

ICONMOBILE

WPP Digital Investor Day

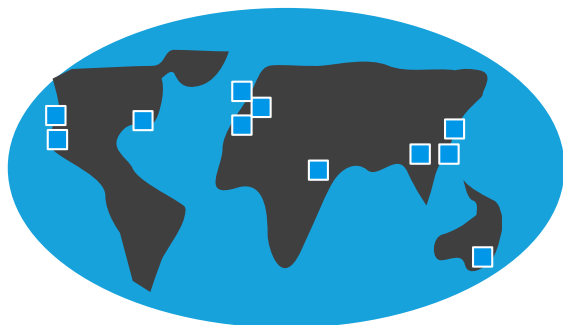
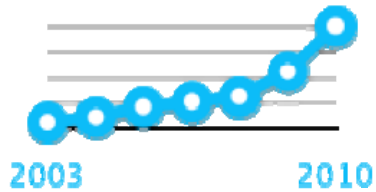
100423

# iconmobile in a nutshell

2003

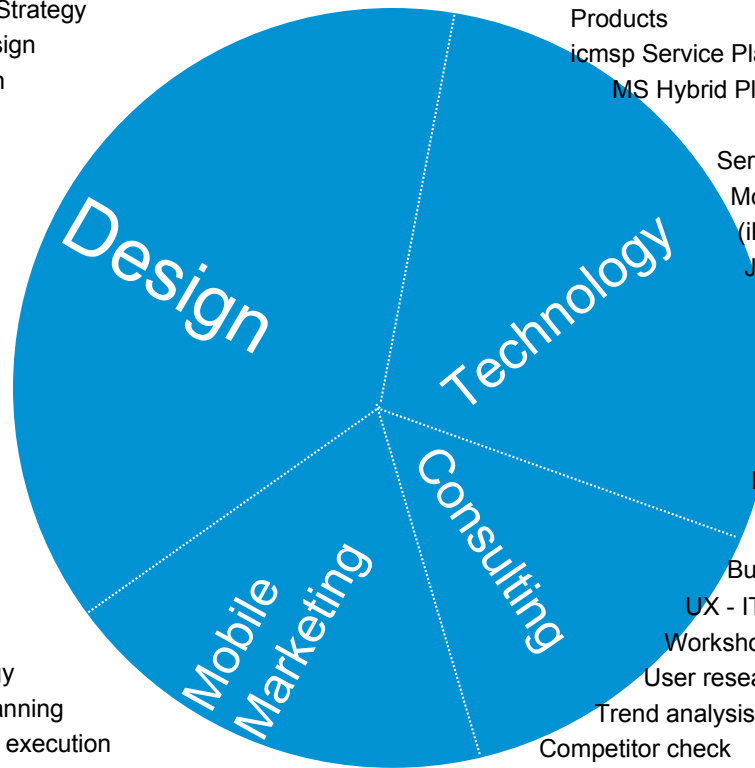


170 Employees



Berlin, Los Angeles, Seattle, London, Sydney, Antibes,  
Ingolstadt, Paris, Tokyo,  
Beijing and Shanghai

- Design Strategy
- UX Design
- Interaction Design
- Information Architecture
- Interface Design
- Visual Design
- Iconography
- Asset Production
- Design Management
- Concept Development
- Prototyping & Testing
- Motion Design
- Guidelines & Specifications
- Copywriting
- Marketing Strategy
- Global campaign planning
- Global campaign execution



- Products
  - icmsp Service Platform
  - MS Hybrid Platform
- Services
  - Mobile OS Solution Development (iPhone, Android, Symbian, Java, Brew)
  - Handset Customization
  - Device Database
  - CRM & Campaign infrastructure
  - Coupon & ticketing
  - Mobile banking
- Business & Product Strategy
  - UX - IT alignment
  - Workshops
  - User research
  - Trend analysis
  - Competitor check
- Branding strategy
- Innovation planning
- Risk assessment
- Value webs



