

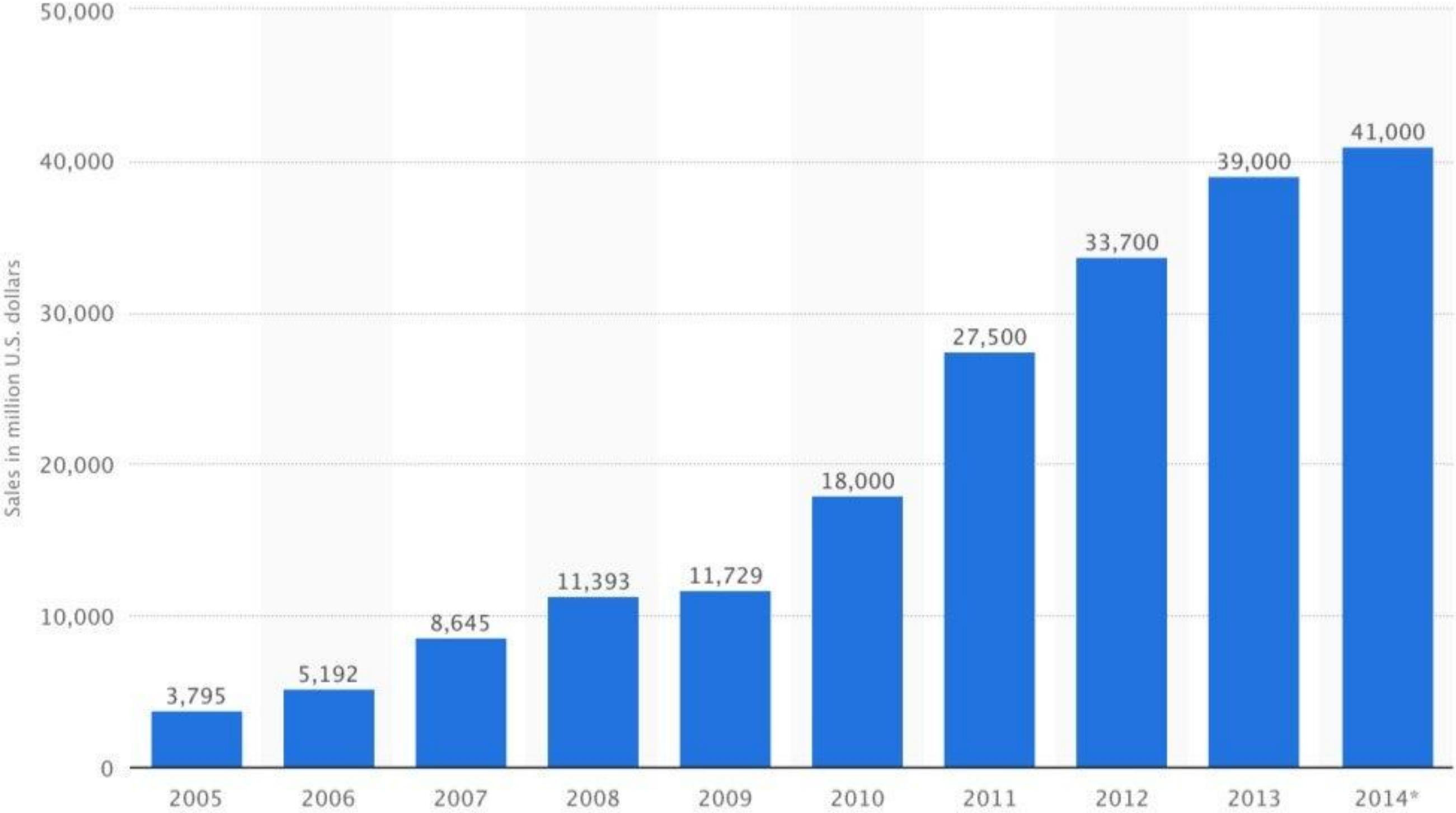
A person is seated at a table in a cafe, holding a tablet computer with both hands. The tablet screen is bright blue. In the background, a glass of coffee and a plate of food are visible on the table. A window with the word 'CAFE' written on it is in the background. The scene is lit with warm, natural light.

