



OLTRE IL MOBILE

Aumentare l'esperienza utente

FABIO LALLI
Ceo IQUI

ABI – 23 ottobre 2013

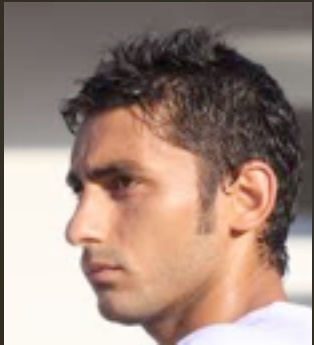
1990



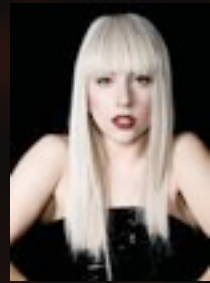
2013



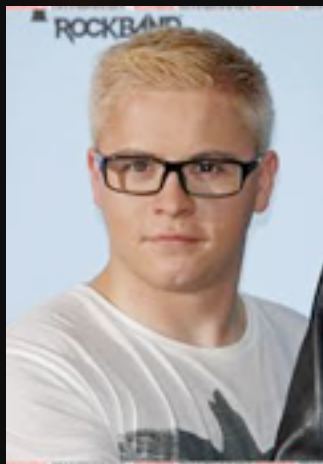
NON SERVONO ALTRI NUMERI.



Mike Red
Singer_
Born: March 28, 1976
City: Rome, Italy
Full name: Michele Rossi
Height: 1.72 m



Lady Gaga
Singer_songwriter
Born: March 28, 1986
City: New York, United States
Full name: Stefani Joanne Angelina
Height: 1.55 m



Fabrizio Brown
Singer_
Born: March 28, 1974
City: Rome, Italy
Full name: Michele Rossi
Height: 1.72 m

2014+

Data: 22 ottobre 2018
Orario: 21:23
Meteo: Nuvoloso

I TUOI DATI

Battito cardiaco: regolare
Batteria iPhone: 57%
Batteria glass: 45%

SOCIAL GRAPH

Amici: 14
Presenti: 654
Persone conoscere: 15 persone

REAL TIME

21.21: Fabrizio ha condiviso un video
21.20: Lady ha fatto amicizia con Mike
21.15: Mike ha condiviso una foto
21.10: Lady si è connessa
21.00: Fabrizio è a 150m da te

