

THE FUTURE OF MOBILE APPLICATIONS

**WHAT'S NEXT IN MOBILE, AND WHAT AUSTRALIA
IS CONTRIBUTING**

- BRAD HOWARTH

SOME NOTES ON AUSTRALIA

- **Up to AU\$43 billion on a National Broadband Network**
- **Worlds fastest 3G HSPA network**
- **4G LTE trials happening now**
- **WiMAX networks in commercial deployment across cities**
- **100 percent penetration**
- **Mobile broadband market worth AU\$2.4 billion and growing at 162 percent (BuddeComm 2010)**
- **By 2018 only 10% of mobile revenues will come from mobile voice (BuddeComm 2010)**
- **Early adopters, and multicultural**

ADVANCED INFRASTRUCTURE CREATES WORLD- BEATERS

- **TigerSpike**
- **MIA International**
- **QMCODES**
- **Firemint**
- **Google Maps**
- **WiFi**

WHERE ARE THE POSSIBILITIES TODAY?

- **Business Apps**
 - Retriever Communications, Soprano Design, Blink Mobile
- **Mobile games:**
 - Firemint (Flight Control), Stick Skater
- **Mobile payments and tickets**
 - mHits, AURA Interactive, FrontFoot, Qantas
- **Location-based services**
 - Insqribe, my247
- **Augmented reality**
 - MOB Lab, Bulpadok
- **Real-world games**

IS THIS THE MOBILE PHONE OF TOMORROW?



www.lumusvision.com

**COOL STUFF IS
HAPPENING NOW**



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FLEXIBLE SCREENS



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ROLLABLE SCREENS



HEALTHCARE

- **Remote diagnostics**
 - Reduced need to travel to facilities
- **In-field monitoring**
 - Blood pressure, diabetes, etc.
- **Continuous home-based monitoring**
 - The capacity to allow the elderly and infirm to stay at home under 24 hours supervision



THANK YOU

Brad Howarth

www.afasterfuture.com

bhowarth@lagrangecomms.com