



## MOBILE TECHNOLOGY GUIDE



A Mobile **Ad Network** is a solution to help you get your brand in the hands of your target audience no matter where they are: at home, at work, at play, or in transit. These networks are similar to web ad networks, but can also be embedded into apps and can determine which ads to show based on the context of the app or site and location of the user. Full analytics are provided from this technology and budgets and targets can be set. There are also many models for this such as impression based, clicks, or a specific action required.

**Related Technologies:** Mobile Web, Apps



Mobile **Apps** are software packages created specifically for the mobile platform and screen. They are similar to traditional software, except that the data and interfaces are required to be made more compact to be user-friendly on a mobile device. In addition, now that most smartphones use touchscreen technology, the navigation and interaction with these apps can now be simplified and understand common gestures. Because Apps require a download and install process on the device, apps are required to be built for each platform independently. The most popular platforms of App development are iPhone, Android, RIM, Windows Mobile, Symbian, and WebOS. The advantage of Apps are the fact that they can interact with other hardware and software features already built into the device and are easy and fast to install.

**Related Technologies:** GPS, Bluetooth, WiFi, Accelerometer, Mobile Web, Mobile Ad Network, Streaming Media



**Augmented reality (AR)** is a term for a live direct or indirect view of a physical real-world environment whose elements are merged with (or *augmented* by) virtual computer-generated imagery - creating a mixed reality. The augmentation is conventionally in real-time and in semantic context with environmental elements, such as sports stat overlays during a live game. With the help of advanced AR technology (e.g. adding computer vision, object recognition, or GPS) the information about the surrounding real world of the user becomes interactive and digitally usable. Artificial information about the environment and the objects in it can be stored and retrieved as an information layer on top of the real world view.

**Related Technologies:** Apps, GPS, Mobile Web



**Bluetooth** is a short-range (up to 500 feet) wireless technology that allows users to download applications, content and other data to their mobile phone. Mobile Marketers can use Bluetooth to deliver, for example, ringtones, wallpapers and videos, such as when a consumer walks past a billboard or kiosk. Bluetooth can be particularly attractive to some wireless users because unlike SMS and MMS, there are no airtime charges and no additional apps are required to be installed. Also, because it is location-based, the marketers know exactly where and who they are targeteing and can also recognize repeat visitors.

**Related Technologies:** Apps, Mobile Content



Mobile **Content** may be a song or ringtone, theme or wallpaper, video, game, or other application. It is most commonly received on the handset through a Wireless Access Protocol (WAP) link in an SMS message, but can also be downloaded via Bluetooth, Mobile Web, or through a Mobile app. Mobile content has been one of the most successful tactics of mobile campaigns and is seen by consumers as hip and cutting edge. Another benefit of this type of content is that it



can be offered from a web site, allowing consumers to then upload it to their own devices using their own preferred methods. Using mobile content in a branded campaign, allows consumers to customize their devices with the brand.

**Related Technologies:** SMS/MMS, Apps, Mobile Web



**Interactive Voice Response (IVR)** is a computerized voice system that allows consumers to interact with a voice menu. Users can respond to voice prompts by speaking or by using their phone keypad. IVR provides mobile marketers with another response channel or as an enhancement to SMS. IVR can be integrated with other technologies giving the consumer the ability to be called immediately on their mobile phone. Celebrity voices can also be used and calls can be scheduled or synchronized based on other actions taken by the consumer.

**Related Technologies:** SMS, Apps, Mobile Web, Web



**Location Awareness** applies to navigation and GPS equipped devices. Using apps and the latest mobile web browsers, locations can be detected and applicable content can be delivered. This technology can be combined with augmented reality to create a truly live interactive experience. This type of technology on mobile devices provides a truly local and custom experience to the consumers.