Universal Mind™

**Mobile Customers &
the Digital Experience**



Smartphones sales in the United States from 2005 to 2014 (in million U.S. dollars)



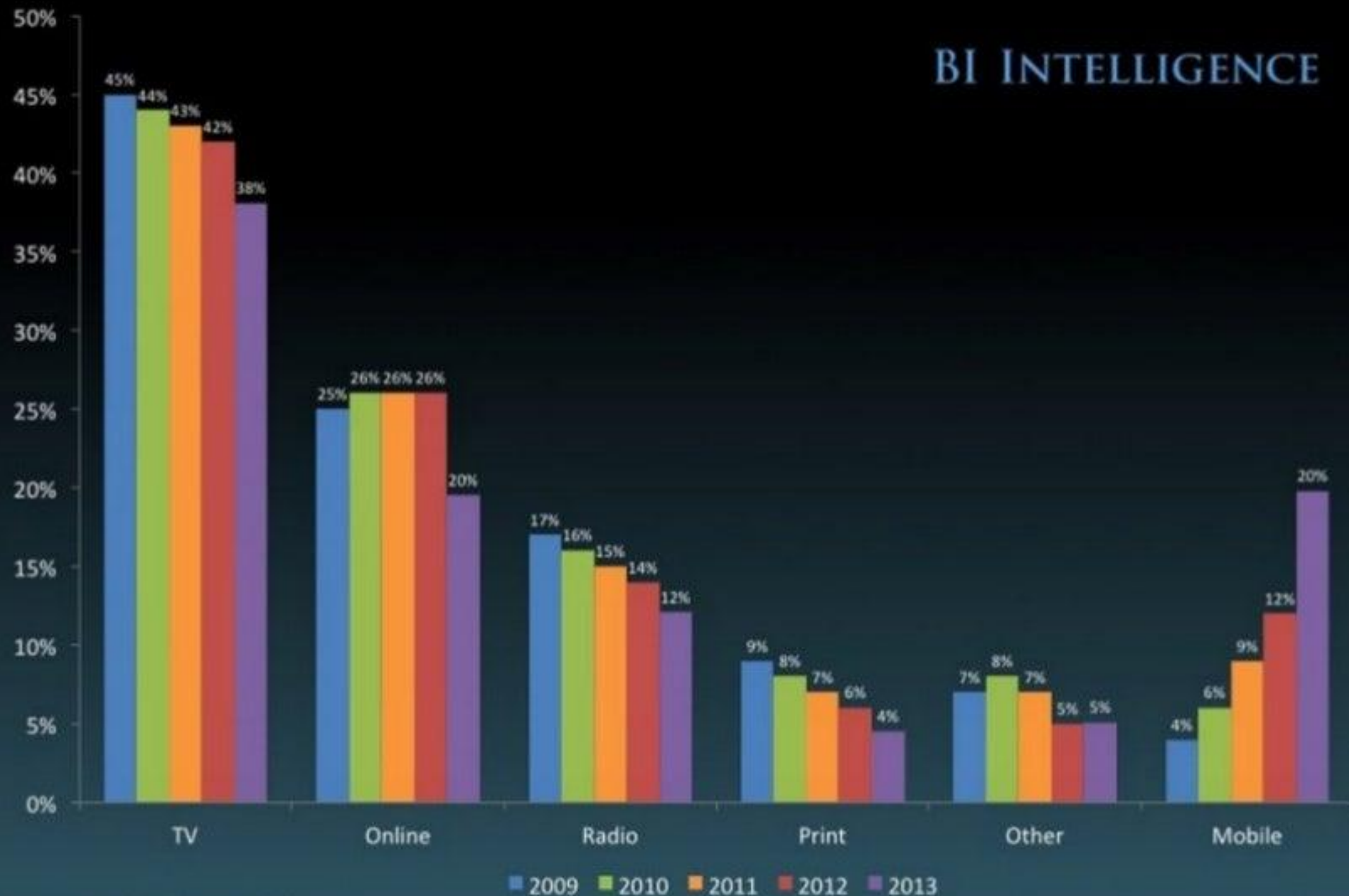
Additional Information
[Sign Up for Free Basic Account](#)

