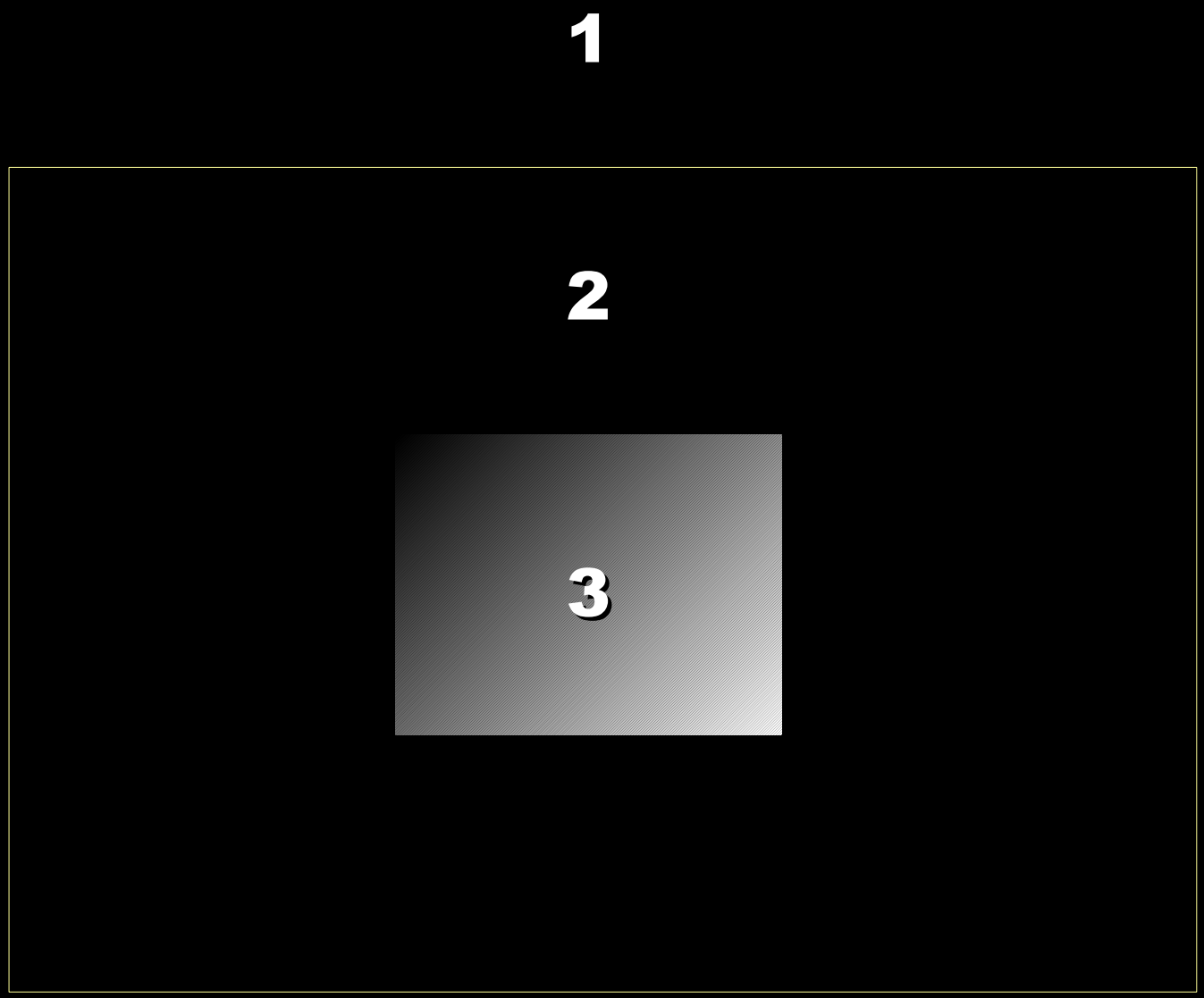

1
2
3

Mobile Imagineering

Atul Chitnis
Senior Vice President
Geodesic Information Systems Limited

Today

Today
is
History

“Mobility Products”

