

The Mobile Revolution

Opportunities and Challenges for Government

Bob Sanders

Director of Operations

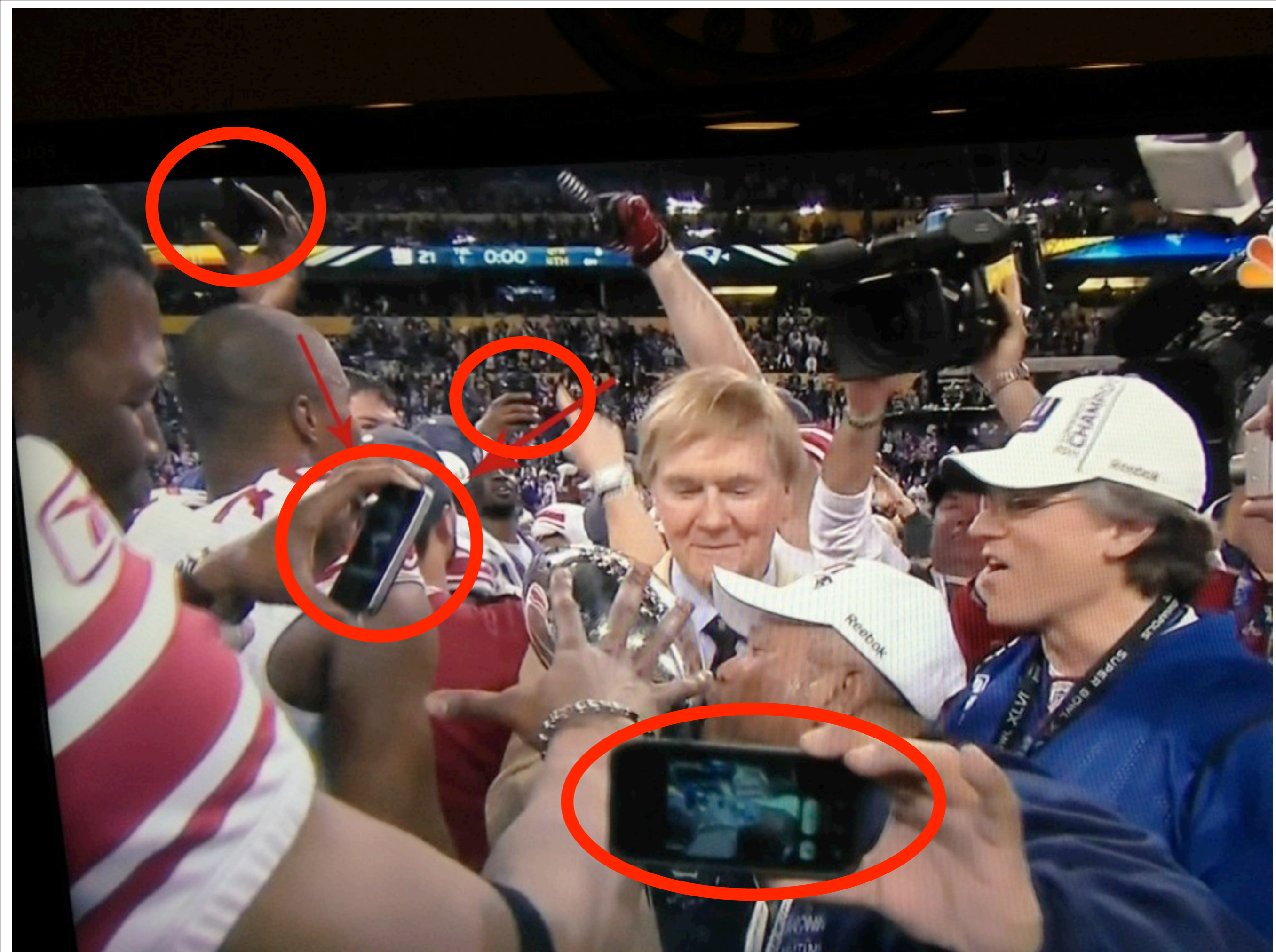
Information Network of Arkansas

Disruption











Tech Trends: Camcorders Impacted by Smartphones and Cameras

By Liz Cutting

June 2012

Topic: *Hardware*

Follow via:  

Kodak issues panic warning over digital camera sales slump

Summary: *Kodak warns that its outlook is weak, and that it may struggle to fund new business ventures if it cannot sell off its debt, or reap the rewards from its patent portfolio.*

Sales of basic digital cameras fall as smartphones fill the niche

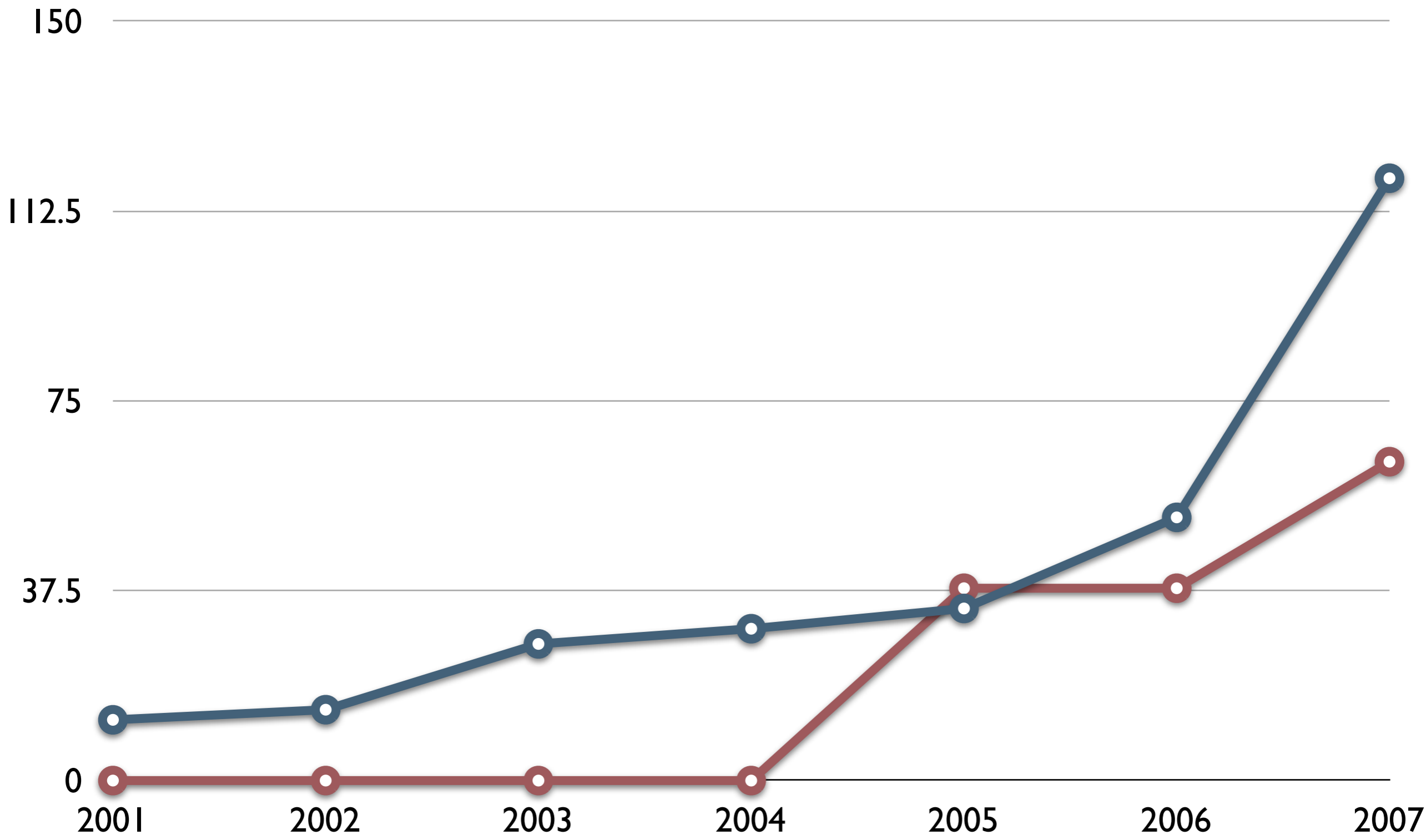
December 22, 2011 | 4:40 pm

GADGETS & GAMES | February 25, 2009, 3:51 p.m. ET

Digital Camera Sales Fall 12%



○ Garmin ○ TomTom



Stock price


Google adds free turn-by-turn navigation, car dock UI to Android 2.0 (video)

By Ross Miller  posted October 28th 2009 10:00AM


BREAKING



AT&T Navigator comes to iPhone, Pre says "sounds expensive"

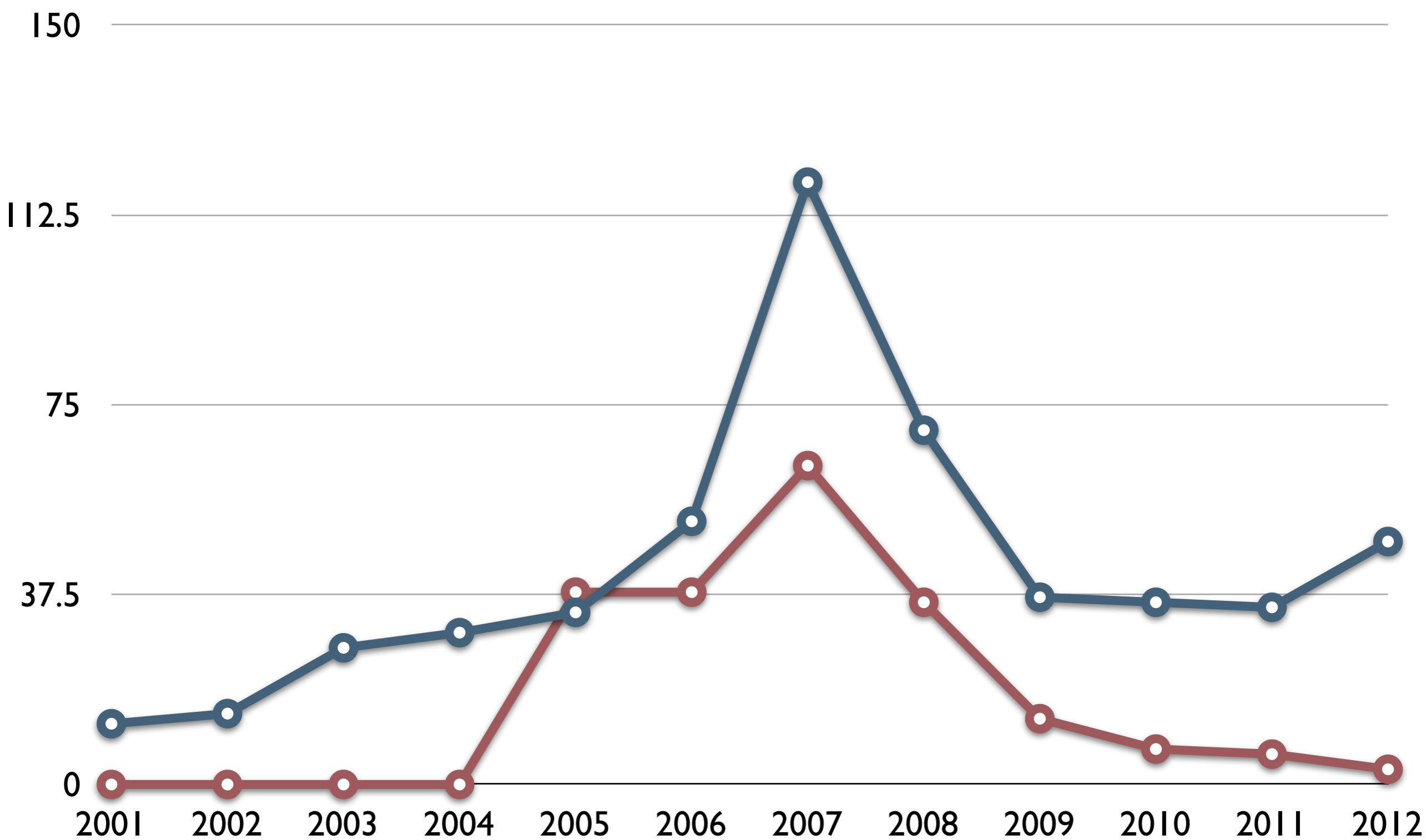
By Chris Ziegler  posted June 24th 2009 4:57PM

