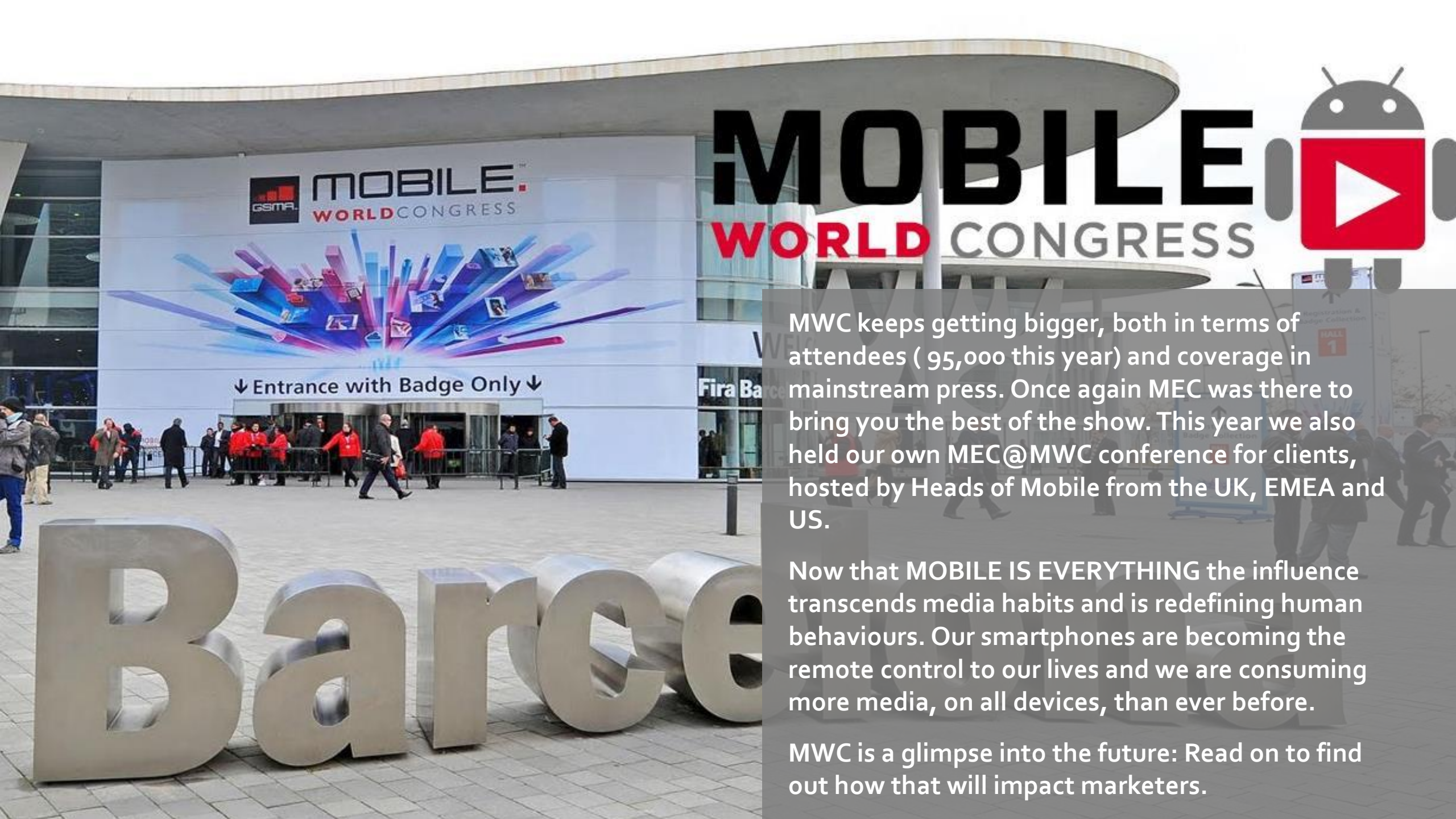




**MEC@MWC**  
**KEY TAKEAWAY & TRENDS 2016**

 **MOBILE™**  
**WORLD CONGRESS**  
BARCELONA 22-25 FEB 2016

**MEC**



GSMA MOBILE™  
WORLD CONGRESS

MOBILE  
WORLD CONGRESS



↓ Entrance with Badge Only ↓

Fira Barce

Barcelona

MWC keeps getting bigger, both in terms of attendees ( 95,000 this year) and coverage in mainstream press. Once again MEC was there to bring you the best of the show. This year we also held our own MEC@MWC conference for clients, hosted by Heads of Mobile from the UK, EMEA and US.