Desktop

iPod Generation

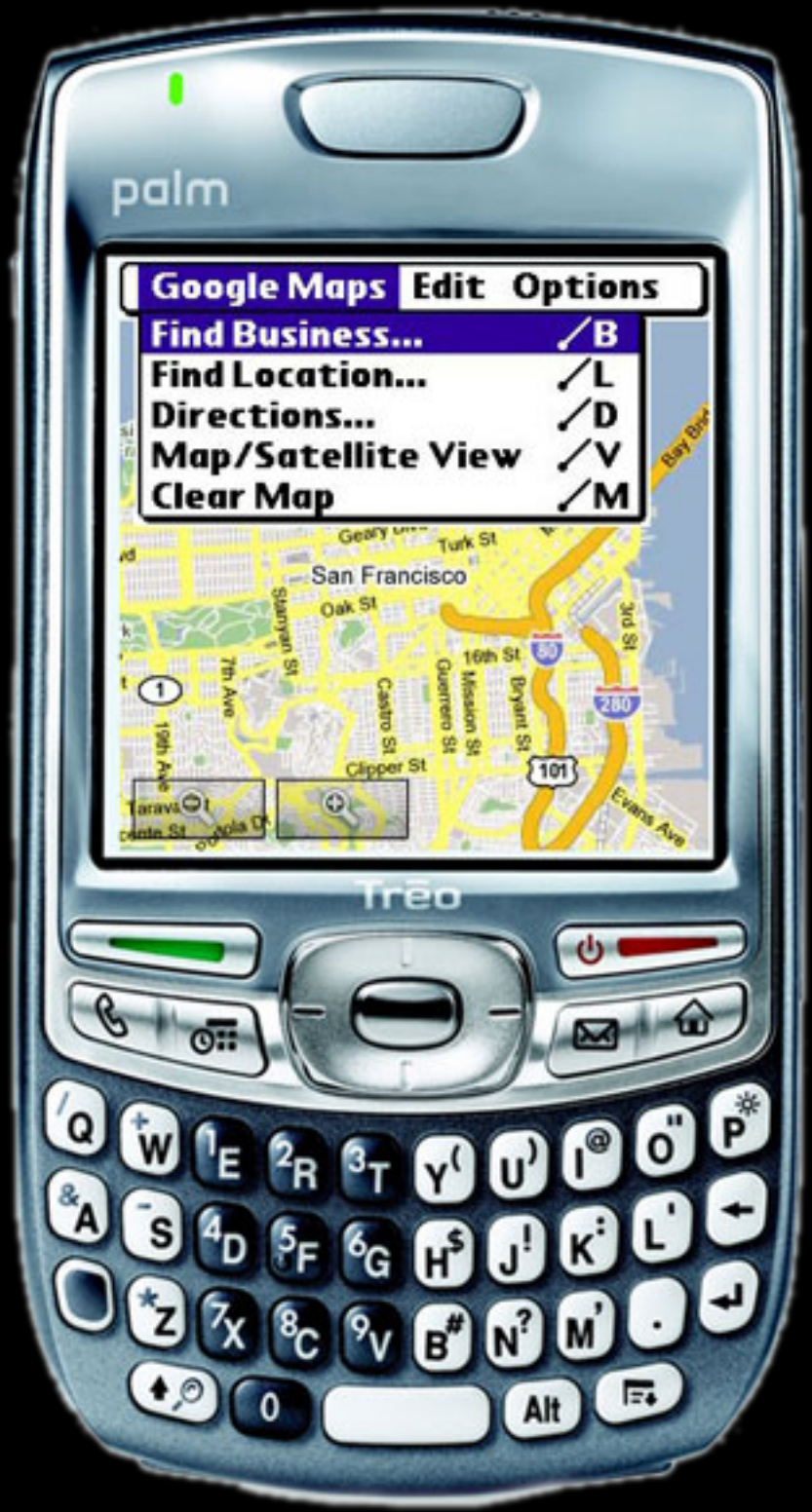
ICE

Information
Communication
Entertainment

Information
Communication
Entertainment

Browser
Email, Voice, IM
Entertainment

Google Maps


palm
Google Maps
Edit
Options
Find Business... /B
Find Location... /L
Directions... /D
Map/Satellite View /V
Clear Map /M
San Francisco
Turk St
Oak St
Stanyan St
7th Ave
19th Ave
Castro St
Guerrero St
Mission St
16th St
Bryant St
3rd St
Clipper St
Evans Ave
Bay Blvd
101
280
Treo
Alt