Navigon brings MobileNavigator to iPhone's App Store, we go hands-on

By Darren Murph  posted July 22nd 2009 2:06PM

HANDS-ON

○ Garmin ○ TomTom







Handhelds losing casual gamers to smartphones

Report claims steep decline in casual gamers' use of dedicated portables

Apple iPhone and iPod touch Capture U.S. Video Game Market Share

Posted by Peter Farago on Mon, Mar 22, 2010

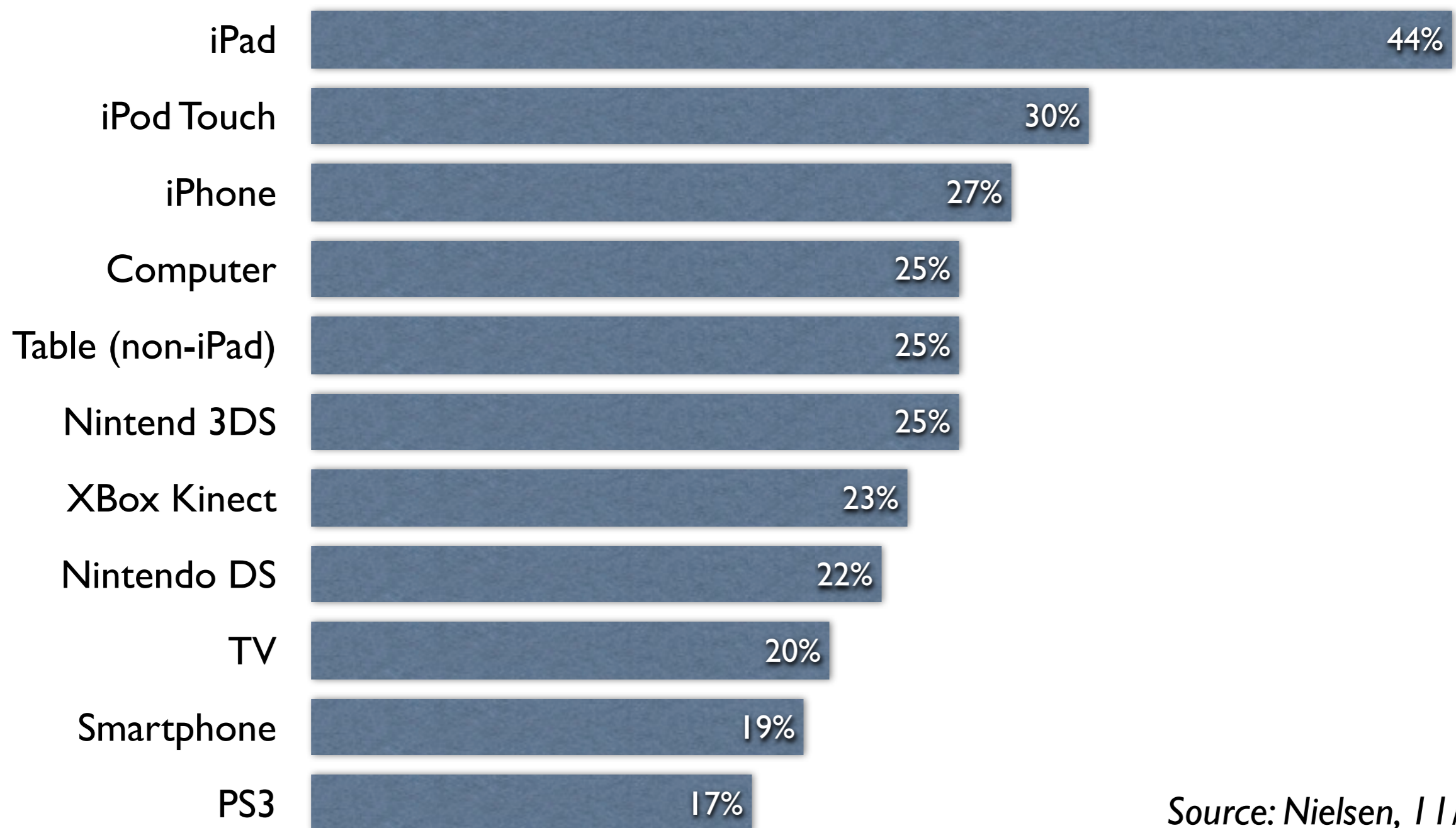
Handheld games consoles like PSP and 3DS are losing casual gamers to smartphones, claims a recent report.

Pachter: iPod touch is "dangerous" for game publishers

by [Mike Schramm](#)