Sources:
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Eyeballs are moving to digital, especially mobile

U.S. Consumer Media Consumption Share

BI INTELLIGENCE



Source: eMarketer, August 2013

MOBILE IMPACT

- ~200M iPads and iPhones sold 2013 worldwide (2x cars)
- iOS: \$20B in revenue since 2008
- Touch screens
- App stores
- "Edge", 3G, Wimax, "4G", LTE

Radio Shack®

AMERICA'S TECHNOLOGY STORE™



PRESIDENTS' BIRTHDAY SALE!

DON'T DELAY!



All-Weather Stereo
Cut 34% 1188
Realistic STEREO-MATE® AM/FM personal receiver shrugs off sand, water, no 142. \$17.95. New Radio Shack.



AM/FM Clock Radio
30% Off 1388
Chronomatic®-281 clock radio's compact size cuts nightstand clutter. \$19.95. New Radio Shack.



In-Ear Stereo Phones
HALF PRICE! 788
Realistic® in-ear phones weigh just 8.5 ounces! With carry pouch. \$15.95. New Radio Shack.



Micro-Thin™ Calculator
39% Off! 488
Radio Shack EC-413 is almost the size of a credit card! Solar powered. \$7.95. New Radio Shack.

3-DAY SPECIALS ABOVE GOOD SATURDAY THRU MONDAY ONLY!

0% INTEREST!

**NO PAYMENTS UNTIL MAY!
NO DOWN PAYMENT!**

**HURRY! OFFER
ENDS TUESDAY
FEBRUARY 19**

COME IN AND TAKE ADVANTAGE OF THESE OTHER FANTASTIC VALUES!

INTRODUCTORY SPECIAL!



Save \$670
\$1599

286-Based PC Compatible
• Color Monitor
• 20MB SmartDrive™ Hard Drive
• Easy-to-Use 10-in-1 DeskMate® Software
\$15.95-\$19.95-\$19.95-\$19.95

BONUS PACKAGE
• Lotus Spreadsheet For DeskMate
• DeskMate Q&A Write
• Quicken
• 2-Button Mouse

Mobile Cellular Telephone

Save \$100
\$199

Low As \$15 Per Month. Reg. 299.95



Deluxe Portable CD Player

Save \$40
159.95

Low As \$15 Per Month. Reg. 199.95



Tiny Dual-Superhet Radar Detector

Save \$60
79.95

Reg. 139.95



Compact 10-Channel Desktop Scanner

Save \$30
99.95

Low As \$10 Per Month. Reg. 129.95



VHS Camcorder

Save \$100
\$799

Low As \$10 Per Month. Reg. 899.95



Realistic Model 182 includes video light for indoor shooting, 2-lb. battery, 100% auto-focus, \$19.95. New Radio Shack.

Mobile CB With Channel Controls on Mike

HALF PRICE! 49.95

Reg. 99.95



Realistic TRC-420 lets you get highway info or help—you'll never have to drive "alone" again. \$19.95.

Our Easiest-to-Use Phone Answerer

Cut 17% 49.95

Reg. 59.95



DUPHON® 180-240 answerer is ready to use—just plug it in. Has built-in announcement. \$19.95.

20-Memory Speed-Dial Phone

Cut 33%
29.95

Reg. 44.95



Radio Shack ET-292 "Sun-Fone" is ideal for home or office. Touchpad. \$19.95. New Radio Shack.