Ownership

- Technology Integration
- Discovery
- Execution
- Tracking
- Evaluation
- Scaling



Industries

# Our clients



Connecting People



中国移动通信  
CHINA MOBILE

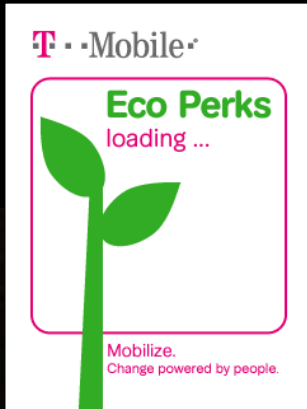


# iconmobile's approach

# ASOs

# Mobile market

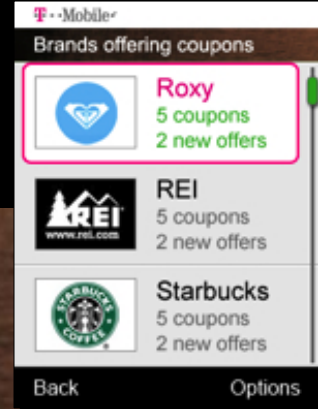
- Green Mobile Coupon Channel



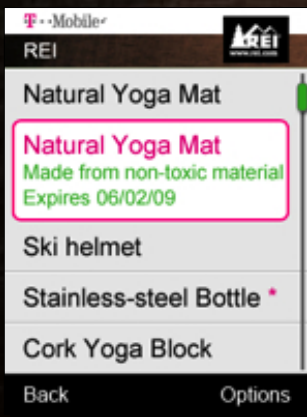
01 splash screen



02 log-in screen



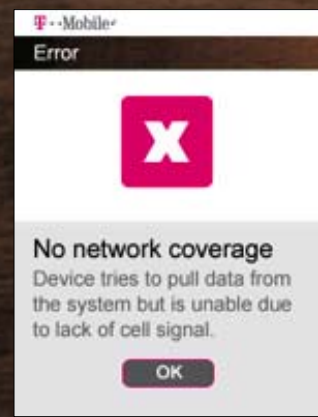
03 home screen



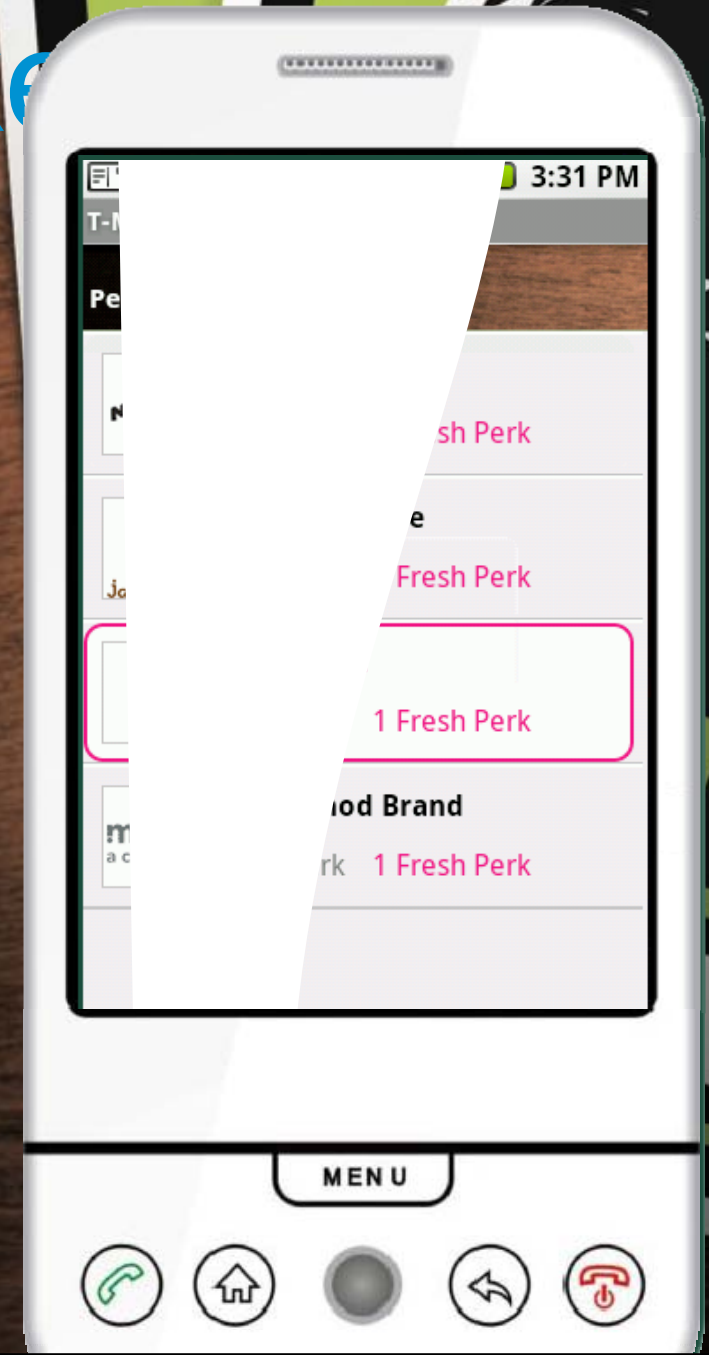
04 coupon list screen



05 coupon view