Oct 17th 2009 at 8:00AM

Interest in buying: Kids 6-12

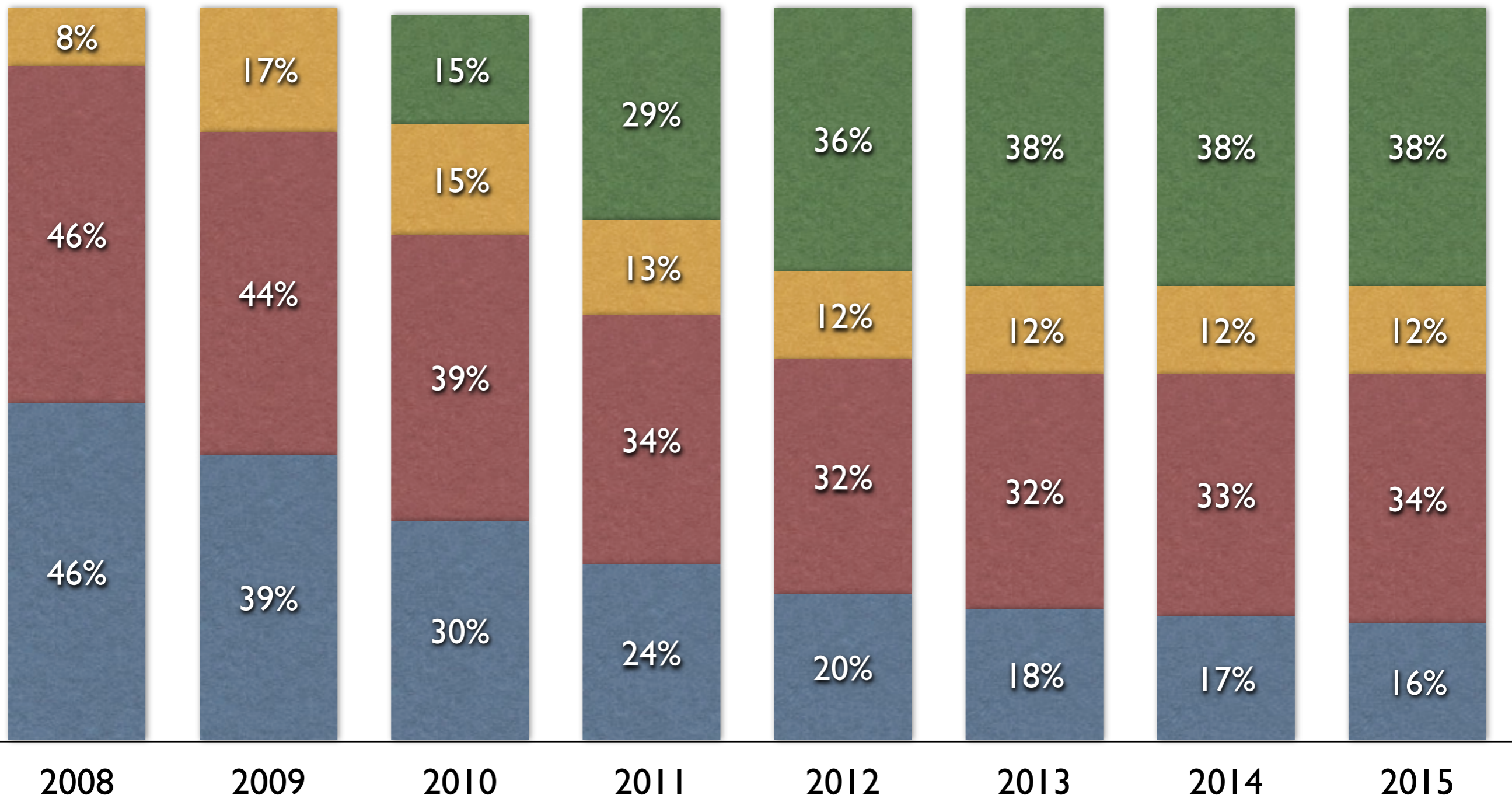


Source: Nielsen, 11/17/2011

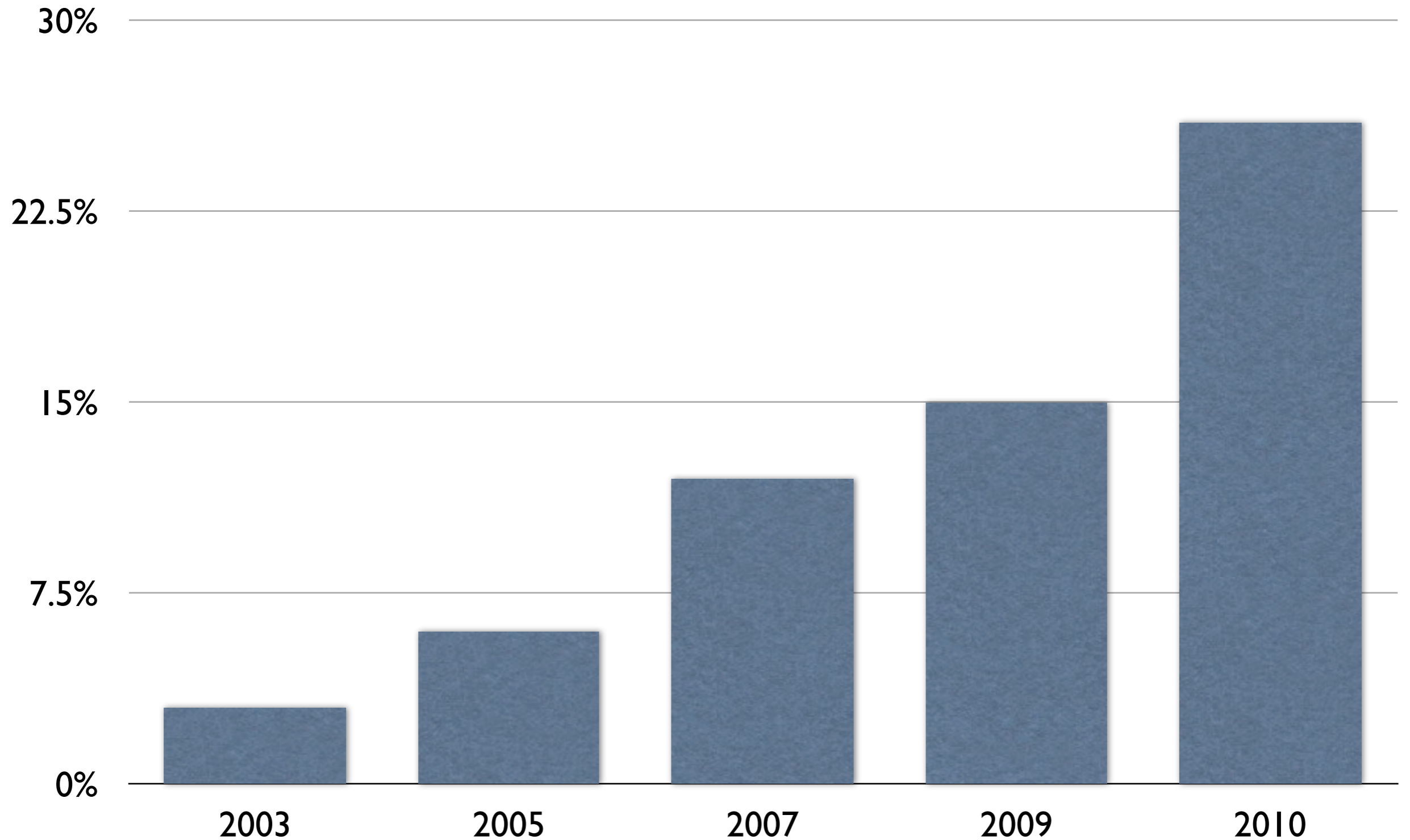
The Mobile Revolution

Percentage of PC unit sales, US

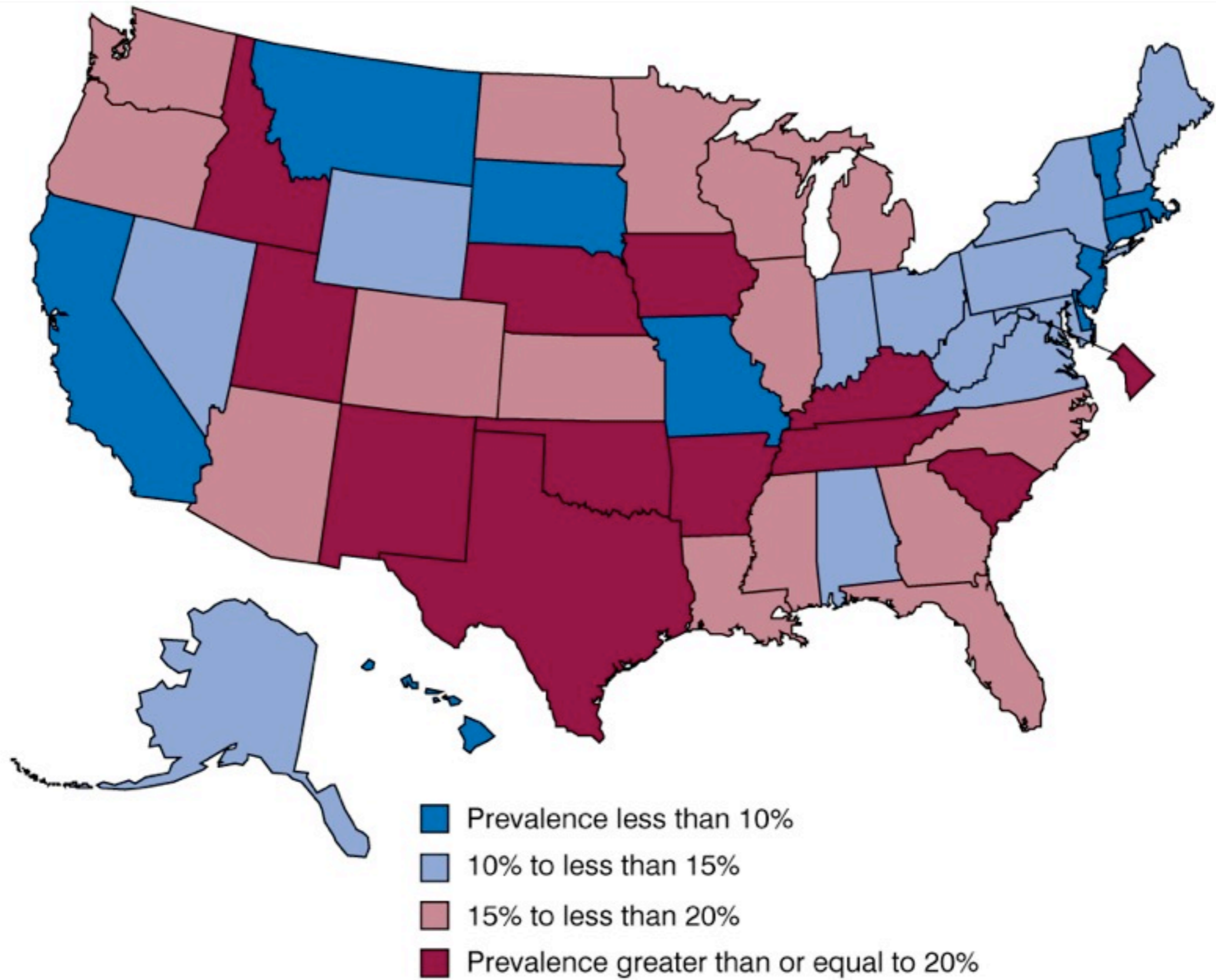
- Tablet PC sales
- Netbook/Mini PC Sales
- Notebook/laptop PC sales
- Desktop PC sales



Percentages of adults in households with only wireless telephone service



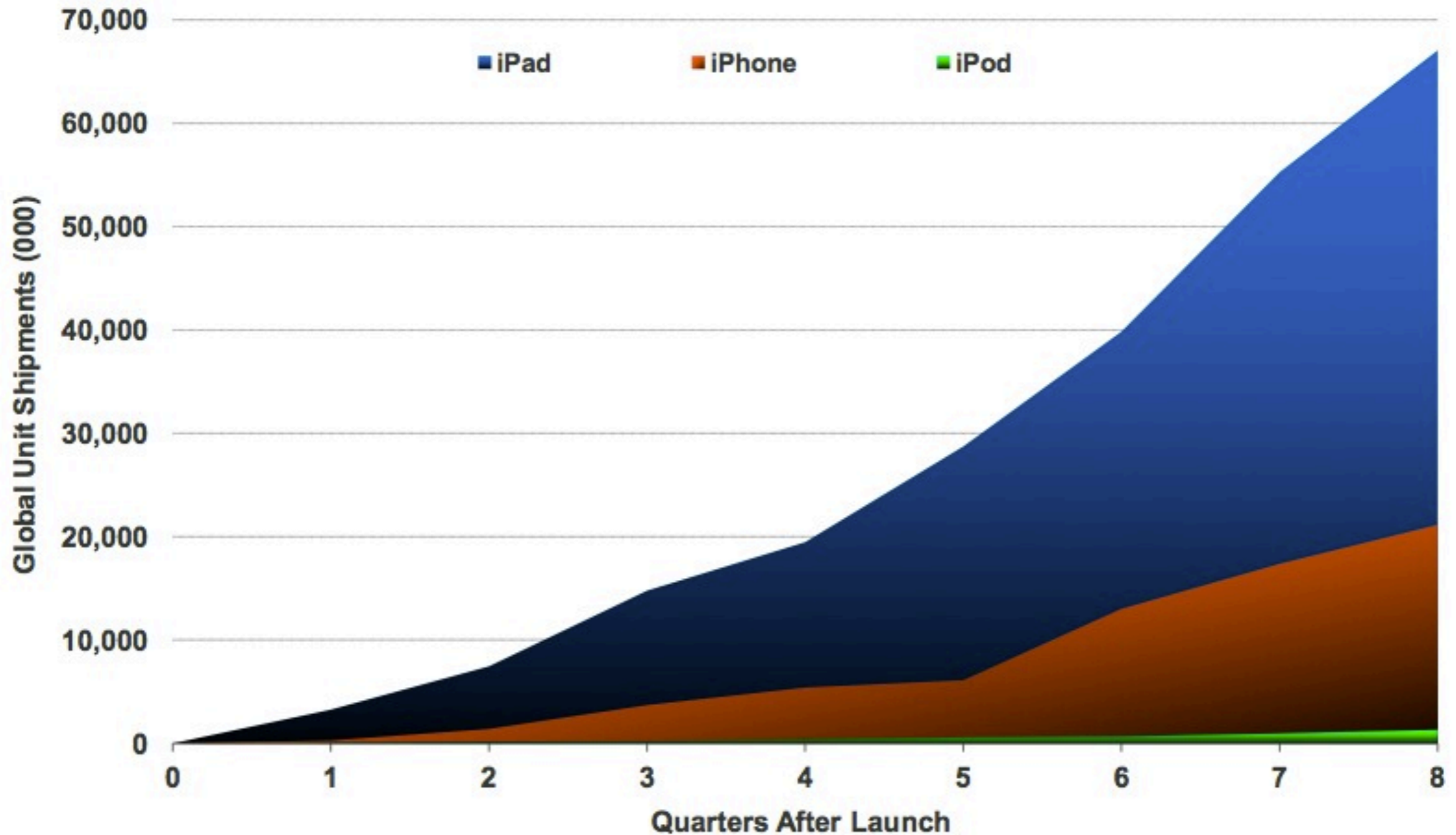
Source: Centers for Disease Control, 2011