Handheld Voice-Actuated Cassette Tape Recorder

40% Off
29.95

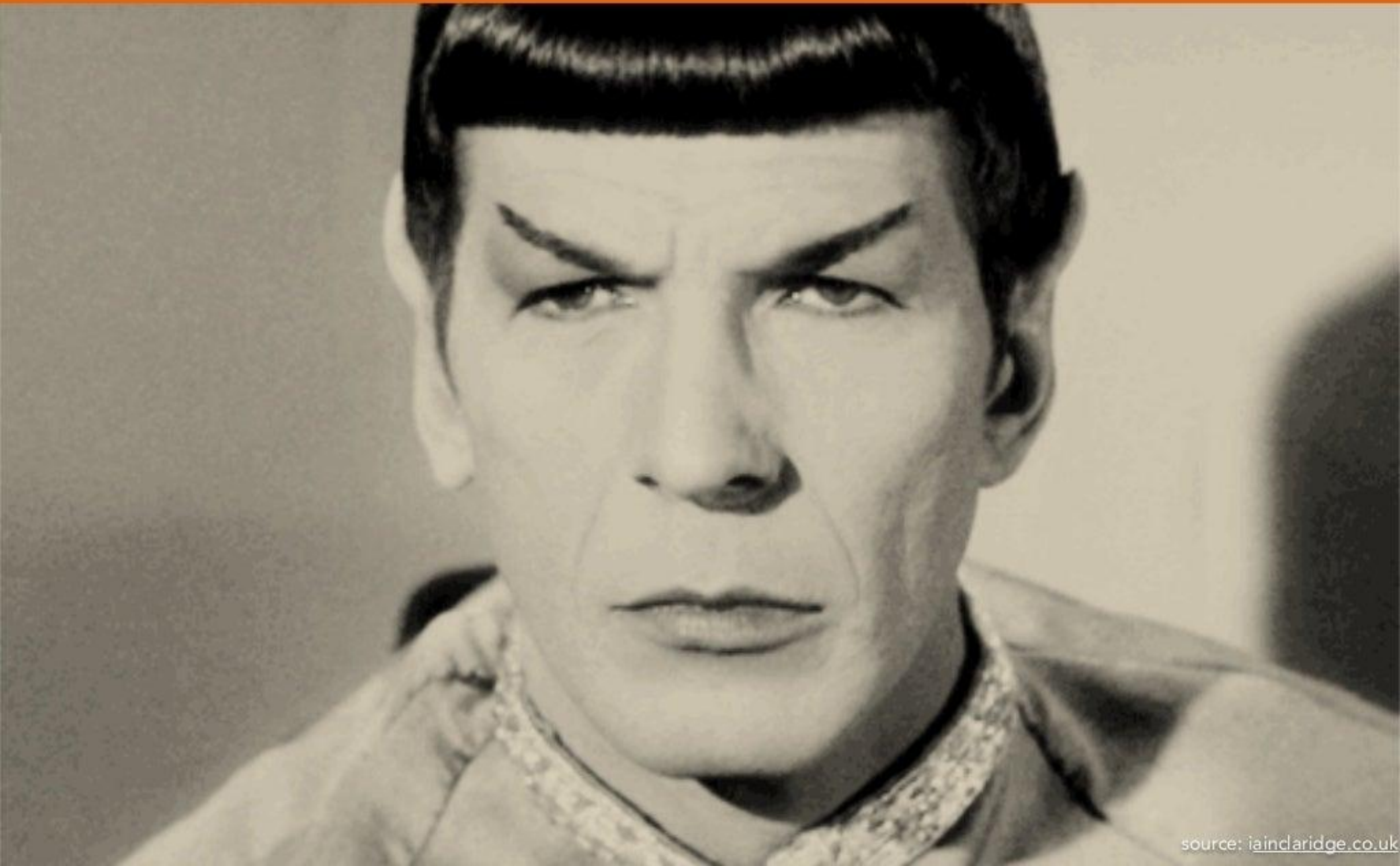
Reg. 49.95



Realistic CTR-80 makes an excellent "dictator" for students, secretaries or executives. \$19.95.

uber facts

~2009: WHAT IS YOUR **MOBILE** STRATEGY?