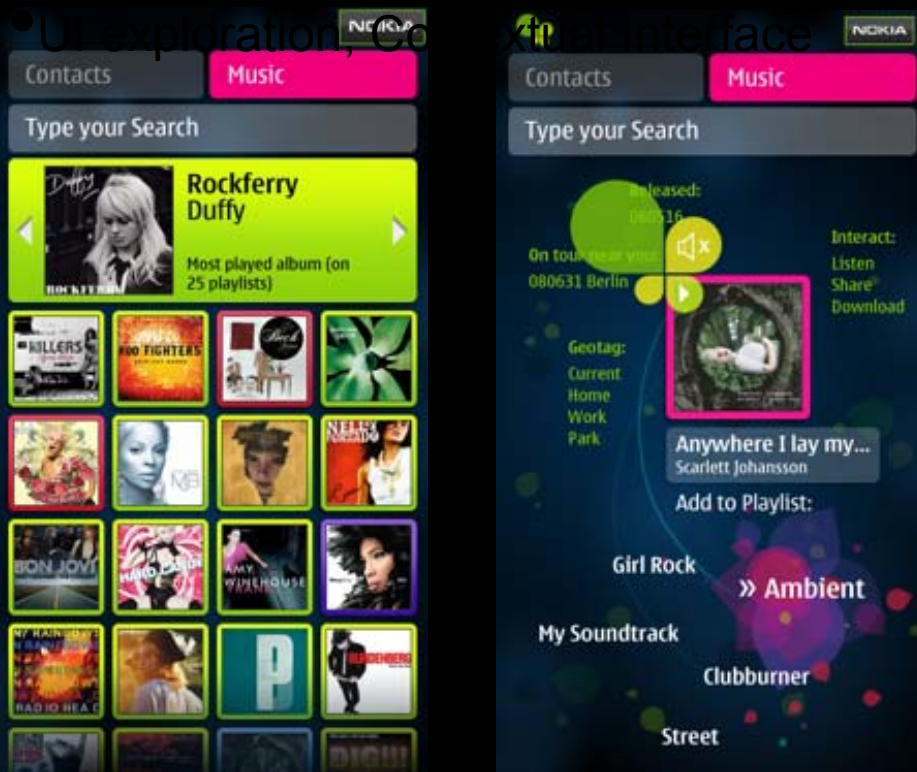
06 error screen



# User interface design

# Future UI concept

- Nokia Tube/music community

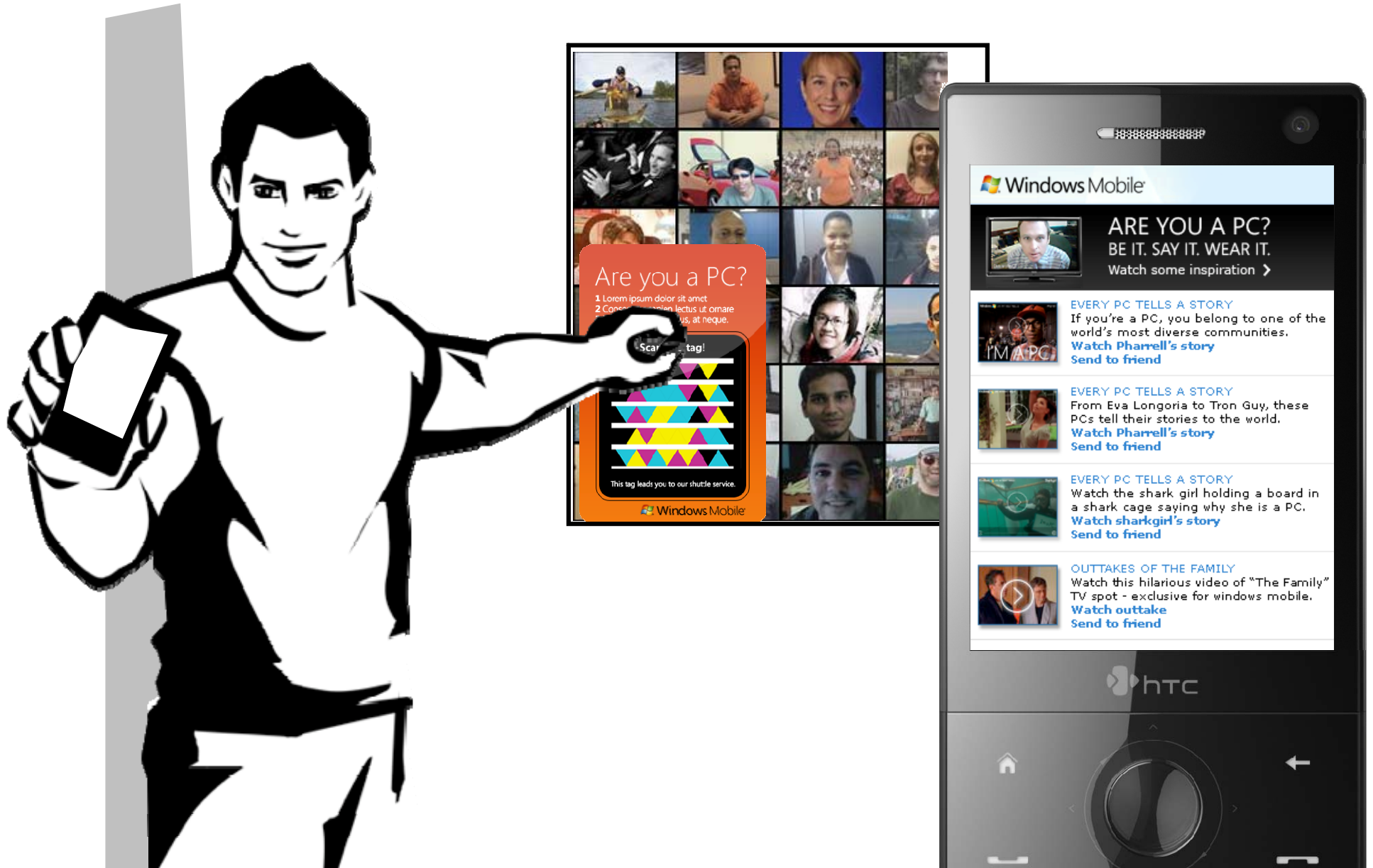


# Mobile marketing



# Microsoft

Global mobile campaigns in partnership with e.g. wunderman, JWT etc.