ADOZIONE DELLA TECNOLOGIA



MAINFRAME
1960



MINICOMPUTER
1970



PERSONALPC
1980



INTERNET
1990



MOBILE
2000



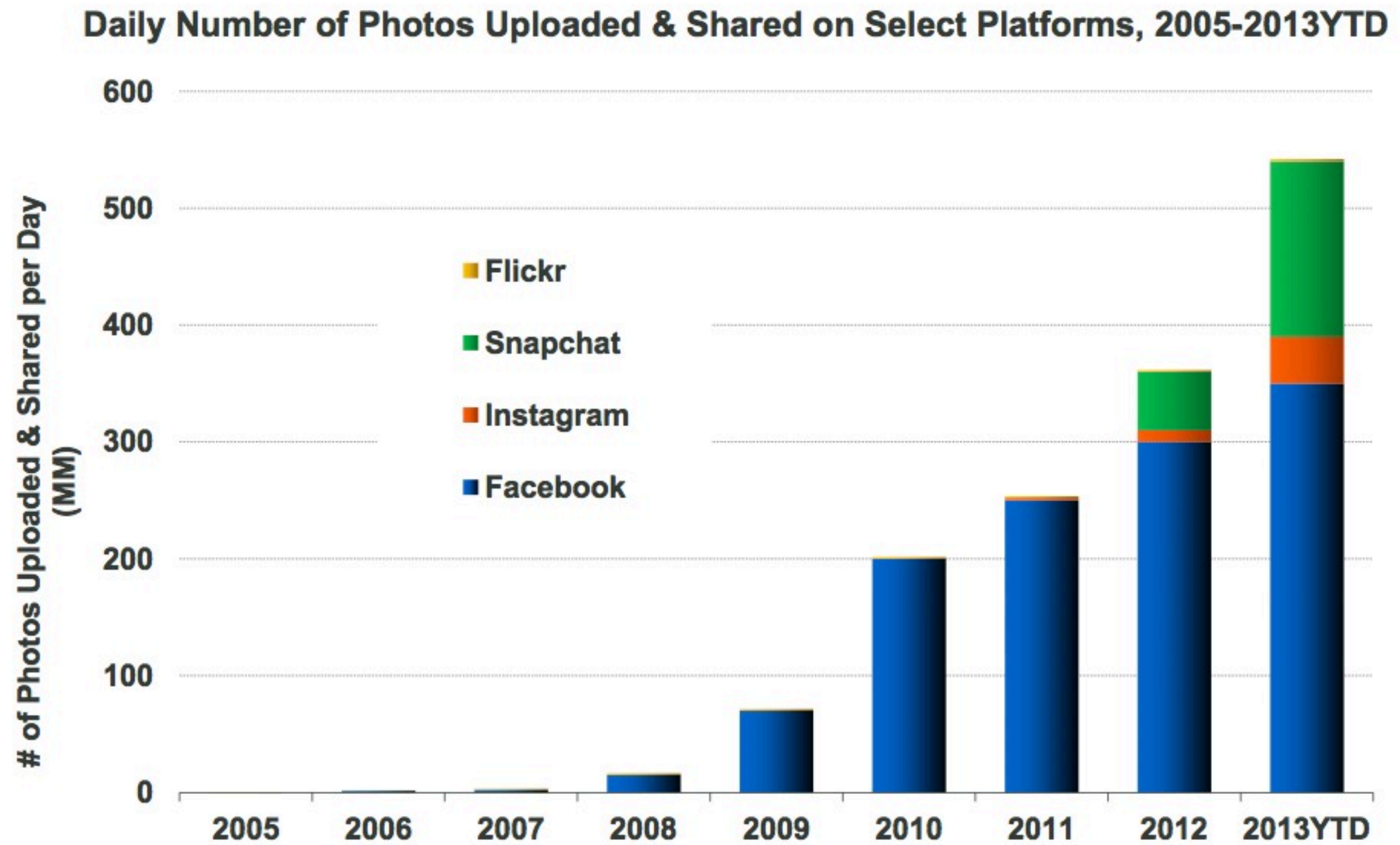
WEARABLE
2014+

MOBILE + SOCIAL + MEDIA + SHARING



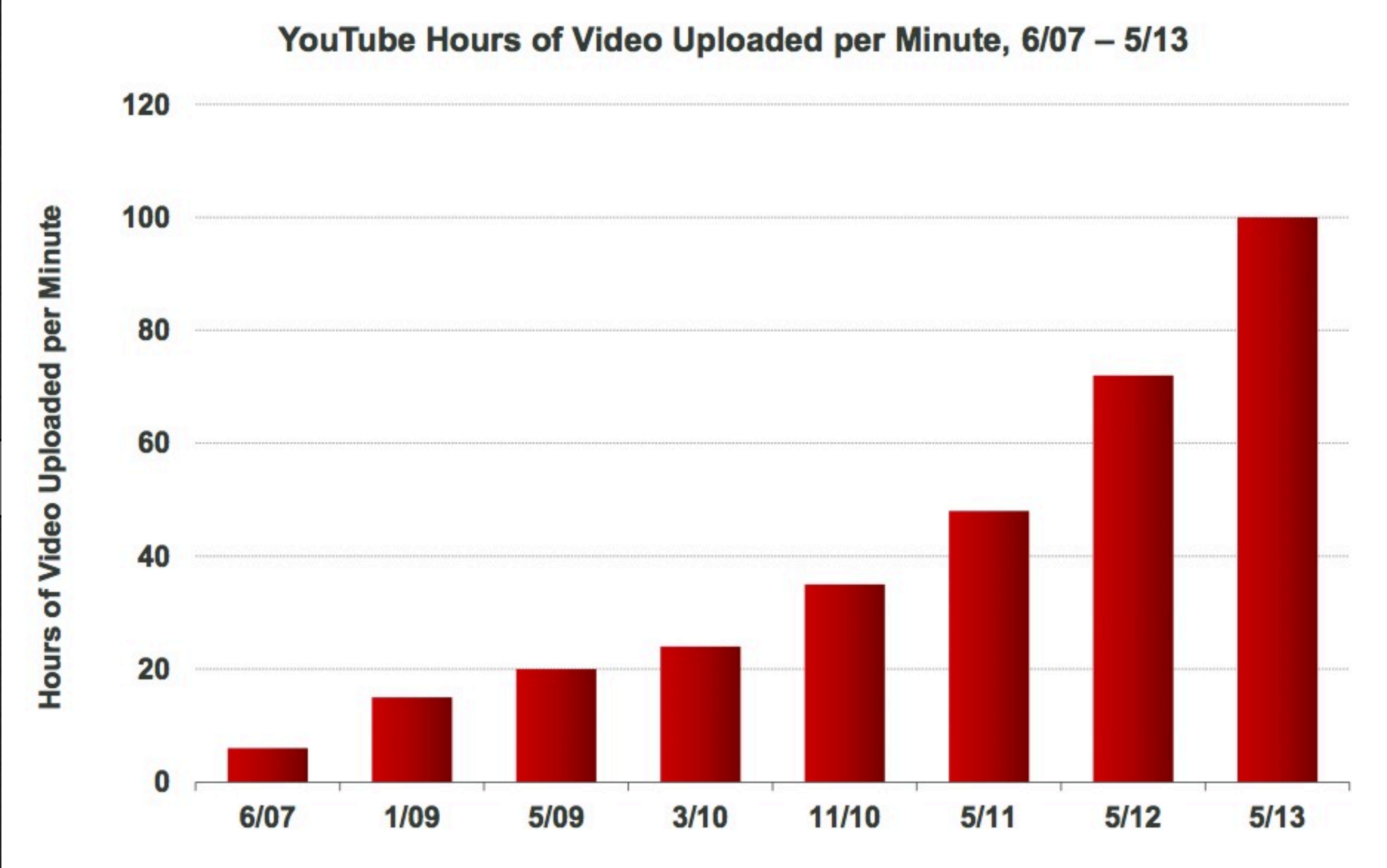
PHOTO SHARING

PHOTOS



VIDEO SHARING

VIDEO



AUDIO SHARING

AUDIO

SoundCloud

11 Hours of Sound
Uploaded per Minute



Tencent WeChat

400MM+ Users, 4x Y/Y