RJ OWEN

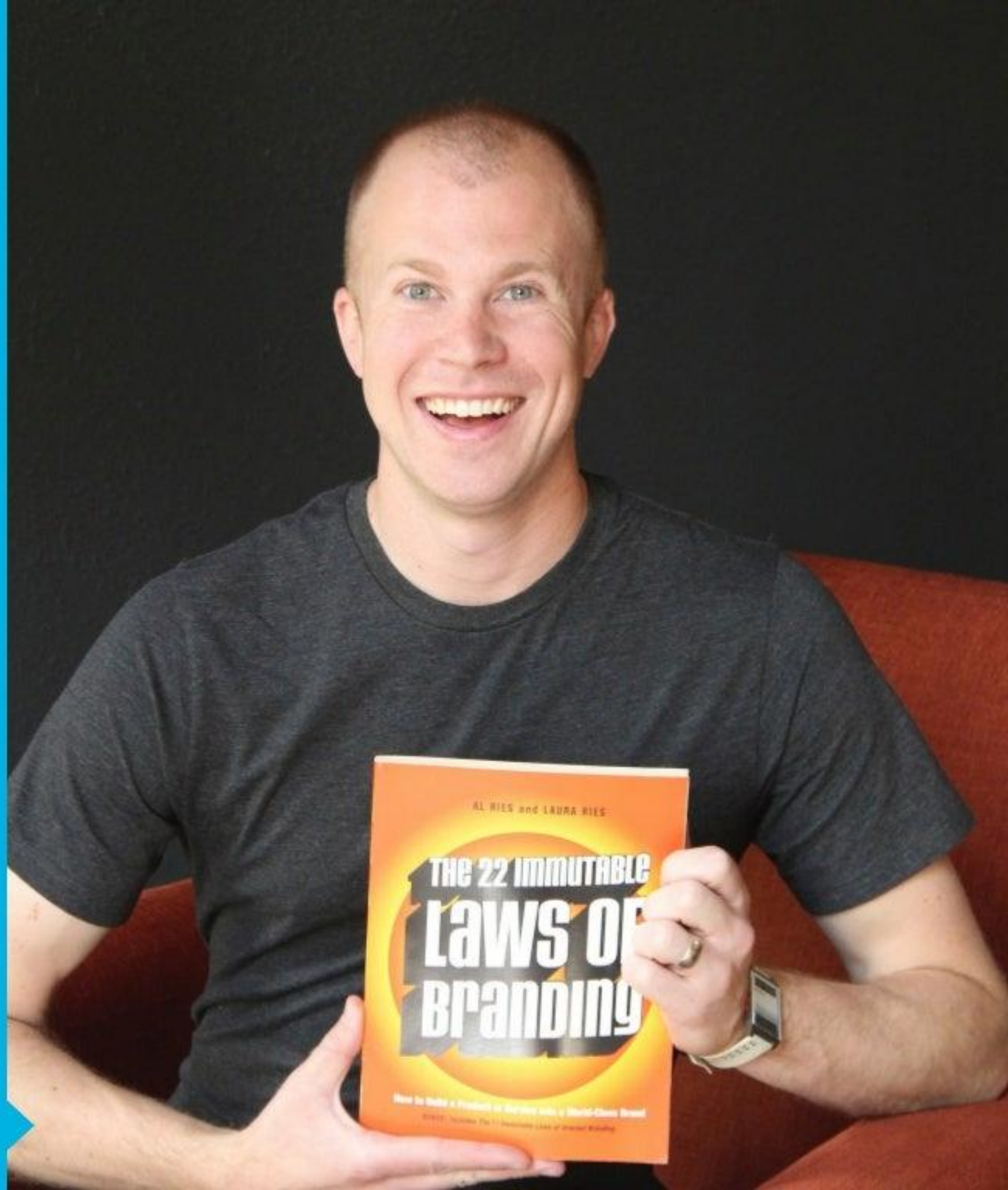
Director of User Experience