Now that MOBILE IS EVERYTHING the influence transcends media habits and is redefining human behaviours. Our smartphones are becoming the remote control to our lives and we are consuming more media, on all devices, than ever before.

MWC is a glimpse into the future: Read on to find out how that will impact marketers.

# 1 IT'S STILL JUST DUMB GLASS



The new hardware continues to be evolutionary, rather than revolutionary.

Samsung's S7 is an evolution of the S6, with waterproofing being the main improvement. Seeing the two devices next to each other (left), it's hard to spot the difference.

LG released the LG G5, a revolutionary modular design where the bottom of the phone can be exchanged for additional modules. For example a professional camera attachment, allowing manual focus and zooming, or an audio unit designed in conjunction with Bang & Olufsen.

Other handsets from HTC, Huawei, ZTE are not about to make a big splash in Western markets, but will undoubtedly be big in Asia.



Who said Google Glass is dead? Epson reimaged the concept with their Aumenta Solutions concept, designed for specific uses by engineering and architecture professionals.

Nurugo's camera attachment allowed users to capture images with a 400x zoom, enabling diagnosis of skin conditions with high accuracy.



Qualcomm showed how to make an invisible museum using augmented reality. Markers replaced display exhibits and triggered a visual experience on a tablet. The latest Qualcomm Snapdragon processor enables highly accurate tracking of the marker from any position, and allowed users to see the virtual exhibit from any angle.



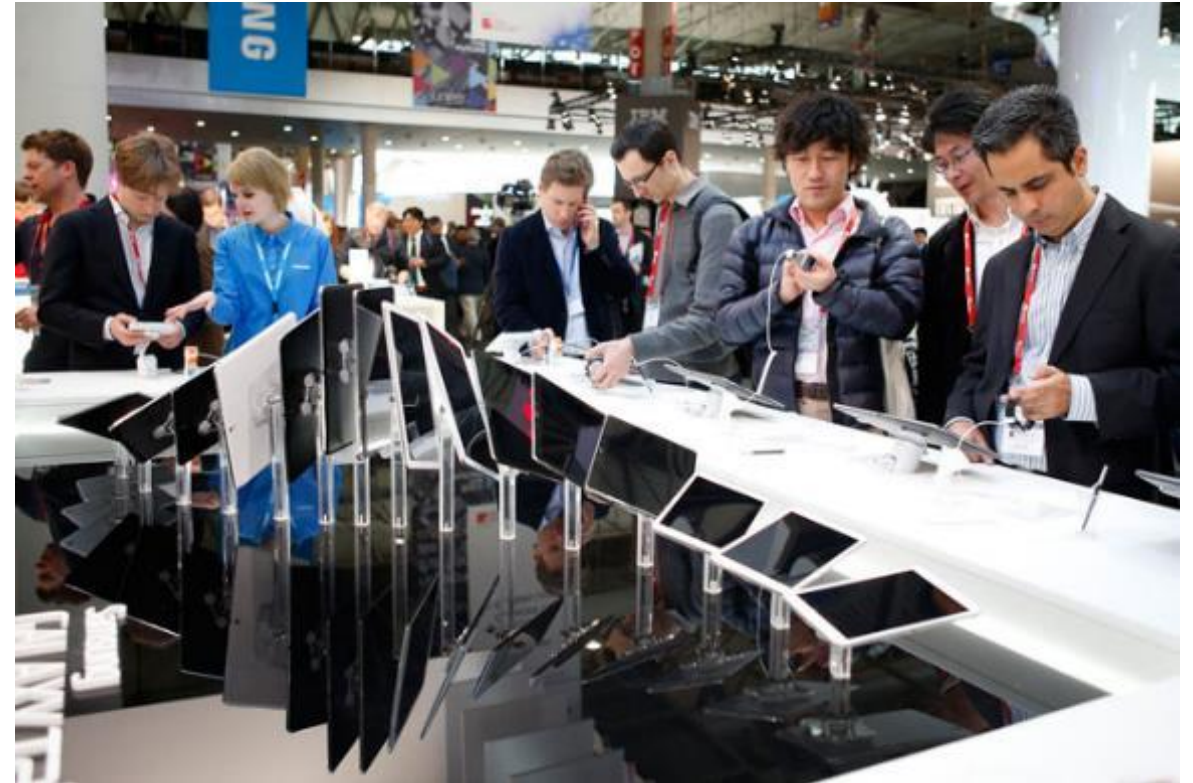
# 1 IT'S STILL JUST DUMB GLASS

## WHY THIS MATTERS TO YOU

As the number of digital screens increases, the differentiation between them fades in to the background: Consumers focus on content or service.