Information
Communication
Entertainment

Mobile Music

Mundu Radio


mundu
radio
beta
listen unlimited
Classical
Roots Rock Reggae 80s 90s
128
kbps
Grover Levy - When We ?
Roots Rock Reggae 80s 90s
Beur FM
Smooth Jazz
LiveIreland
KUAT CLASSICAL RADIO
More Stations


A hundred thousand radio stations
on your mobile.
cnet
Webware
100
2007
WINNER

Mobile Games

Mobile Games
=
Chess on Phone?

Mobile Games
=
Quake on Phone?

Mobile Games
=
Desktop Games?


Mobile Games
≠
Desktop Games?

Mobile Games
=
Games for Mobility

Arcade Reality


palmone
Arcade Reality
Score: 00000


0
0
0
0
4
4
2:52
Laser

Arcade Reality
Demo

Back to Reality

Mobile Environments

Today:
Low RAM
Low CPU
Low Storage
Low Resolution
Bad Networks
Tethered Users

1. Full colour screens
2. Higher resolution
3. Lots Of Memory
4. Lots of Storage
5. “Always on” connectivity
6. Widespread coverage
7. Low bandwidth costs
8. High network speeds
9. Better CPU performance
(does not mean “faster”)
10. Untethered Users

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(does not mean “faster”)

10. Untethered Users

Untethered Users

Untethered Users
want
Untethered Applications

Applications
designed
around
Mobility

Ideas?

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(does not mean “faster”)
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What would you do?

Music?

Video?

TV?

What?

If you cannot imagine it

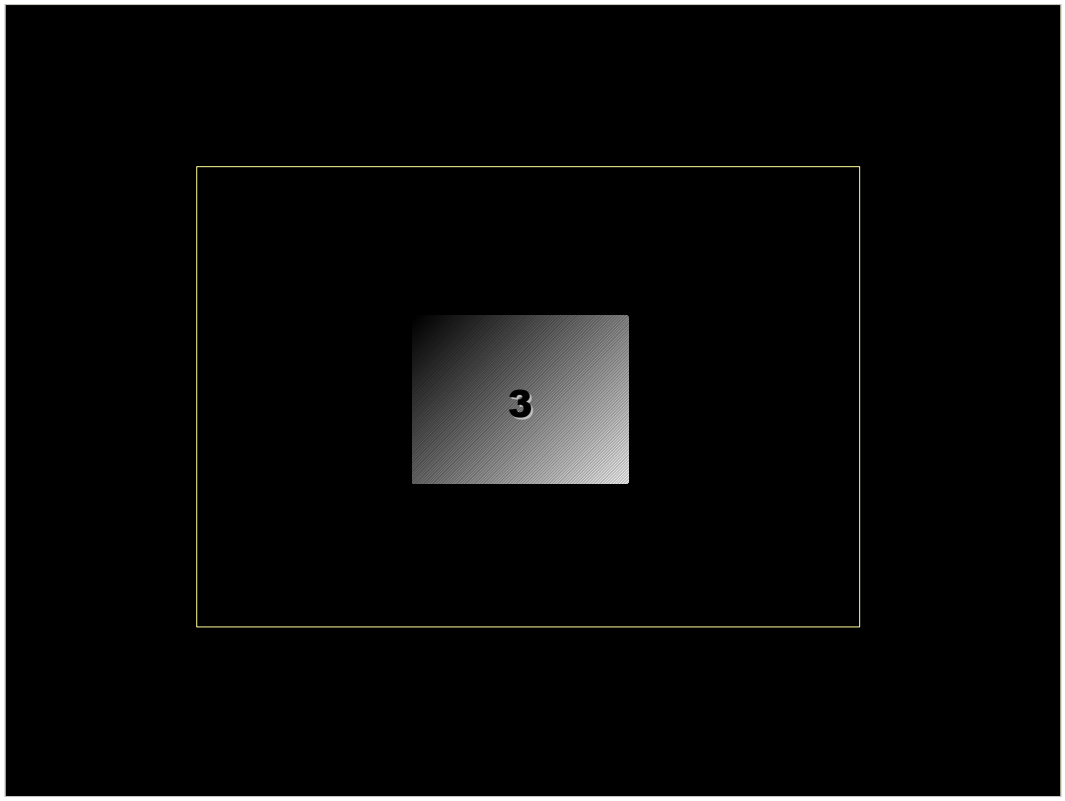
If you cannot imagine it

You cannot create it

Mobile Imagineering

Thanks!