Universal Mind

universalmind.com

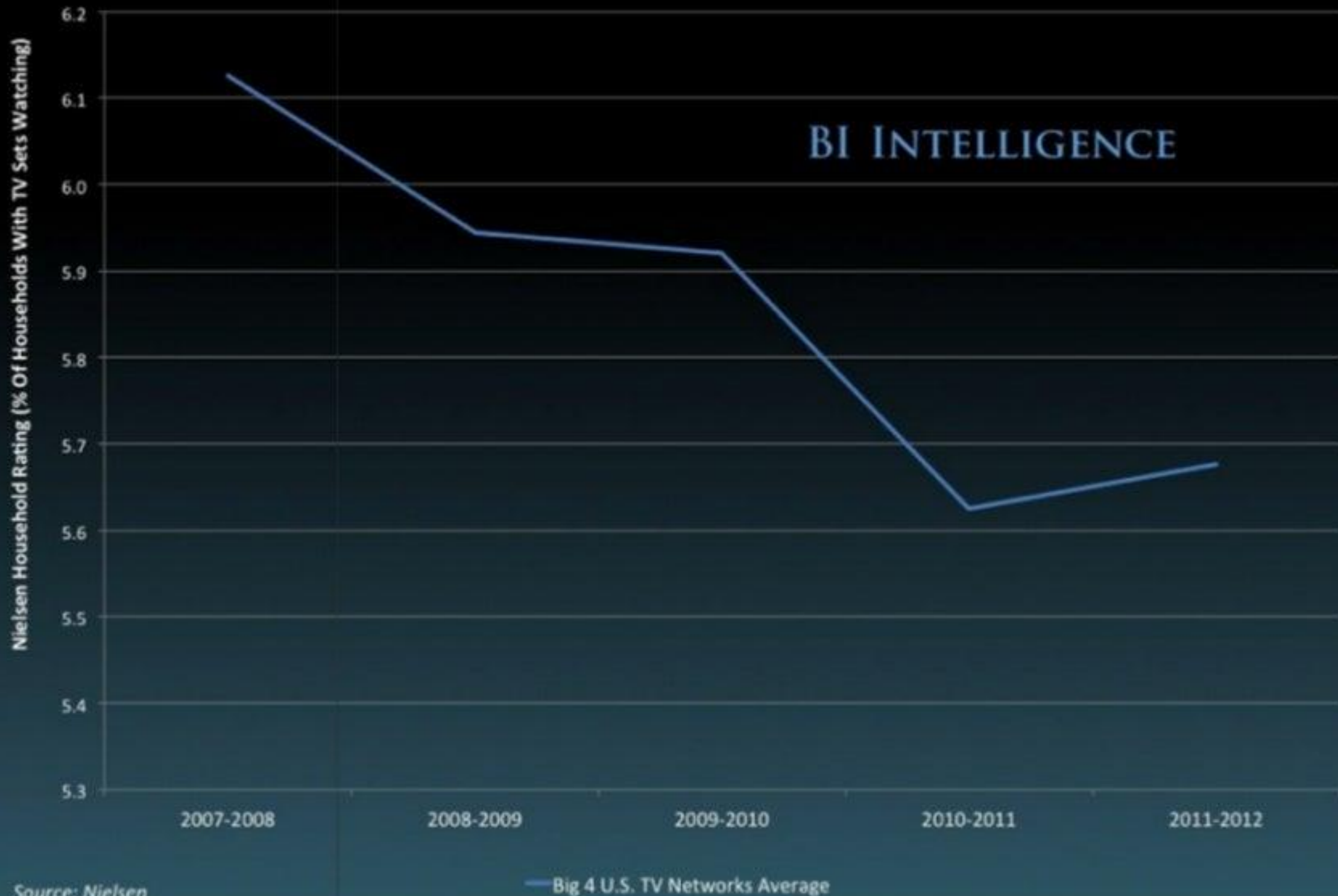
rj.owen@universalmind.com