# The Subway App



# Driving Sales & Store traffic with the App



1. Play the Game



2. End of Game



3. Upload your score



4. High-Score Table



5. Unlock Coupon



6. Redeem coupon at retail

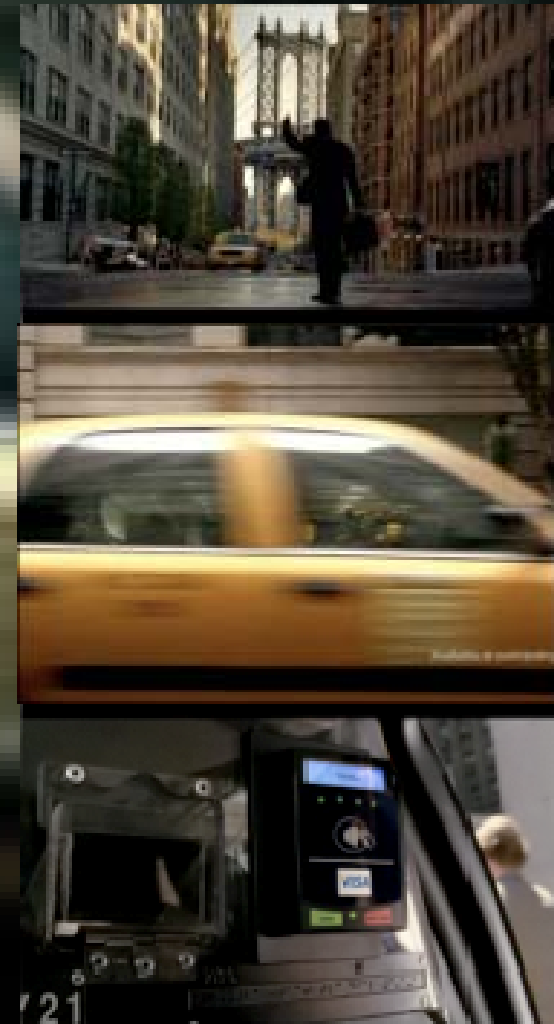
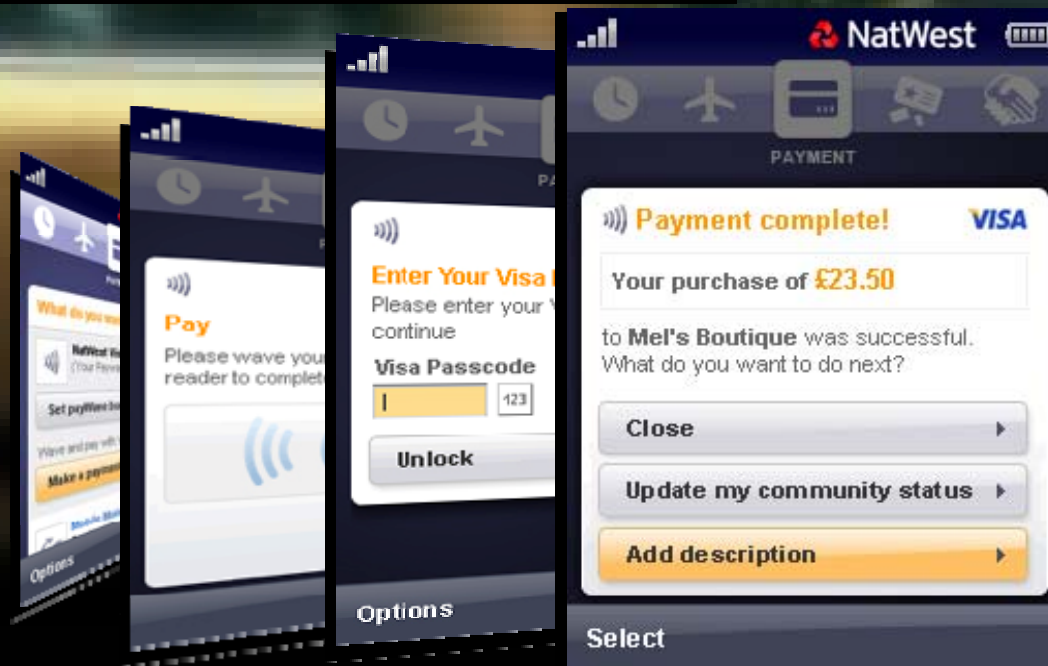
# Mobile Payment



# Visa payWave

- Next generation mobile experience

By touching your mobile to a payWave reader you launch the Visa mobile service and “automatically” complete a transaction. Unlock high-value payWave transactions with your pass code. From pencil sketch to live application that will most likely change the payment behavior in the near future. Currently 5000 users are testing the application.