Source: Centers for Disease Control, 2009

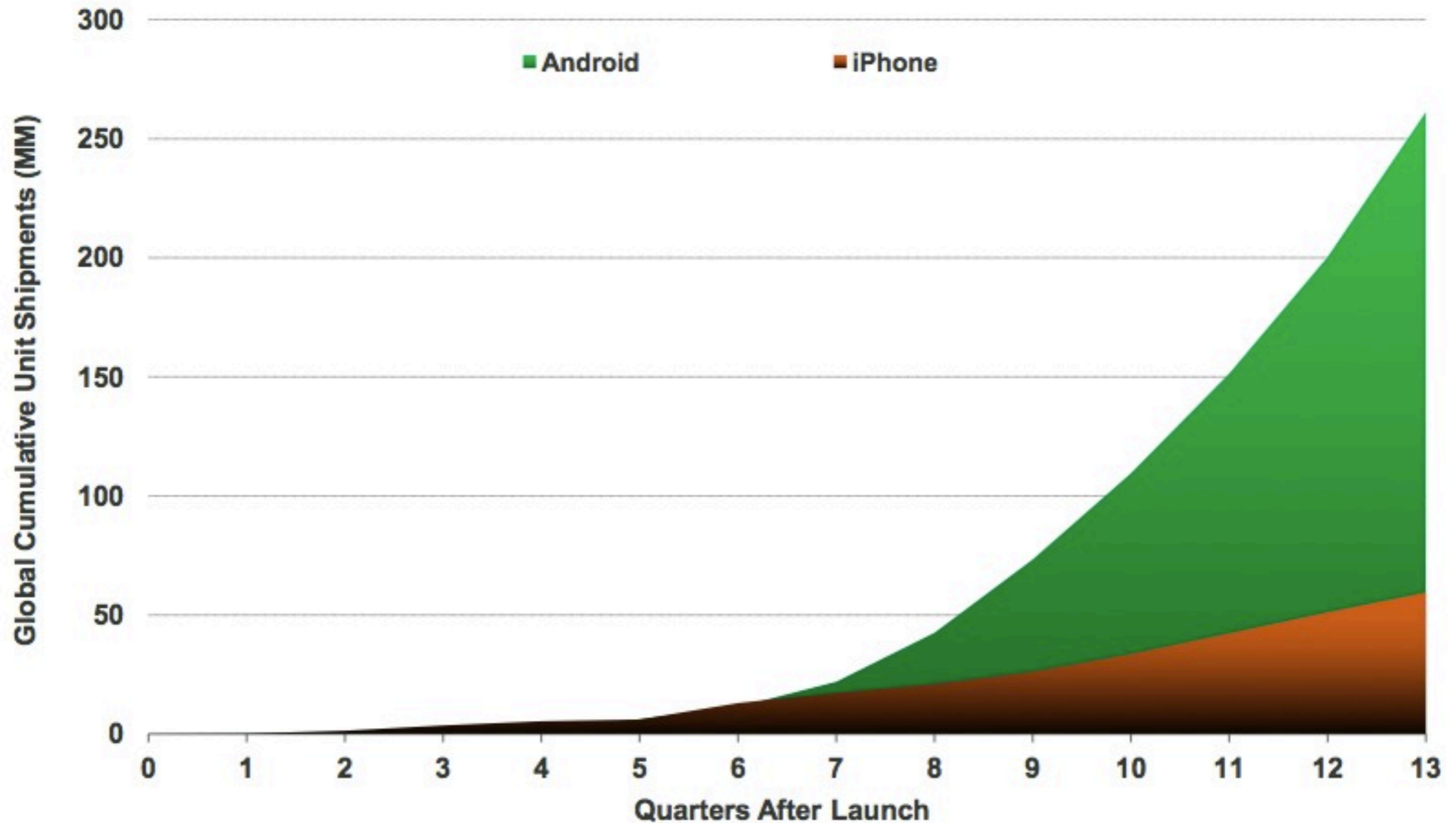
iPods Changed Media Industry iPhones Ramped Even Faster iPad Growth (3x iPhone) Leaves “Siblings” in Dust

First 8 Quarters Cumulative Unit Shipments, iPod vs. iPhone vs. iPad

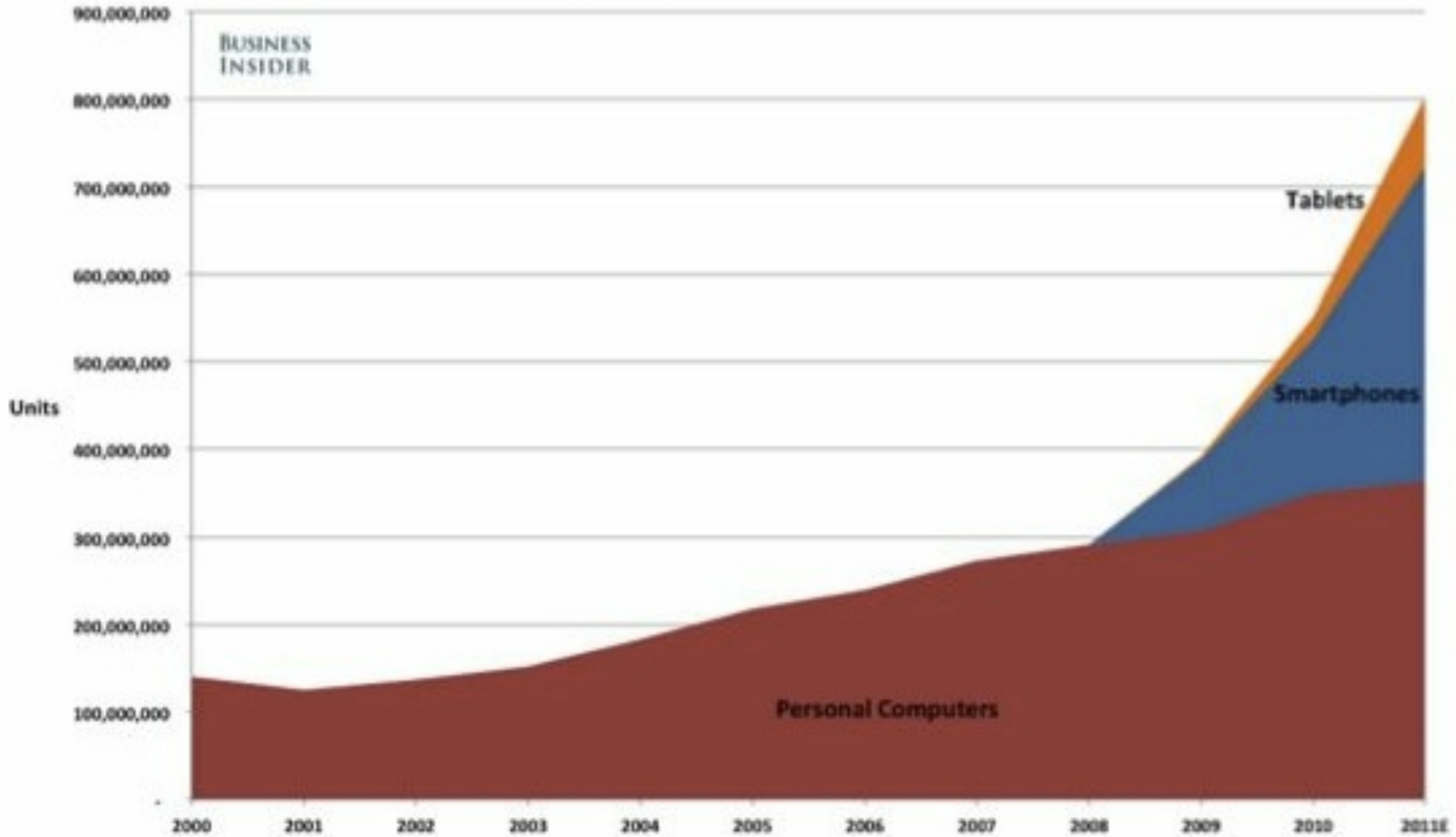


Android 'Phone' Adoption Has Ramped Even Faster – 4x iPhone

First 13 Quarters Cumulative Global Android & iPhone Unit Shipments



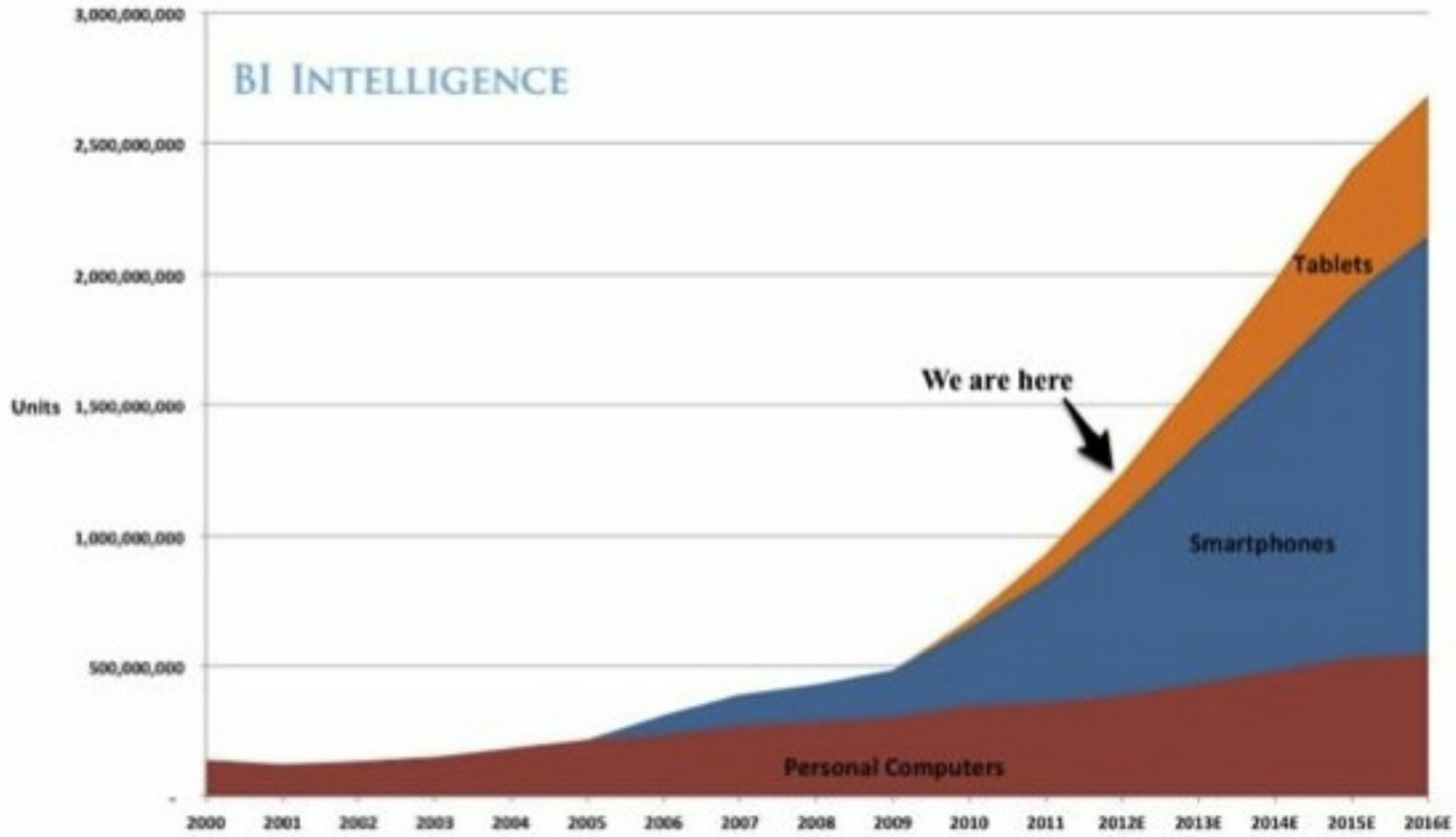
Global Internet Device Sales



Source: Estimates based on information from Gartner, IDC, Strategy Analytics, and company filings