It's no longer enough for a brand's mobile strategy to be a cut down version of their website. Instead, you need to deliver value to consumers by making it simple to buy, interact or use products.

This new level of ease is raising expectations. Services that let consumers interact with a brand when they want, how they want and on whichever screen they choose, are becoming differentiators.



# 2 VIRTUAL REALITY



Virtual Reality was big at MWC 2016, with lots of demos available. Overall, companies are taking two different approaches.

1. At the high end are headsets Oculus Rift and HTC's Vive (\$599 - \$799). Both need to be tethered to a very high spec computer for processing capacity and allow users to interact with their surroundings.
2. At the opposite end are Samsung's Gear VR (free with pre-orders of the Galaxy S7) and LG's 360 VR headset. These use the phone to process the image but don't allow for user engagement with the environment.

Samsung and LG also launched 360 cameras, enabling users to create, and share, their own 360 content. This may provide the impetus needed to take 360 video mainstream.



LG's snappily named 360 VR may be cheap enough to appeal to consumers, but the design suffers in comparison to Samsung's Gear VR by not fitting closely enough to the face to provide a fully immersive experience.



VR demos were everywhere but not all were as popular as Samsung's that featured Mark Zuckerberg at the launch. They did, however, show just how immersive the experience can be, taking you by surprise when you look down and don't see your feet!



The HTC Vive demo showed how difficult it will be to develop fully immersive VR experiences that make people look cool.

# 2 VIRTUAL REALITY

## WHY THIS MATTERS TO YOU

It's still "wait and see" on VR for marketers. VR might be big but the consumer use cases are still unclear. The top end hardware is expensive and requires a dedicated space, so isn't ideal for home use (but excellent for experiential installations though).

The lower end versions are more accessible but there is still limited content available. The new cameras will make it easier for consumers to create and share VR content, but could take a year to go mainstream.

That Samsung offers their Gear VR headset free with pre-orders, coupled with ultra cheap versions like Google Cardboard, means that penetration should ramp, but we will need to wait for usage to catch up.





# 3 THE CONNECTED CAR



The caveat with connected cars is that the time from design to market for cars (typically 4 years) is too long for the connected world, making connected cars obsolete before they even launch.

This year saw companies taking a modular approach, with Qualcomm showing a dashboard with what amounts to a removable hard drive for system updates. Of course, this is something that Tesla have already mastered with their over-the-air software updates.

Visa showed a Honda prototype which enabled mobile payments at petrol stations or drive-in fast food restaurants.