# Mobile technology

# iconmobile technologies (imt)

ICMSP Device Data Base

http://extra01/deviceDB/datasheet?id=381;group=3

DEVELOPER

## Nokia N95 Overview

id 381

240 x 320 Pixel Display  
Colour  
Symbian 9.2  
Series60  
Java MIDP 2.0

CSD, EDGE, EGPRS, GPRS, HSCSD, UMTS

Revision #49

[Comments in Twiki.iconmobile.com \(testing\)](#)  
[Revision History](#)

Sections

1. Core
2. Display caps
3. Browser
4. Media
5. Java
6. Messaging
7. Symbian
8. Brew
9. Flash Lite
10. Services
11. Metadata

Browser General

Vendor: browser\_vendor\_id

Version: browser\_version

Browser Type: browser\_type\_id

user\_agents

Project Name: SONY\_RE BETA

Project Style

Default Brand Colors

Color 1: #000000	Backgroundcolor: Header, Image, Linktext, Footer, Text, Gallery, Header, Image, Footer, Gallery, Text
Color 2: #FFFFFF	Textcolor: Text, Gallery, Page Title, Text Teaser, Linklist, Footer, Linklist
Color 3: #A92415	Textcolor: Text Teaser, Page Title Bordercolor: Text Teaser, Page Title

Module Style

Header

Backgroundcolor: Color 1

Title

Backgroundcolor: Color 1  
Textcolor: Color 2  
Bordercolor: Color 3

Text

## ICMSP STATISTICS

Service Overview > nokiapseudo Dashboard

552880	452358	3487865	32283	16474432375	0.00	188	297974
Visits	Page Impressions	Views	Downloads	Bytes	PI/Visit	Duration/Visit	Bytes/Visit

Timescale

from: 2008-07-07  
to: 2008-07-23

Display

Export

3 (max) 10 views in list  
[export list](#)

Location	Visits	Percentage	Change
GB, Buckinghamshire, Buckingham	29477	5.33%	+899.22%
Riyadh	22312	4.04%	+922.08%
City,	18127	3.28%	+1034.36%
	15042	2.72%	+883.78%
termo	13491	2.44%	+953.98%
remain	454431	82.19%	

