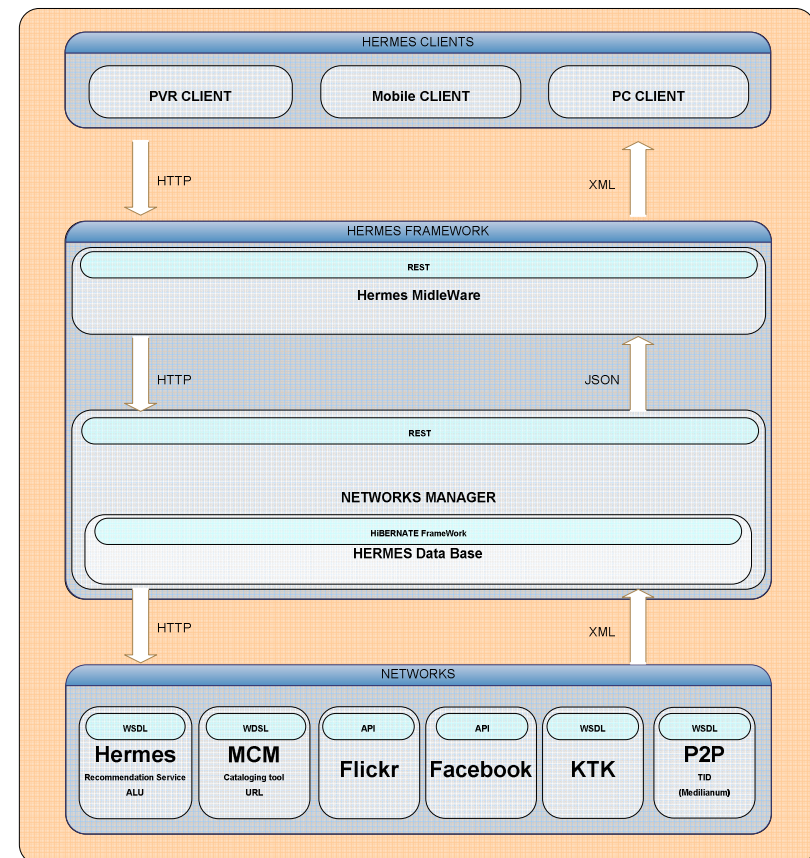
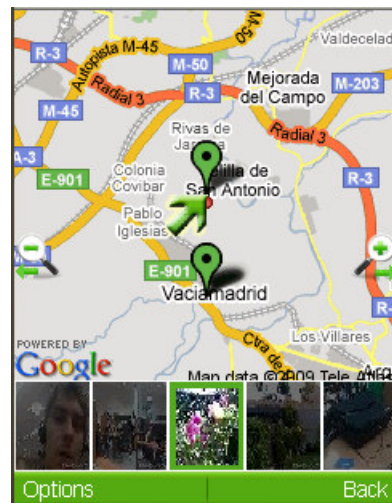
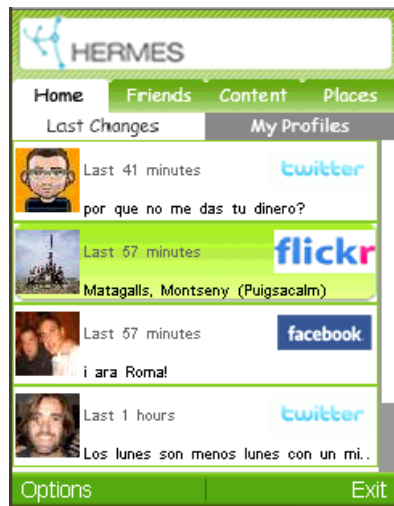
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- Always with us to gather information from our social life

Working towards the Mobile Social Phone

NEMOS (HERMES – EXPESHARE)

- Meta-Community Server
- Mobile Social Client
- Generating Geolocated Content



Working towards the Mobile Social Phone

Crumbs And Places



- People leave a trace of their activity in the real world.
- All the user's activity is associated with a geo-position.

- Ordered by distance criterion.
- PLACES: Users can create containers with their CRUMBS wherever they want.



Working towards the Mobile Social Phone

Social Networks + Augmented Reality



- Augmented Reality Engine that mixes social content with the real world captured by the mobile camera.
- Virtual world based on people's real activity.
- Show the intangible culture of human communities.

Telefonica