@rjowen

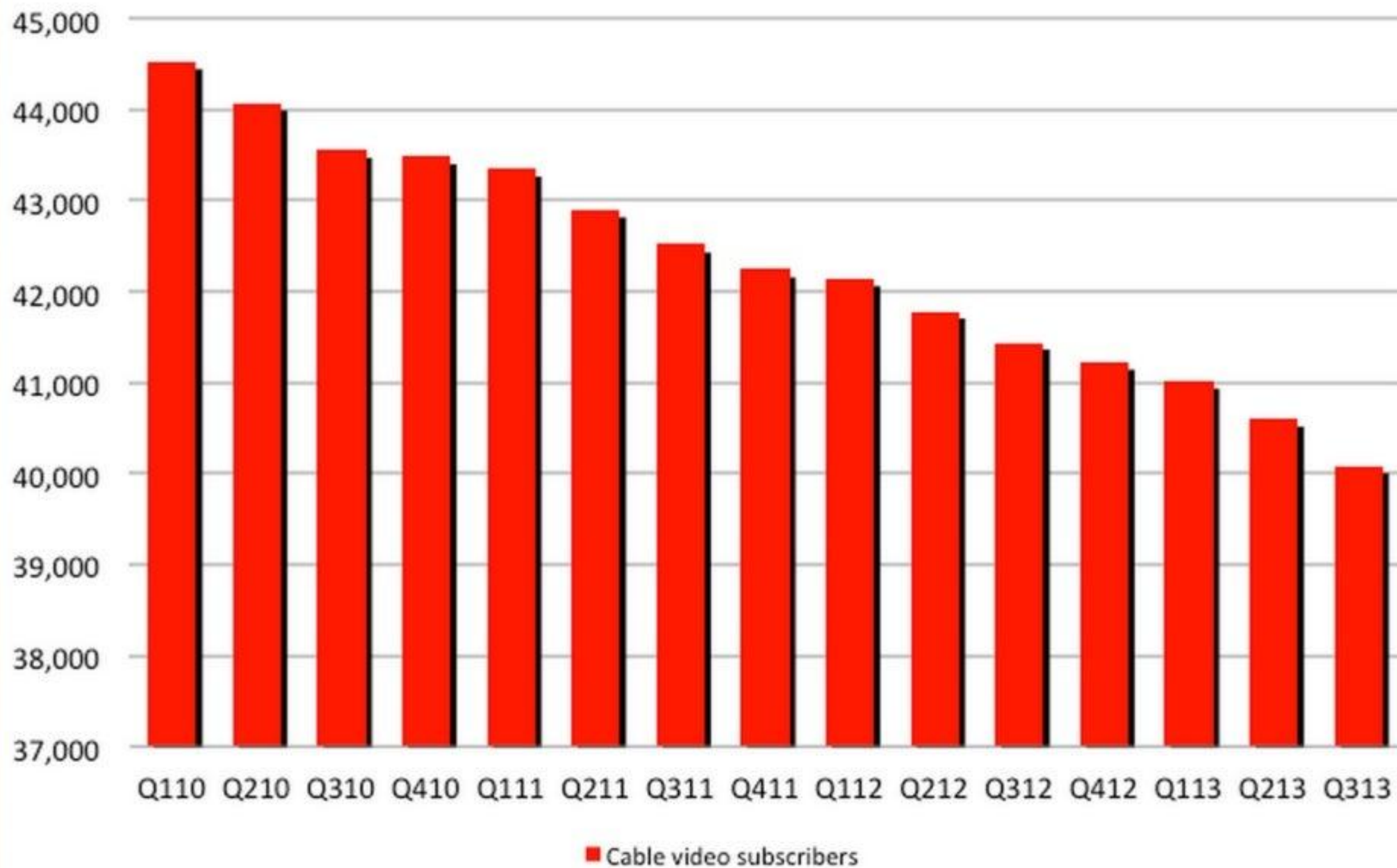


Ratings are falling...