Module Appearance

Header

Title

Text

Linklist

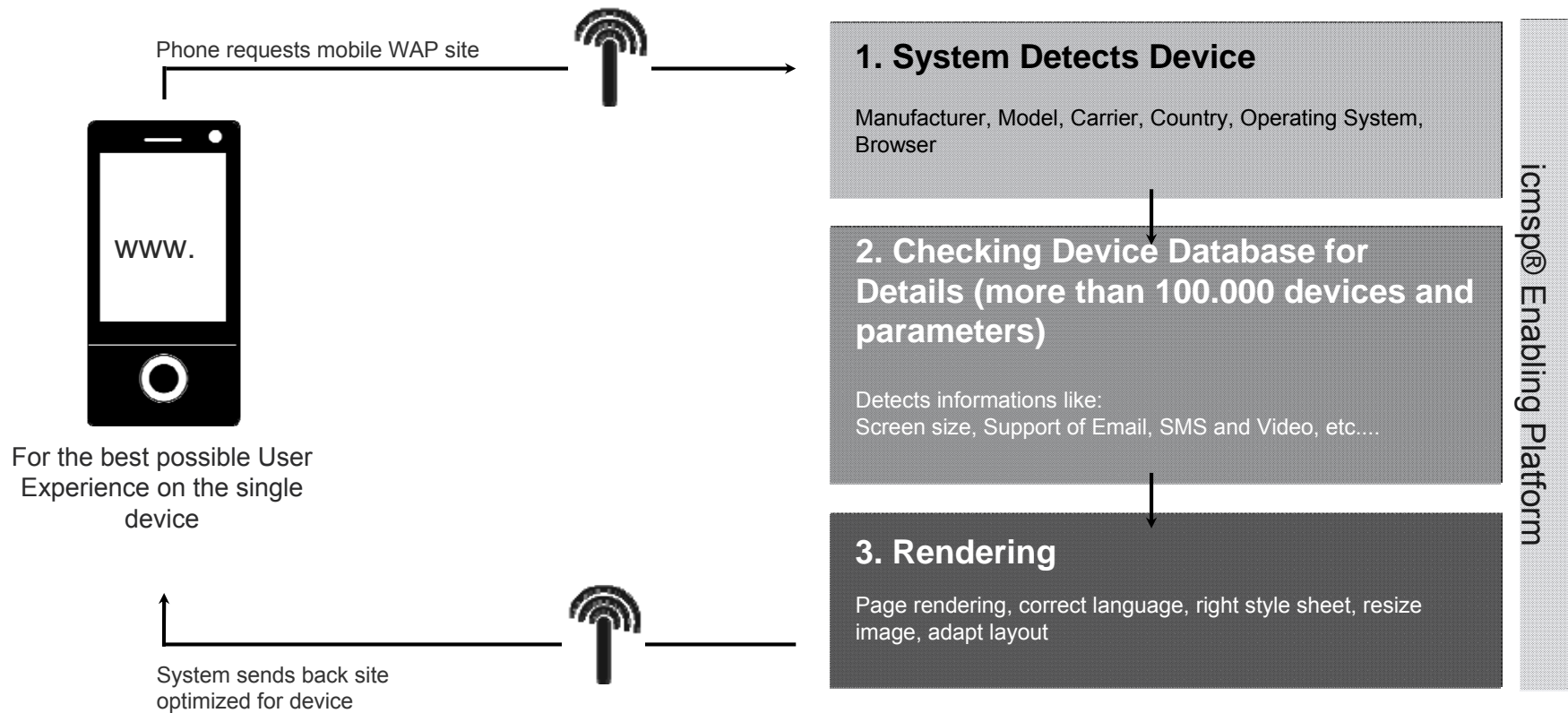
Image

Nonscalable Image

Textteaser

Gallery

# icmsp® Enabling Platform





# Microsoft Live for Mobile

## Widget framework

### 1 Windows Live Web Experience



Widget embedded within website, displayed in the same locale as the rest of the page.



Upon activation the Widget pops open to display standard terms and conditions. User enters their mobile number and presses Send.

User receives SMS on their mobile phone with a link pointing to the destination mobile site.

### 2 Window Live Messenger Experience



# Microsoft Live for Mobile

Full service offering

Com Channels	Discover	Engage	
		SMS	Mobile Sites
TV/Radio	URL	Text 2 Win	Content (text, pics, video)
Print	PC Widget/SMS	Text 2 Vote	Downloads (ring, themes)
Events	Keyword / Shortcode	Text 2 Screen	Click 2 Call/E-Mail/SMS
POS/Retail	Send2Friend / Viral	Text 2 Post	Subscribe/Manage
Web/Viral	Microsoft Tag	Text 2 E-Mail	Sweepstake, Contribute, Share, Comment etc.
Product	Mobile Media/Advertising	Mobile Applications	

# Integrated Apps

# Connectivity

Audi A1 quattro concept - Paris 2008

ICON INCAR

MEDIA

NAV



Mainmenu

.Central accespoint to all submenus.  
.Door and lightwarning on  
mainscreen.

Media



Nav



Com



Car



TEL

CAR

# Connectivity

MINI Mission Control

ICON INCAR



# MINI mission control



Thank you!