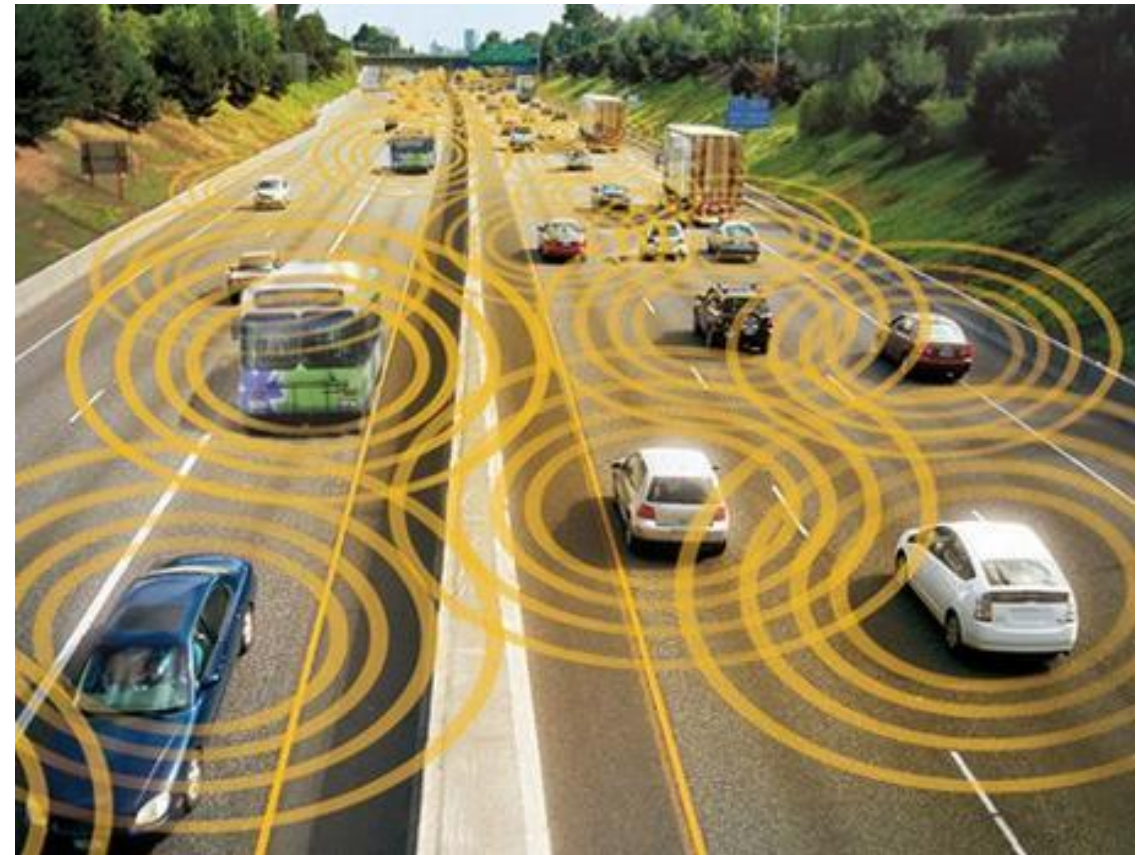
# 3 THE CONNECTED CAR

## WHY THIS MATTERS TO YOU

Maximising the use of vehicle data will be a key area of opportunity for brands.

Connected cars could soon communicate levels of wear and tear via the web, enabling remote diagnostics, preventative alerts, more efficient servicing and significantly improved customer loyalty.

Cars already generate huge amounts of data but until automation hits mainstream and frees up the driver's concentration, it's somewhat of a closed ecosystem. The ability to integrate this data will transform advertising and media strategies, and allow you access to new knowledge about consumer behaviour.



# 4 THE INTERNET OF THINGS



The Internet of Things was everywhere with seemingly everything connected to everything. While some use cases are starting to take off, there's still a long way to go. LG's Rolling Bot being a case in point: It's a rolling camera that you can use to entertain your pets - and which doubles as a home surveillance camera.

IoT was also evident in the connected cities displays, showing how sensors can be used to monitor everything from the weather to traffic conditions – and how this data is then used to optimise civic infrastructure.