Primetime U.S. TV Network Ratings Are Declining

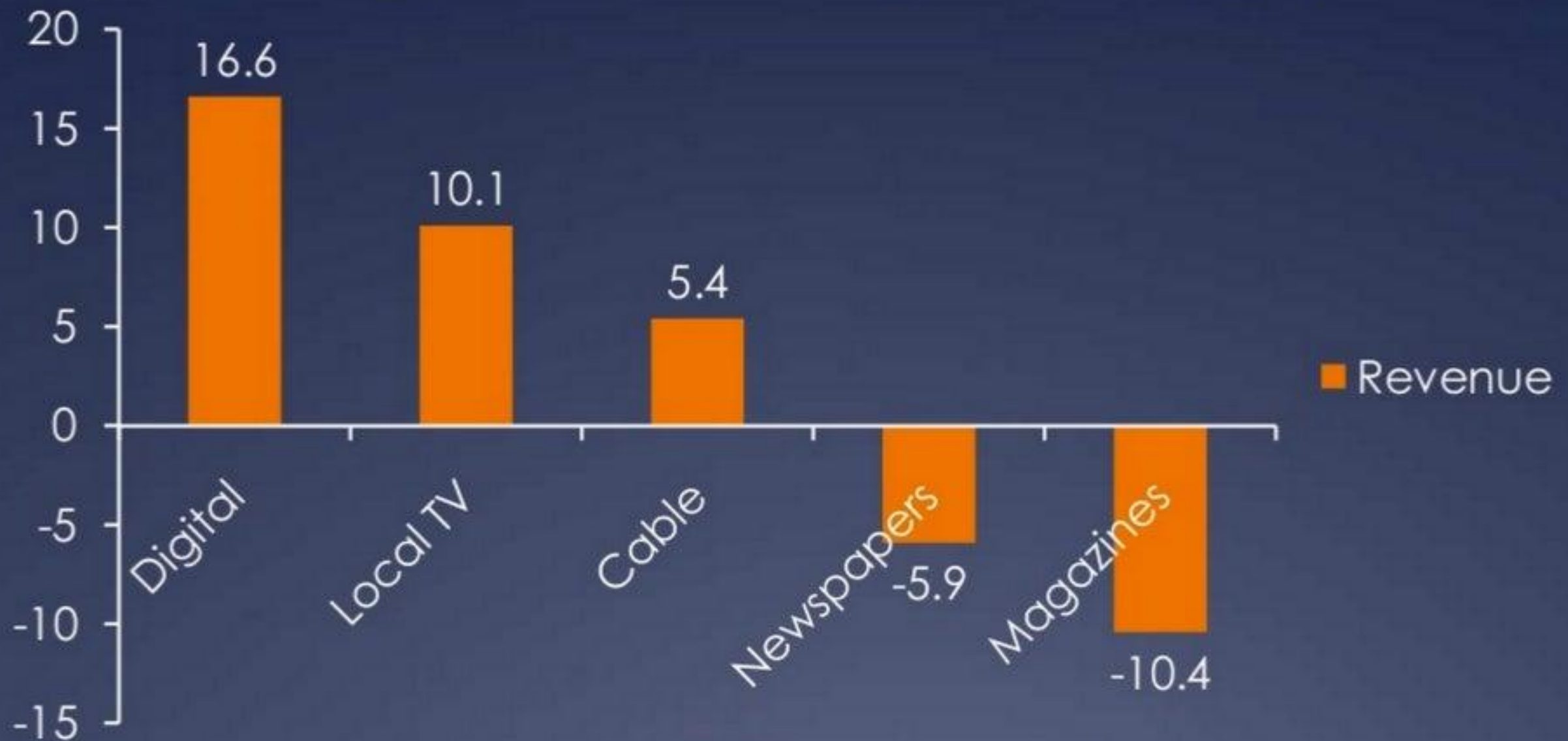


Goodbye, Cable TV



Money Matters

Change in Ad Revenues (2011 – 2012) [%]



"MOBILE" 2014



source: [Luke W](#)

WHAT IS YOUR **MOBILE** STRATEGY?





WHAT IS YOUR **DESKTOP** STRATEGY?



WHAT IS
YOUR
WATCH
STRATEGY?

WHAT IS
YOUR
**GOOGLE
GLASS**
STRATEGY?



WHAT IS YOUR
OCULUS RIFT
STRATEGY?



There is no mobile strategy - only **the** strategy.

Jason Grigsby (2007)



WHAT IS YOUR...

STRATEGY?

TARGET CUSTOMER?

BRAND EXPERIENCE?



“You can practice shooting eight hours a day, but if your technique is wrong, then all you become is very good at shooting the wrong way. Get the fundamentals down and the level of everything you do will rise.”

Michael Jordan