atul.chitnis@geodesic.com
http://geodesic.com

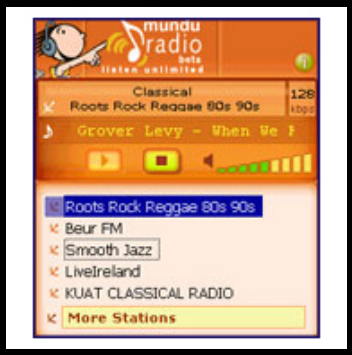

3


Entertainment


Entertainment


palm
Google Maps Edit Options
Find Business... /B
Find Location... /L
Directions... /D
Map/Satellite View /V
Clear Map /M
San Francisco
Turk St
Oak St
16th St
Clipper St
Treo
Alt


Information
Communication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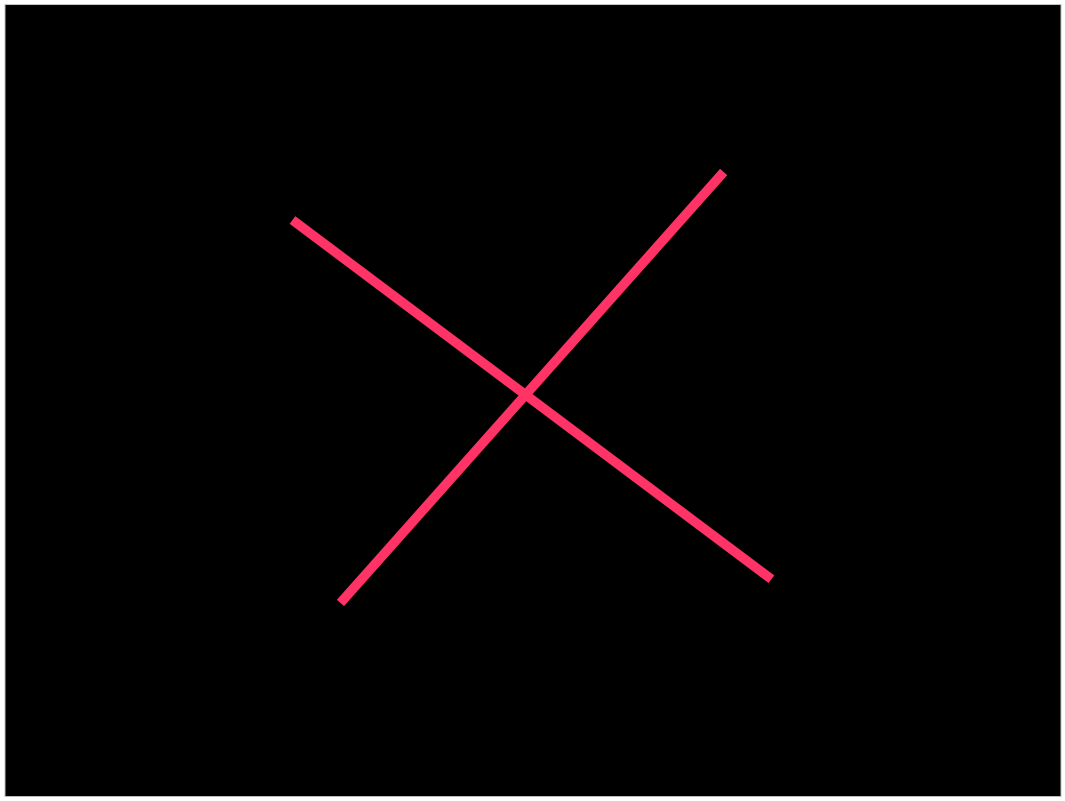


palmOne
Arcade Reality
Score: 00000


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4
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