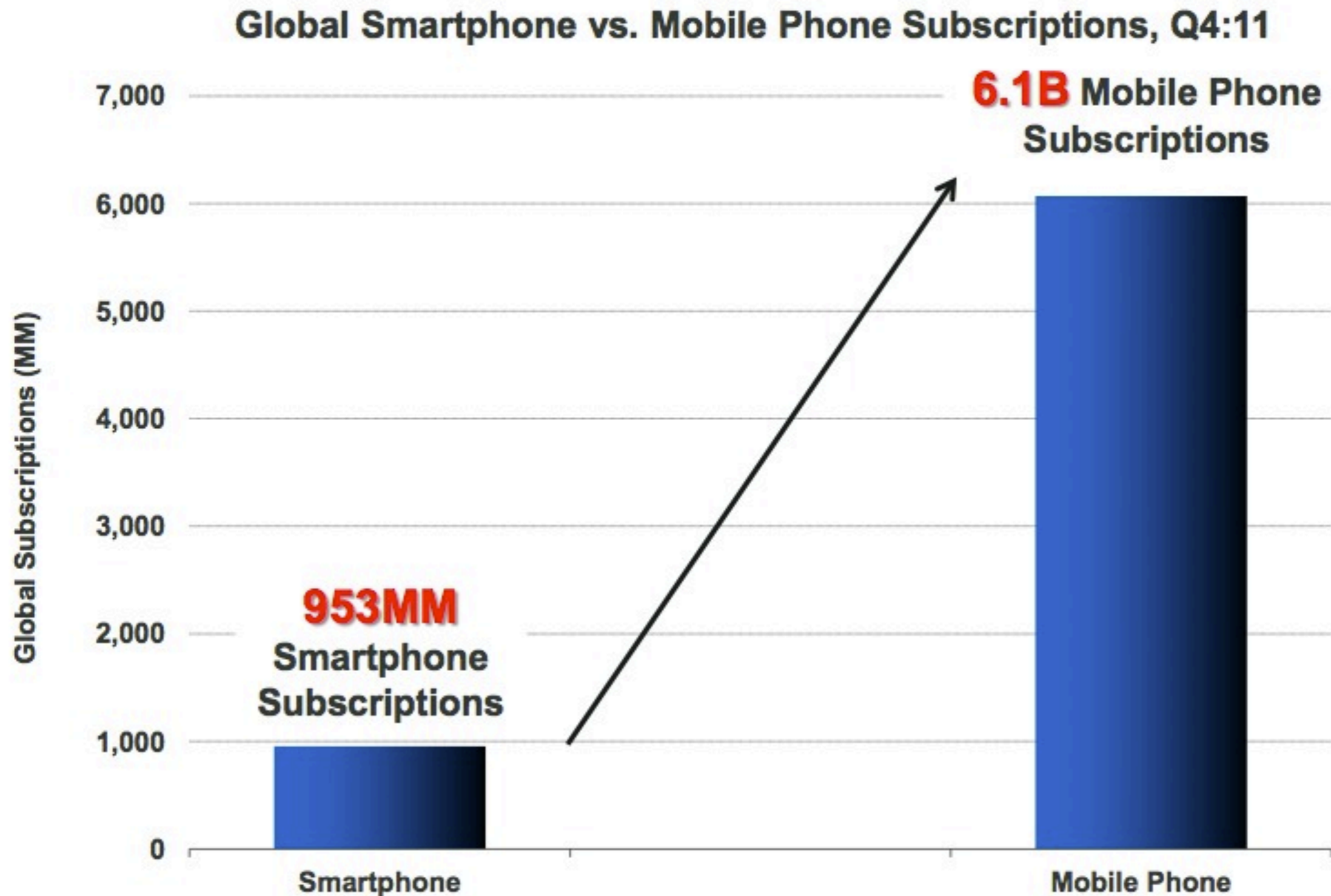
Global Internet Device Sales

BI INTELLIGENCE



Source: Gartner, IDC, Strategy Analytics, company filings, BI Intelligence estimates

Despite Tremendous Ramp So Far, Smartphone User Adoption Has Huge Upside



Source: Mobile phone subscriptions per Informa (as of Q4:11), Smartphone subscriptions estimate based on Morgan Stanley Research's estimated smartphone user as % of total mobile user at the end of 2011 (16%).

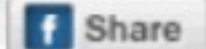
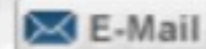
Note: While there are 1B global 3G subscribers as of Q4:11, not all of them were smartphone users. One user may have multiple mobile subscriptions, therefore actual user #s may be lower than subscriber #s.



How long to reach 1 Million users?

The White House

Office of the Press Secretary



For Immediate Release

May 23, 2012

Obama Administration Launches Sweeping Shift to Mobile

New Directive to Make Federal Services Available on Mobile Devices, Spur "App Economy" and Entrepreneurship

WASHINGTON, DC – Today, the Obama Administration is launching a new initiative to accelerate efforts to make new and useful services available to consumers on their mobile devices. As part of the President's commitment to

EPA Announces "Mobile First" Policy, Plans iOS/Mobile Apps Before Desktop Software

Ryan Faas (9:27 am PDT, Mar 22)



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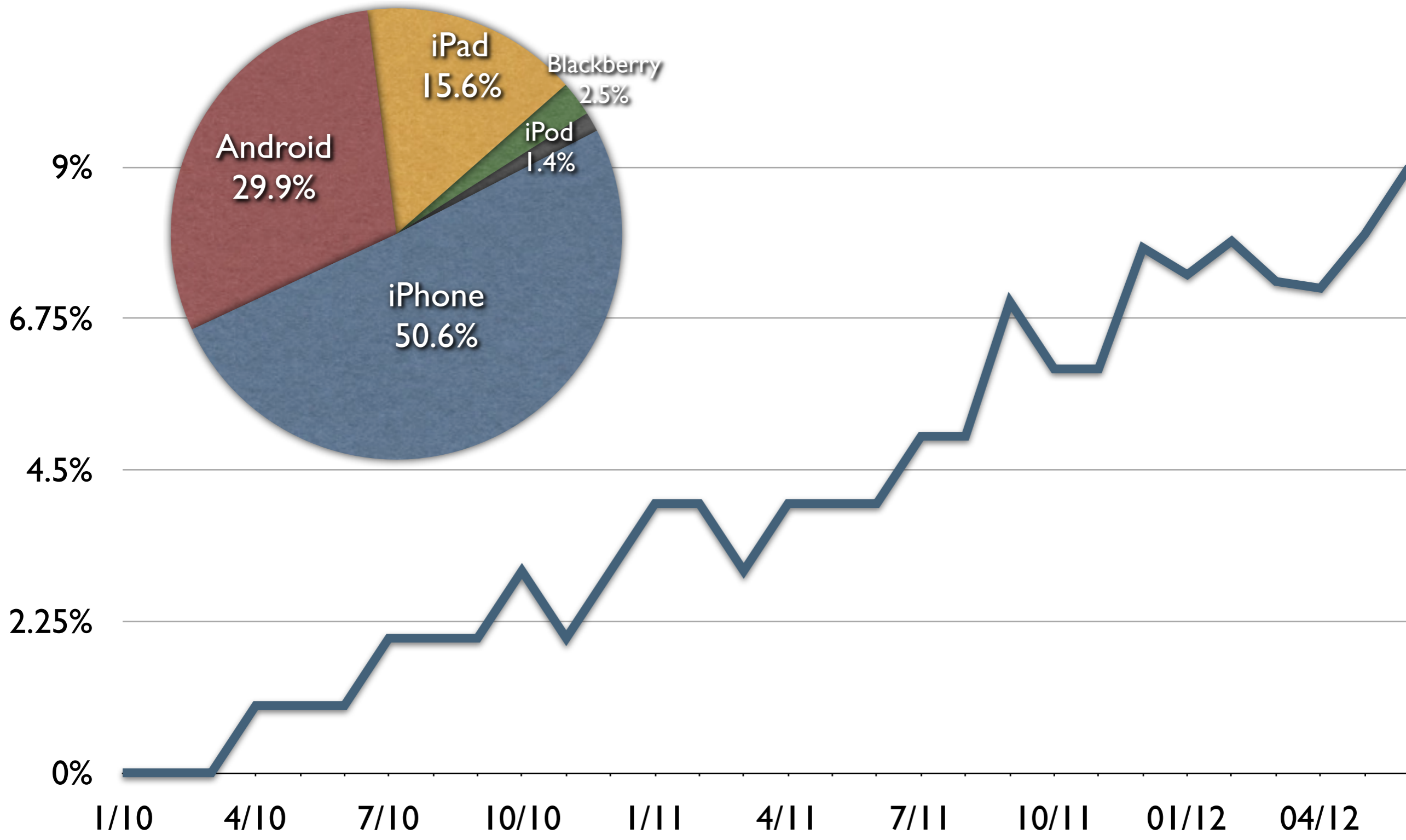
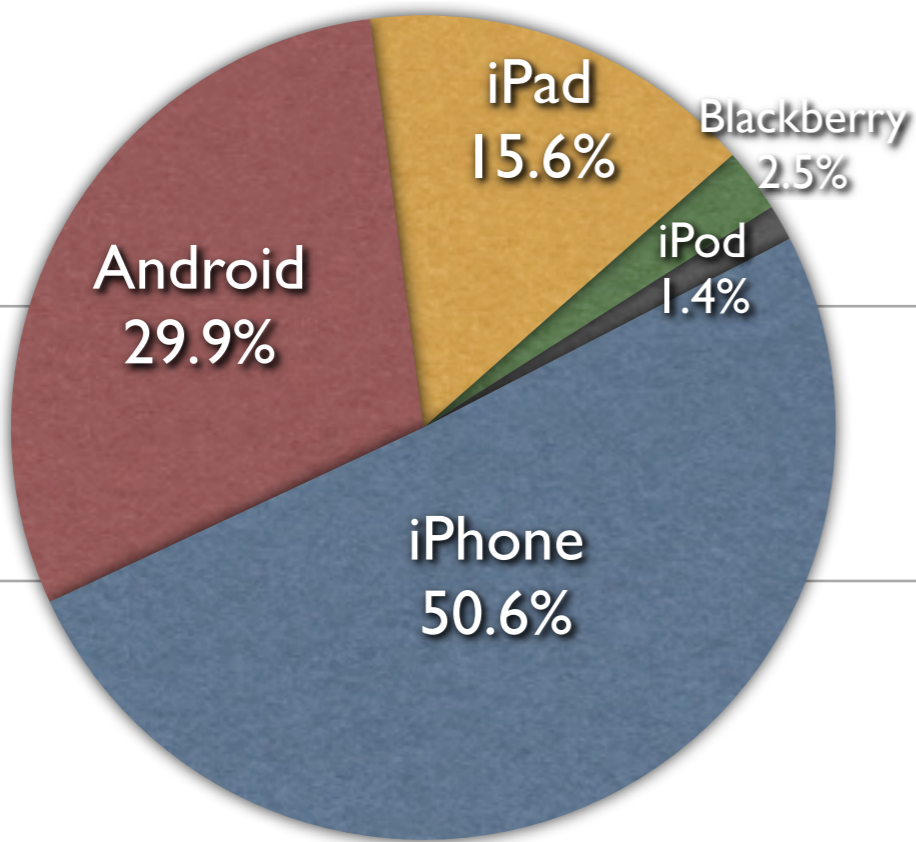