**Related Technologies:** Apps, Mobile Web, Bluetooth



**Mobile Web (WAP)** - Wireless Application Protocol (WAP) is a technology platform used to create Web sites that are easily accessed from handsets, even those with small screens and limited processing power. Aside from this standard, another type of mobile site is one designed for the smartphones with touchscreens. The key to leveraging mobile Internet access is providing users with just the right amount of information within a navigation system that is fast and convenient to use. Unlike on their PCs, mobile Internet users are less interested in browsing and more focused on accomplishing a specific task. Being aware of this purpose-driven usage is one of the first steps to learning what kinds of content will work for each brand. In many cases, consumers may prefer to access the internet from their mobile device when and where they have the urge, rather than

waiting until they're near a computer.

**Related Technologies:** Location Awareness, Apps, Streaming Media



**Quick response (Qr) codes** gives packaged goods and other print related marketers an effective mechanism to direct consumers from product packaging to Web sites. There, they can offer product information and engaging promotional content and experiences. Media containing Qr codes is used within the media mix to raise awareness, drive traffic, and in some cases provide deeper layers of information – for instance, about TV characters and plot lines through multimedia.

**Related Technologies:** Apps



**Mobile Search** - How will people find downloadable content? Just as people use search to explore the internet, mobile search is playing an increasingly important role in helping users navigate the increasingly complex world of the mobile web. As a result, mobile search is emerging as a very important user-acquisition vehicle. In addition to searching for mobile content, mobile search gives users something that traditional web search does not. Combining mobility with mobile search allows users to search for relevant data based on a store, sign, or neighborhood and act upon it by utilizing this information.

**Related Technologies:** Apps, Mobile Web



**Short Message Service (SMS)** is the most widely used messaging vehicle for mobile marketing. Also known as “texting”, SMS supports text messages of about 160 characters, depending on the handset and network. SMS messages can be sent a variety of ways, including one handset to another, from a PC to a handset and from a handset to a PC. SMS supports common short codes (CSC’s), which are phone numbers – usually four to six digits – to which cell phone owners can send text messages. In return, they receive alerts, information and electronic coupons, and the opportunity to participate in contests and other interactive marketing initiatives. This technology can also be utilized to make purchases, which are applied to the customer’s cell phone bill. **Multimedia Messaging Service (MMS)** is similar to SMS, except that it primarily supports graphics, photos, audio, and video. As a result, MMS provides mobile marketers with additional tools, such as the ability to offer wallpaper

that promotes a brand or product. For example, a music fan can send an SMS message to a short code in order to receive an MMS with a video clip of her favorite artist.

**Related Technologies:** Mobile Web, Mobile Content



**Streaming Media** is media (video, audio, text) that is consumed while it is being delivered. The term “streaming” reflects the delivery system approach and can be on-demand or live. On-demand streams are stored on a server and are available to be transmitted at a user’s request, while live streams are available only while the associated event is occurring, such as a video stream of a live sporting event.

Advertisements, typically pre-recorded, can be appended to either on-demand or live streaming content. Branded Entertainment is a great

approach using mobile technology and streaming media.

**Related Technologies:** Mobile Web, Apps



**Widgets** - A widget is generally speaking a small application, a little bit of code, that does one simple thing but does it well. The second important things about a widget, is that they can be combined together on one screen, typically the mobile device's desktop. Branded Widgets are gaining popularity as consumers want to

see specific content or content snippets as soon as they look at their device. Simple widgets can show the time or weather, while more sophisticated widgets can have behaviors similar to apps with more compact displays.

**Related Technologies:** Apps, Location Awareness, Bluetooth, Mobile Web



**WiFi** - Wi-Fi allows local area networks (LANs) to be deployed without wires for devices, now also available on many mobile phones. Using these wireless networks, devices can access the internet or a locally supplied folder or web application. Devices can also potentially communicate with one another when connected wirelessly. This technology is used in apps when high data rates are required, especially for uploading or media streaming. WiFi can also offer custom landing pages when providing consumers with internet access or charge their credit card for such access.

**Related Technologies:** Apps, Location Awareness, Mobile Web, Streaming Media, Mobile Content