

# Future of Media Today

my best guess...

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Start with the recent past...



# Evolution of the Mobile Phone



## Evolving Technology

We have come a long way...



# Evolving Technology

- ✦ Limited Mobile Browser
- ✦ Mobile Web (Flip and Bar Phones)
- ✦ Real Mobile Browser (Opera and later iPhone)
- ✦ Android + others
- ✦ Native Apps and Apps and Apps
- ✦ Responsive Design
- ✦ PhoneGap



# First Apps

- ✦ They were mostly utility or news/information presentation apps
- ✦ ex. Calculators, CNN News, Maps
- ✦ Looked the same





## Evolution of the iOS Home Screens



[www.lanatomija.info](http://www.lanatomija.info)



## Hard Numbers: Smartphone OS Market Shares

When you look at the global smartphone market shares, the picture might look simple:

Platform	Market Share Q3 2013	Year-over-Year Change
Android (Google)	79.3%	+73.5%
iOS (Apple)	13.2%	-20.0%
Windows Phone (Microsoft)	3.7%	+77.6%
BlackBerry	2.9%	-11.7%
Symbian (Nokia)	0.2%	-92.3%

# Market Share by platform

Android vs. iOS and the rest of the field





But what is next....

What comes after the phone...





# Screens Everywhere

A Day Made of Glass | Corning R&D





# Connected Devices

Personal, mobile network of connected devices





# Location Based Apps

iBeacons



# Polution Levels in China Increasing

High air plution levels in rural areas of China are increasing despite new controls.

By: Jonathan Forsythe | The Washington Post



Raise your hand.  
Then push forward.

# Non-Touch Gestures

Kinect and Leap Motion





# Consumer Level VR

Virtual Reality with Oculus Rift and Smart Phones





<http://oculusrift-blog.com/immersive-journalism/2243/>

# Rift + Gestures

Combining technologies for full experience