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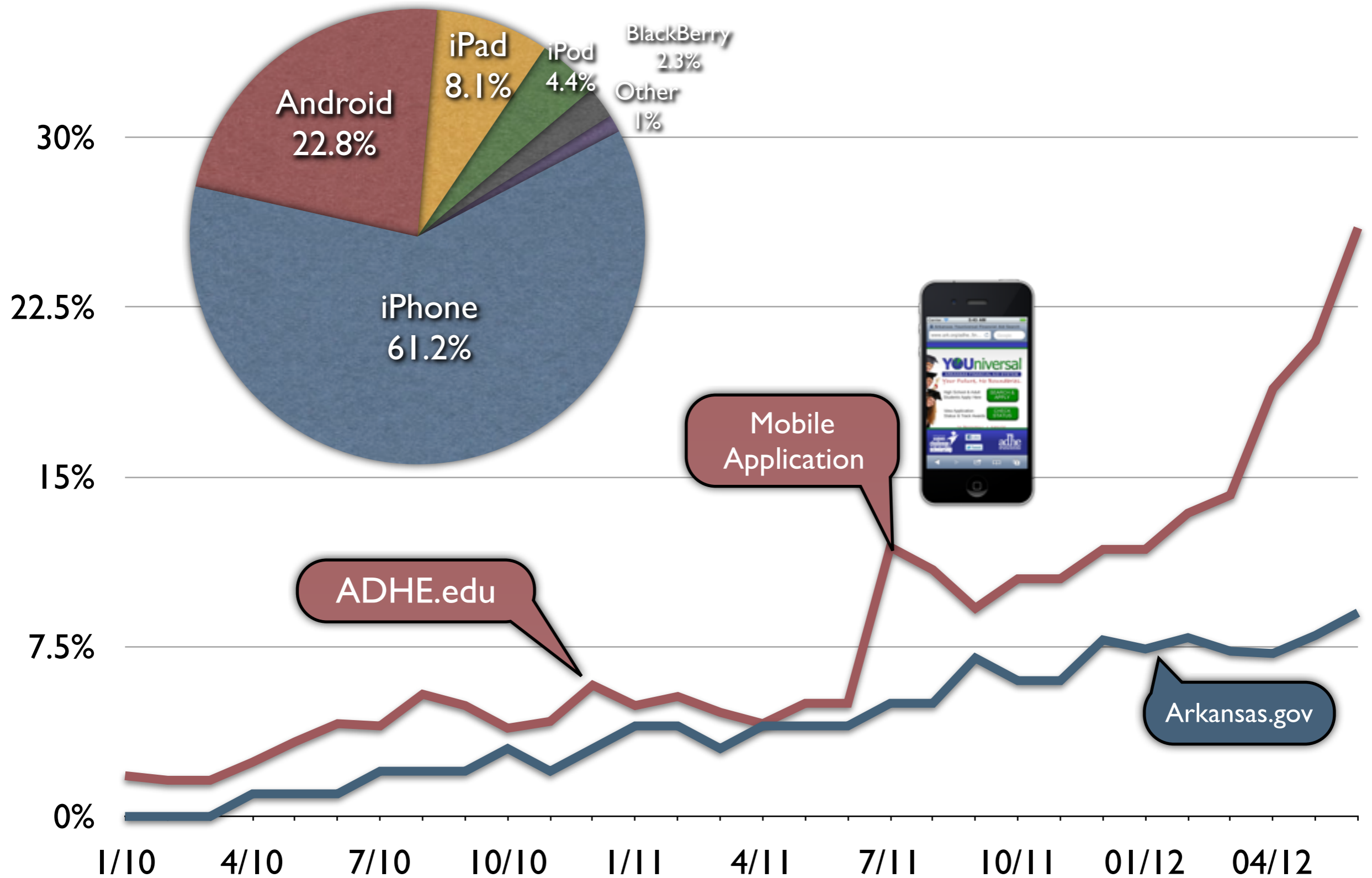


7

Percentage of Mobile Visitors to Arkansas.gov



Percentage of Mobile Visitors to Arkansas Department of Higher Education Scholarship System