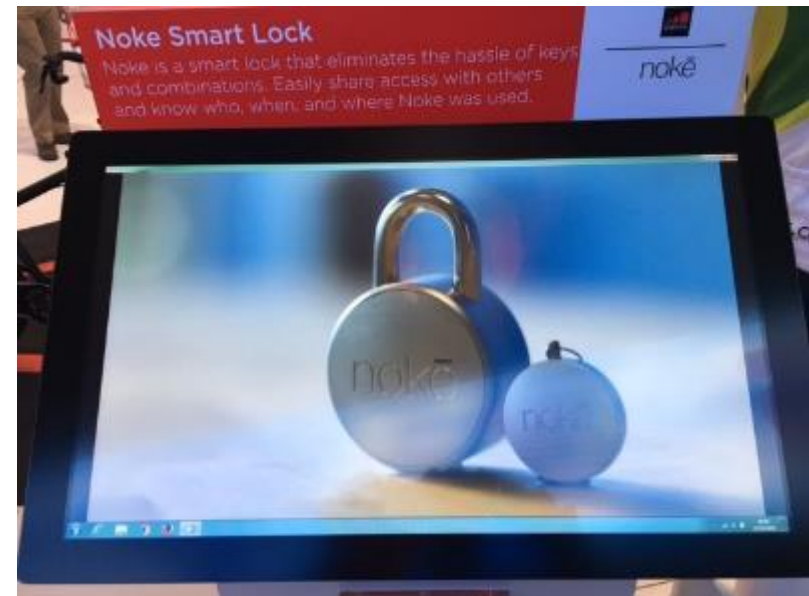
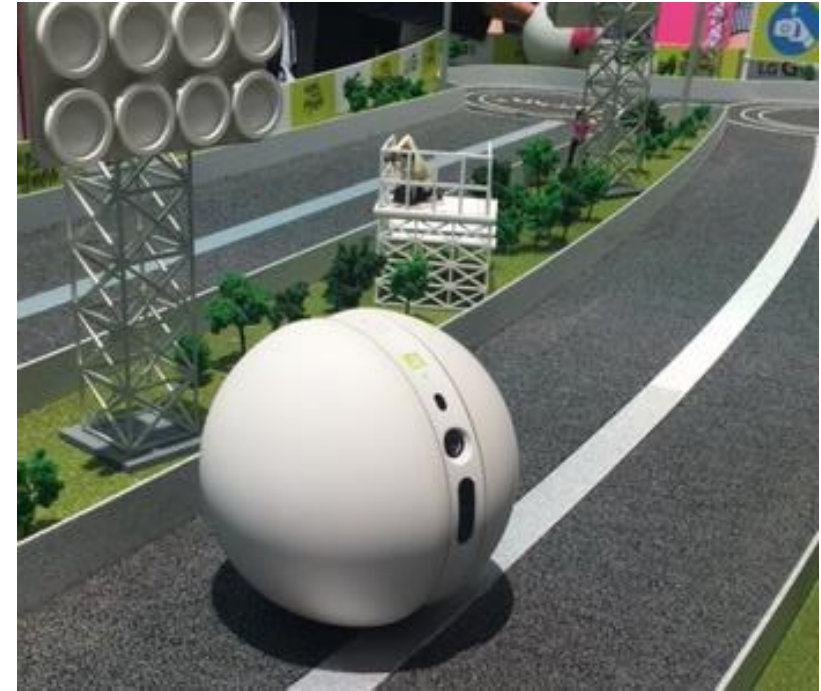
Consumer uses for IoT focussed on the smart home. With so many competing ecosystems coming to market, consumers will have to take good care that all of their IoT devices are able to talk to each other.

# 4 THE INTERNET OF THINGS

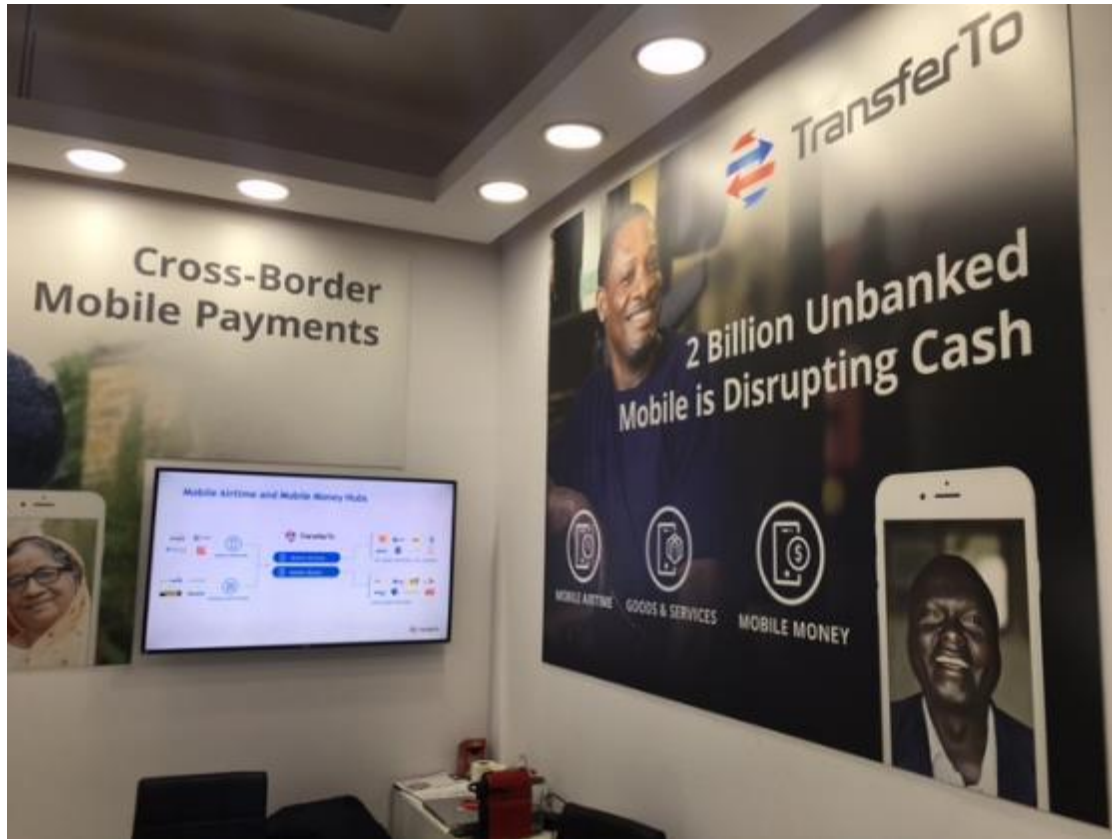
## WHY THIS MATTERS TO YOU

Smart devices, when done correctly, offer tangible benefits to consumers through ease of use and increased efficiency of communication. Despite the lack of use cases for a \$5,000 connected fridge, it can actually be useful to monitor your home security system when you're away, or for your smart thermostat to sense that you're on your way home and turn the heating on. This shifting dynamic is reflective of the way advertising and media is going from traded as bulk to personalised content.

For brands, this offers opportunities for new services that can remove friction for their users. But any new service must bring value to consumers and never just be a case of jumping on the technology bandwagon.



# 5 PAYMENTS



The MWC 2016 surprise was the amount of companies showing mobile payment solutions. Visa and MasterCard, for example, displayed wearables that enabled users to pay by tapping their sunglasses or gloves on a terminal.

MasterCard went a stage further, showing the use of face recognition technology to authorise payments. Visa took a different direction, demoing how users could wave their hand over a scanner for authentication.

TransferTo were showing the impact that mobile payments will have on the 2 billion people without a bank account. Mpesa is already the world's most popular m-payment solution, replacing a lot of cash transactions in Kenya.

# 5 MOBILE PAYMENTS

## WHY THIS MATTERS TO YOU

Retailers have to start thinking about how consumers will want to pay in the future. How can you make their payments as frictionless as possible?

The success of mobile payment services depends on consumers' confidence. Brands must ensure that mobile payment solutions are as secure and as proven as card-based payment transactions.

Payment components play a big role in identifying customers in store. Any growth in digital wallet usage will help retailers create more detailed customer profiles and understand the lifetime value of a customer.



# ALSO SEEN AT MWC



Mark Zuckerberg explained how internet.org will connect the next one billion people by delivering internet access to underserved regions via drones and laser beams.

Garmin showed the VIRB smart camera which overlays data onto video footage to show just how fast you skied down a slope or how high your snowboard jump was.



The Smart BMX made an MWC debut on the Intel stand. Pro rider Shaun White used the connected bike to perfect his tricks through a better understanding of speed, height and rotation during his jumps.



CAT, mostly famous for their earth moving equipment, launched a smartphone with a thermal imaging camera.

While mainstream uses are hard to think of, specialist use by heating engineers and rescue crews are obvious.



Nokia (remember them?) were back showing the power of their 5G network technology.

A demo showed how autonomous cars would be able to go faster due to reduced network latency with 5G.

Wearables took a fashion turn.

Guess Jeans showed a smart watch that looks like a standard watch but delivers notifications and music controls to your wrist.





# SEE YOU AT MWC 2017!

And that was Mobile World Congress 2016. Whilst Intel were giving away t-shirts to those that had made it through the week, not everyone had survived!

We'll be back again next year, to bring you the news from what will certainly be an even bigger and better show.

**SEE YOU NEXT YEAR!  
27 FEB - 2 MARCH 2017**



# THANK YOU

TO ALL THE  
#MECATMWC CONTRIBUTORS

For questions, please contact:

Jide Sobo  
Head of Mobile, UK  
[jide.sobo@mecglobal.com](mailto:jide.sobo@mecglobal.com)  
@jidesobo

Ben Rickard  
Head of Mobile, EMEA  
[ben.rickard@mecglobal.com](mailto:ben.rickard@mecglobal.com)  
@justsomobile

Rachel Pasqua  
Head of Mobile, US  
[rachel.pasqua@mecglobal.com](mailto:rachel.pasqua@mecglobal.com)  
@rachelpasqua