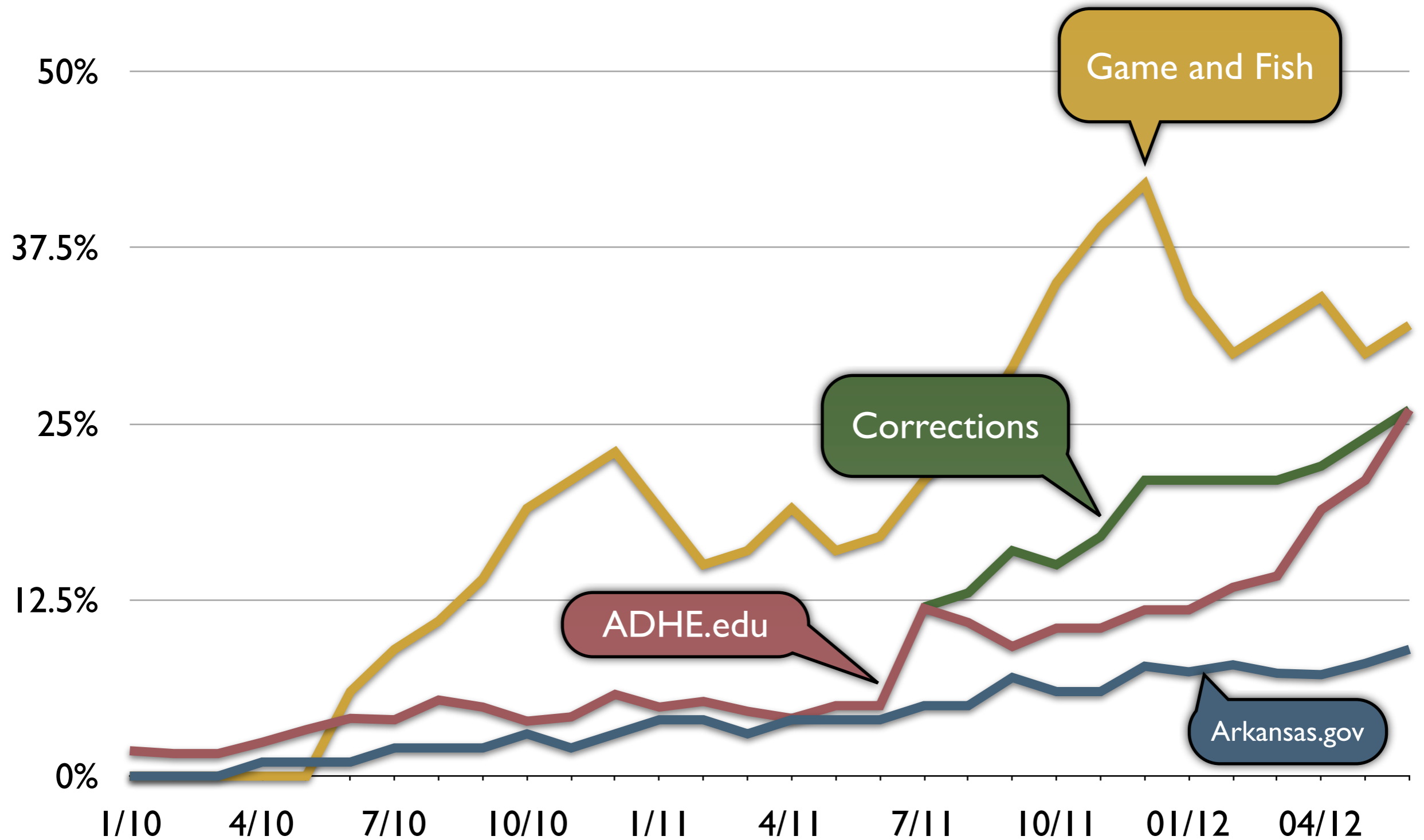


ADHE.edu

Mobile Application

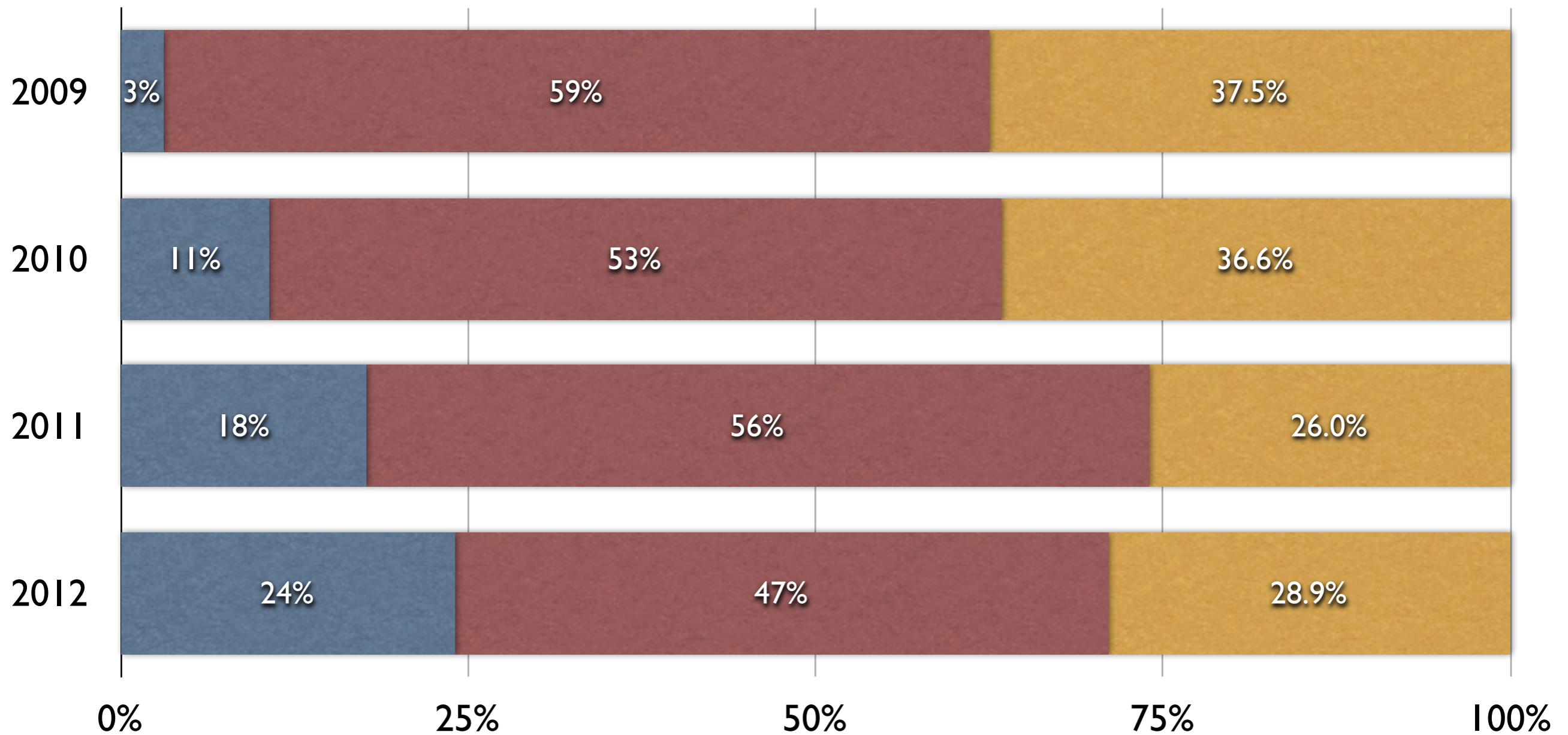
Arkansas.gov

Most Popular Sites for Mobile Users in Arkansas

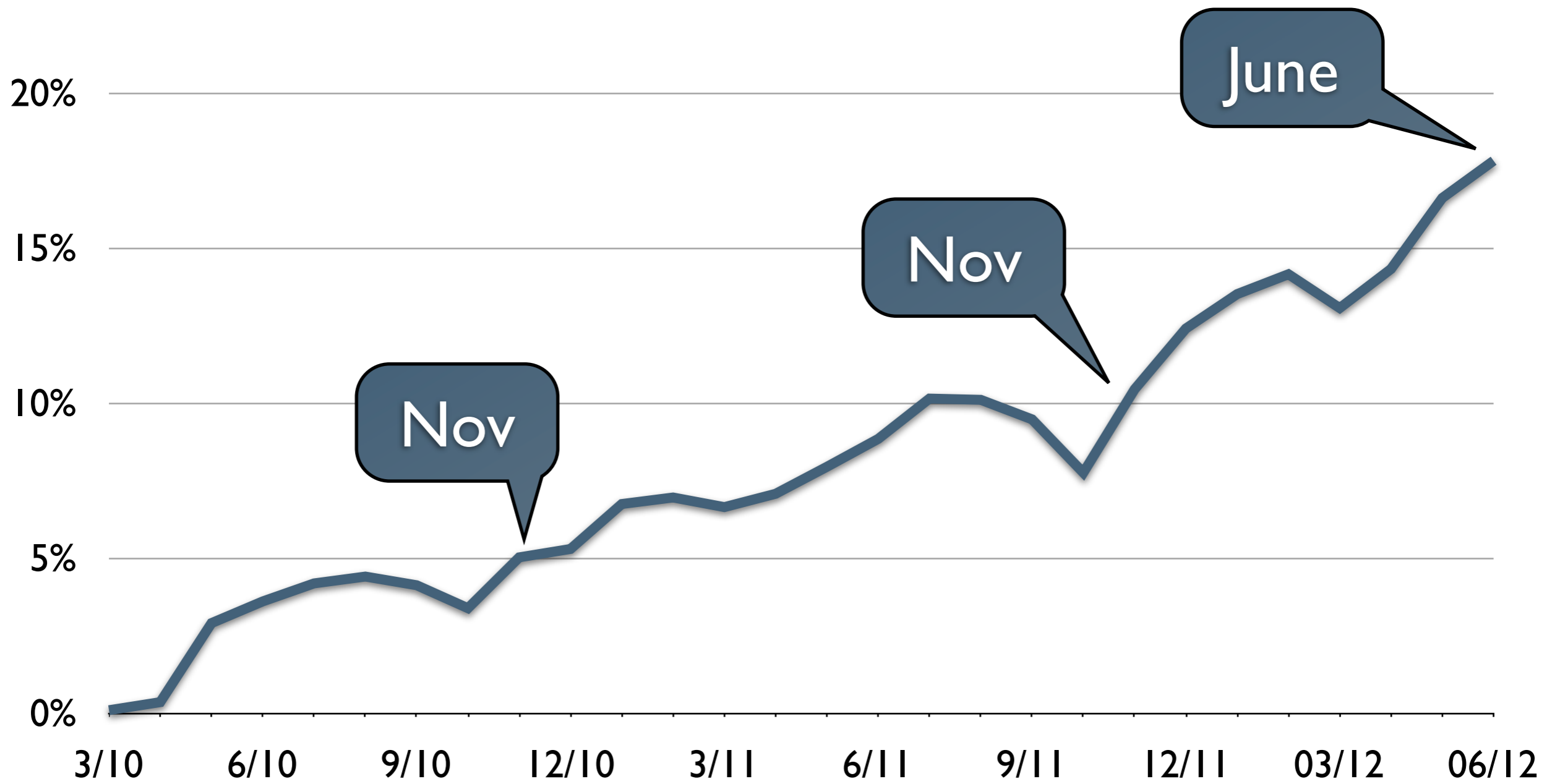


Arkansas Game and Fish Commission Game Check by Method

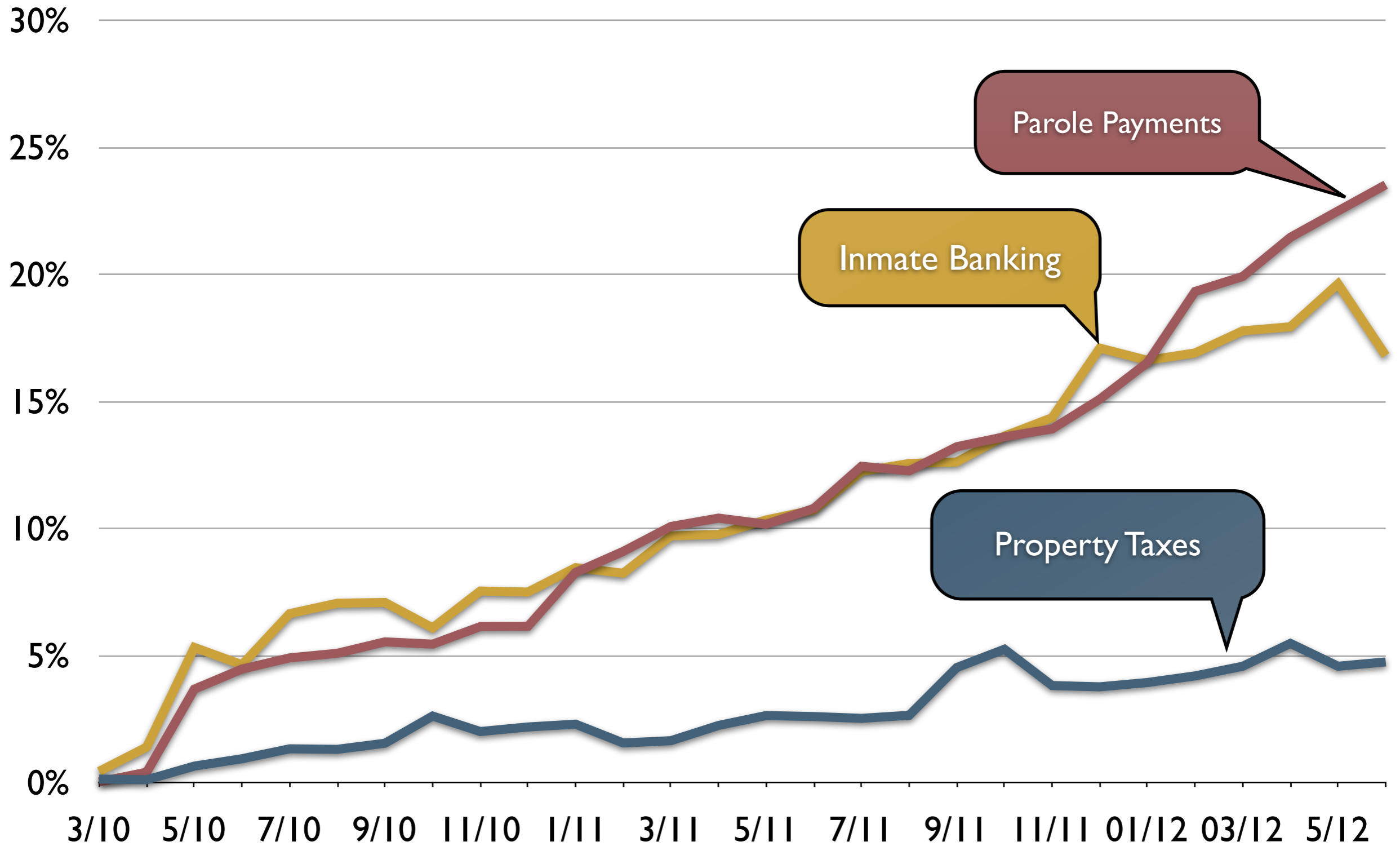
■ Mobile/iPhone ■ Call Center ■ Desktop Web



Arkansas.gov Mobile Payment Applications



Arkansas.gov Mobile Payment Applications

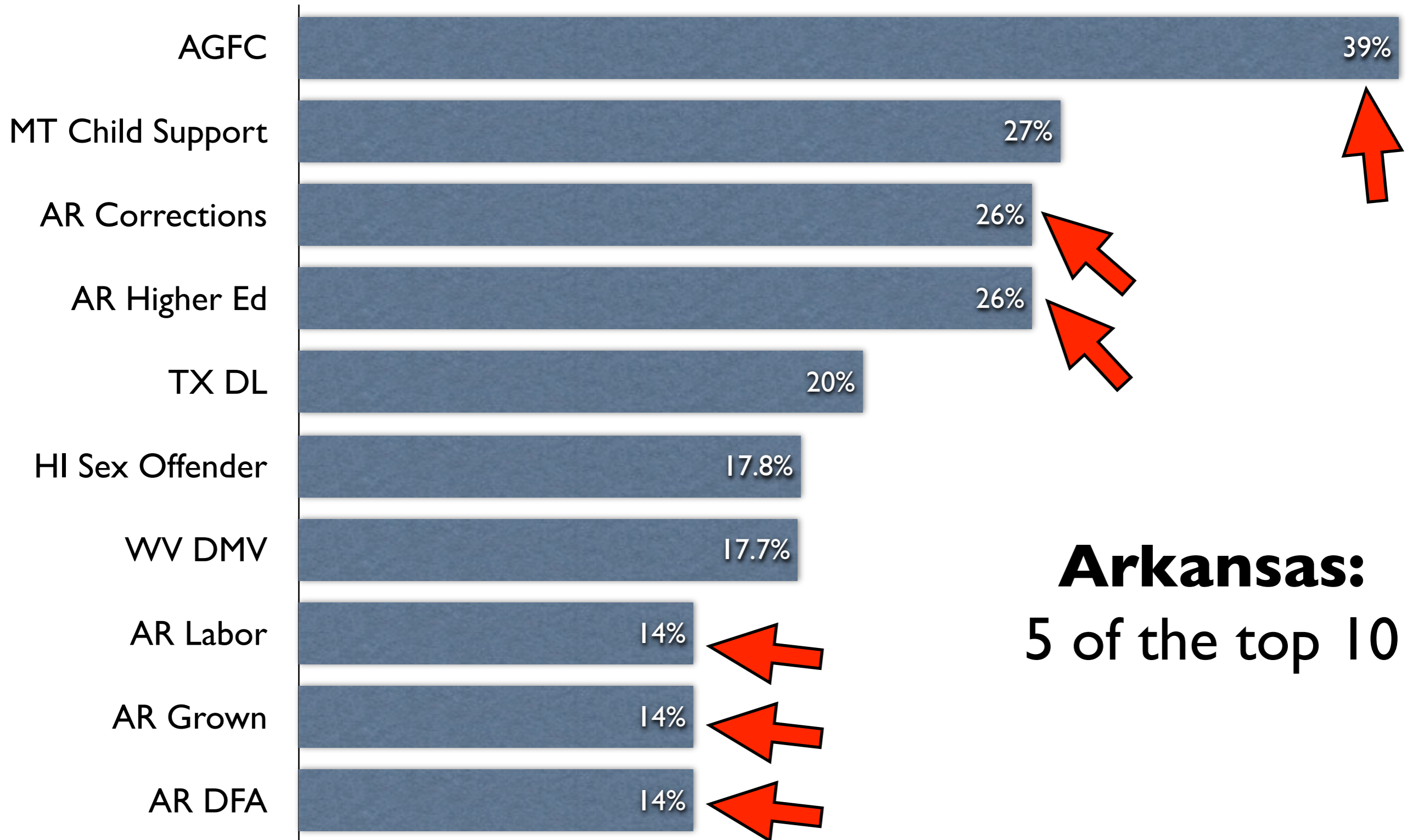


Parole Payments

Inmate Banking

Property Taxes

Top 10 Government Websites in Mobile Adoption



2012 Study of 36 sites in 16 states

Challenges





Voice



Messaging



Wireless
Data



Camera



GPS



Video



Compass



Accelerometer



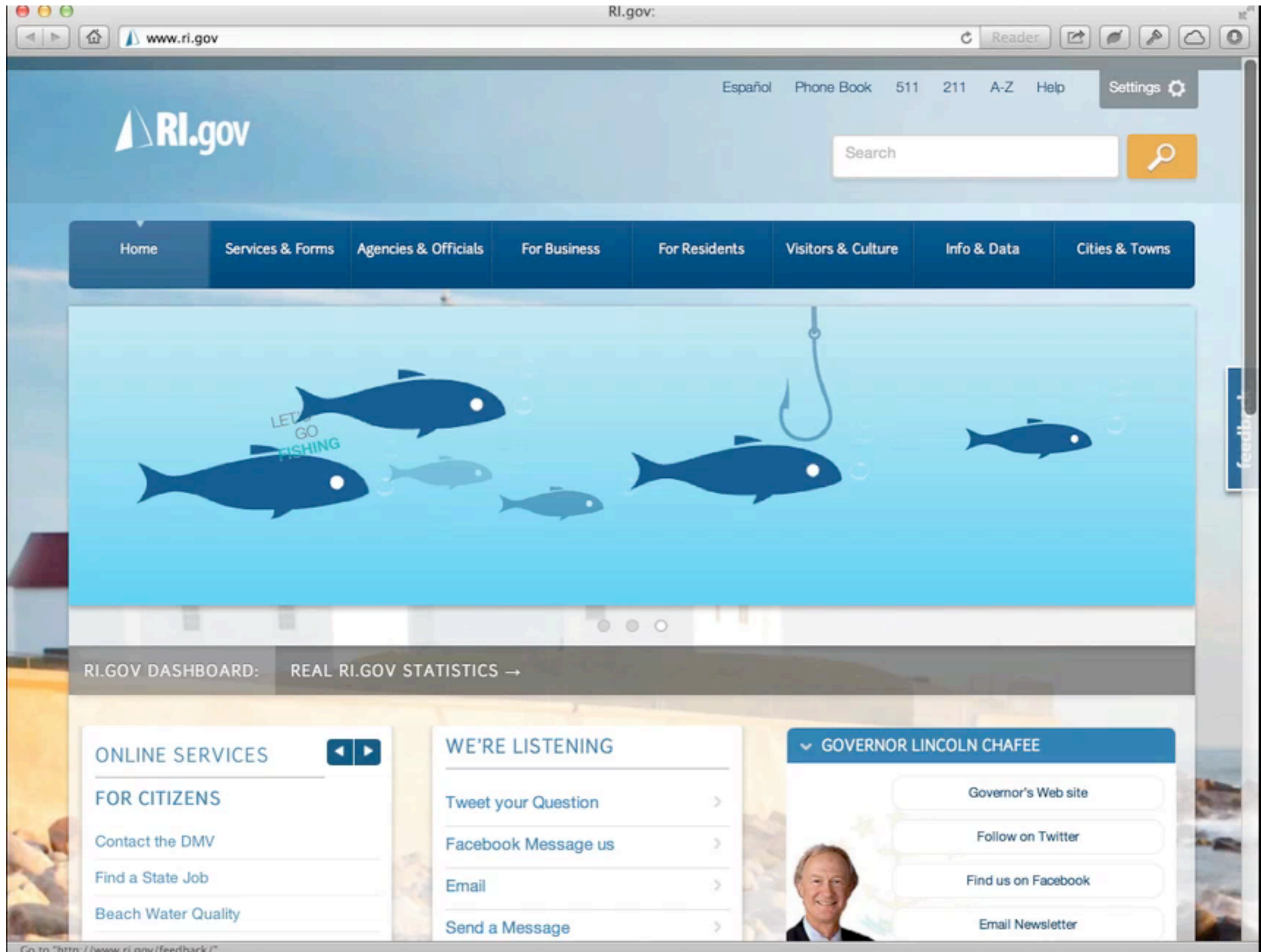
Identity



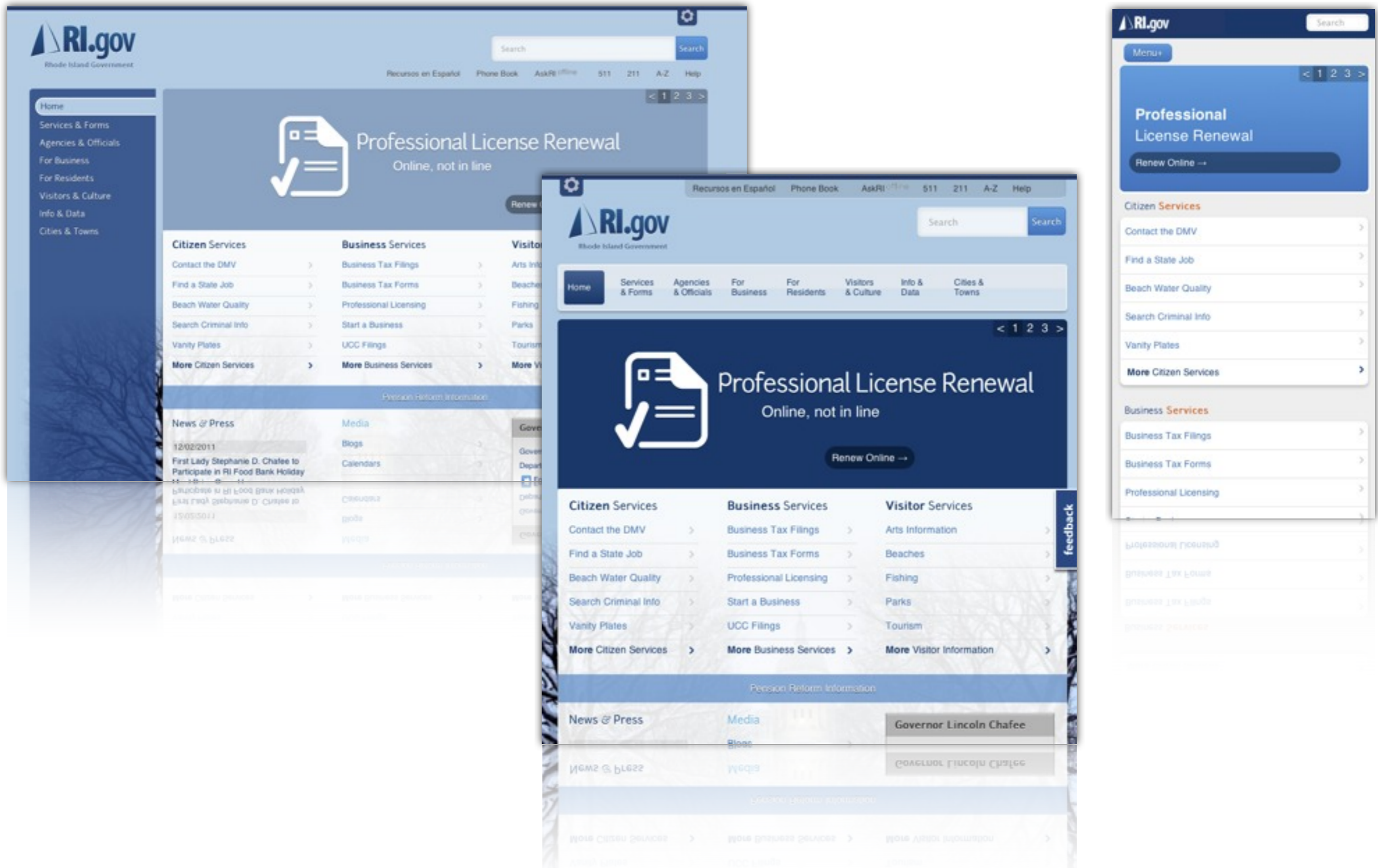
Payment



Responsive Design



Responsive Design



We use our phones for everything now; there's no such thing as "this is mobile content, and this is not."

Josh Clark

Security and Privacy

In 2011, the US Federal Trade Commission (FTC) urged the White House to increase Internet privacy measures, especially for mobile devices and social networks, stating that federal laws have not kept up with the applications to ensure that personal information isn't being improperly used.

Fragmentation



Opportunities

Mobile Inspection





Arkansas Game and Fish Commission

50,479 Facebook members



Joe Collier If I'm huning in Zone 1 during bow season, on private land can I carry a pistol for defense against predetors? (Mainly hog)

Thursday at 11:54pm via Facebook for iPhone · Comment · Like



Arkansas Game and Fish Commission Let me check on this and I'll get back with you.

Yesterday at 5:40am · Like · Flag



Arkansas Game and Fish Commission Here's the info. Sorry it took so long.

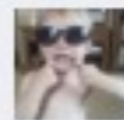
It is unlawful to have any firearms in the immediate possession while hunting bear, deer or turkey with archery tools.

EXCEPTIONS:

(1) Legal firearms when and where loading dee...

[See More](#)

Yesterday at 3:09pm · Like · Flag



Joe Collier Awesome, thanks for th

19 hours ago · Like · Flag



Arkansas Game and Fish Commis

16 hours ago · Like · Flag



Bobby Phillips

Can u duck hunt plum bayou?

Like · Comment · Friday at 7:48pm via mobile ·



Arkansas Game and Fish Commission Hi Bobby, yes however some of the area is private, so be sure you know that you are hunting on public land.

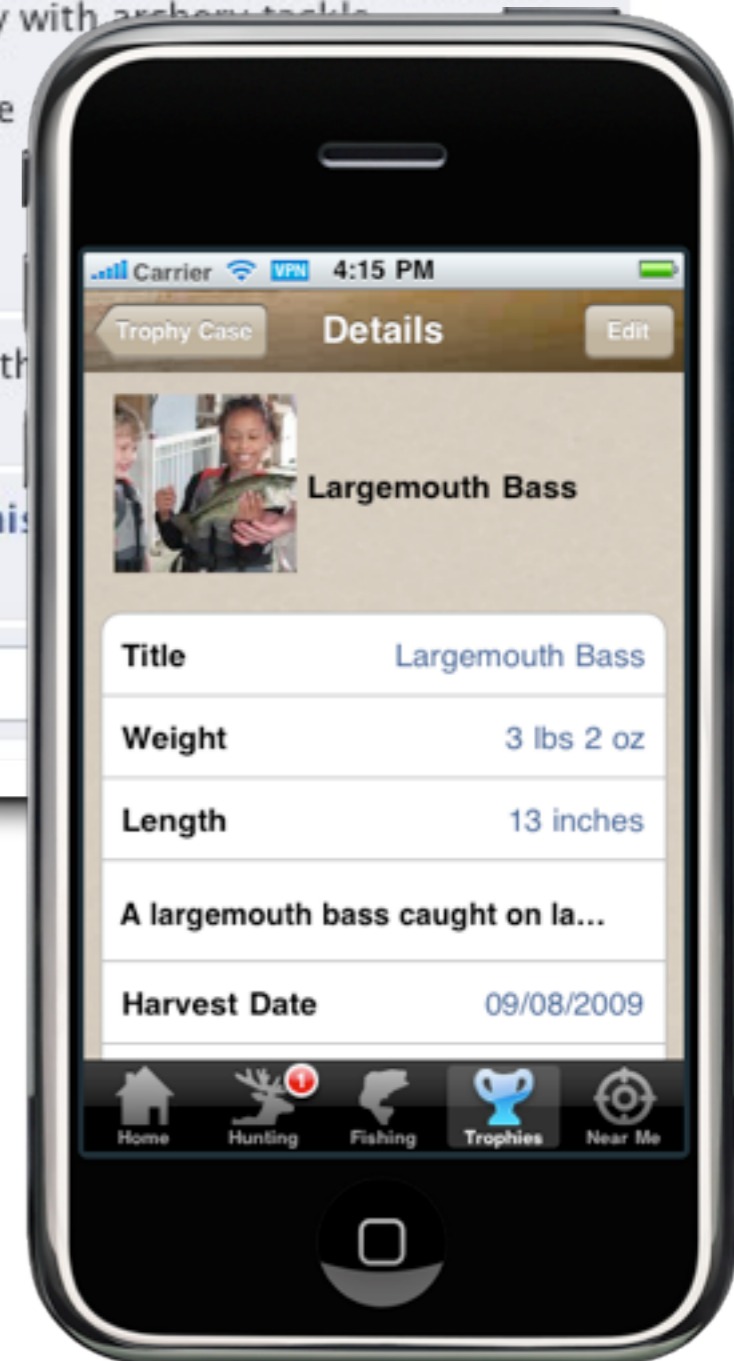
Friday at 8:56pm · Like



Anthony Golden Looks like we got a new spot to try out!

Friday at 9:58pm · Like

Write a comment...



iOS Passbook



Augmented Reality

