

Turning Bells and Whistles into Jingle

SkyDeck

- What is it?
 - Phone Application
 - Web Application
 - It is your Cell Phone Online
 - All calls, texts, voicemails and contacts are backed up on Skydeck.com
- Who will use it?
 - Anyone that uses a cellphone

SkyDeck



Google Voice

- What is it?
 - A free service from Google
 - Gives you one number for all your phones
 - Voicemail
 - Voicemail transcripts
 - Calling features
 - Call Conferencing

They Can Work Together



Google Voice Mashup

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iPhone Apps

- 50,000 Apps Created
- More than 1 Billion Apps Downloaded
- What are they used for?
 - Working Out – iMapMyRide
 - Name that tune – Shazam
 - Traveling – TravelTracker
 - Stay Focused – OmniFocus
 - Fun and Games – Fishing, golf, set your DVR

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iPhone Apps

- AirStrip Technologies
 - Obstetrics
 - Critical Care
 - Cardiology
 - Imaging
 - Laboratory
- Live Streaming medical data over 3G wireless



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AirStrip Video



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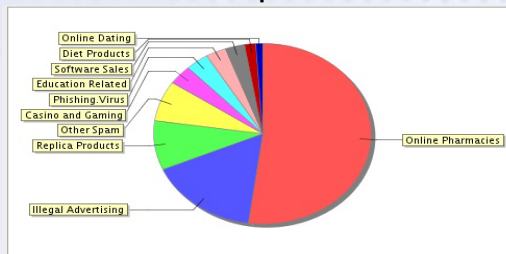


Loopt

- What is it?
 - GPS App for mobile phones
 - Show you who's around, what to do and where to go
 - Connect with Friends and get alerted when they are nearby
 - Share your location, status and pictures with a few or all friends
 - Explore places and events recommended by friends

Quick Fact: Spam

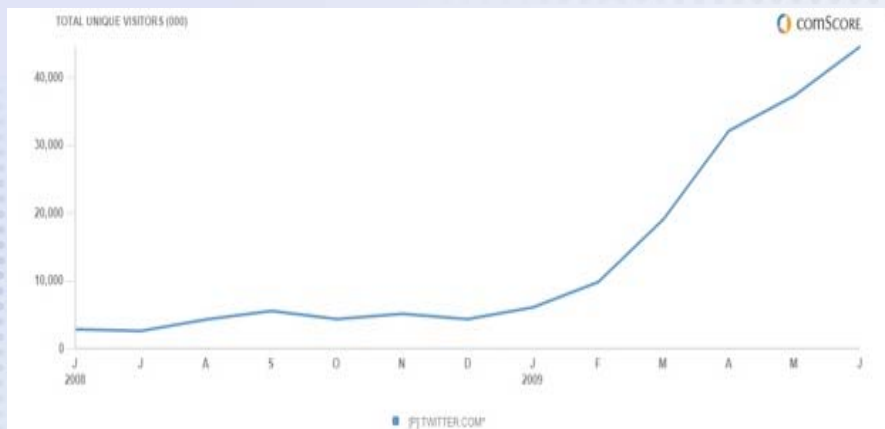
- 1,300,925,111,156,286,160,896 Ways to Spell Viagra
- That is:1 Sextillion 300 Quintillion 925 Quadrillion 111 Trillion 156 Billion 286 Million 160 Thousand 896 permutations



Twitter

- What is it?
 - Social Networking Site
 - Micro Blogging (Limited to 140 Characters)
 - Used on PC or Phone
- Who Uses it?
 - Teenagers
 - Celebrities
 - Television Programs

Twitter



- 44.5 Million Unique Visitors in June

Twitter

- Only accounts to visits to twitter.com
 - More than half of twitter users use apps to access twitter
- 20 Million Users in the US
- 52 Largest Website
 - Larger than ESPN

Facebook

- What is it?
 - Social Networking Site
- Who Uses It?
 - Teenagers to Grandparents
- Farmtown
- MafiaWars
- Quizzes
- Generate \$300 Million in Revenue in 2008
- 200 Million Users

Social Networking Facts

- The percentage of online Americans in each demographic category who have a profile on a social network website (Pew Internet Project):
 - 35% of Adults have a social networking account
 - 18-24 - 75%
 - 25-34 - 57%
 - 35-44 - 30%
 - 45-54 - 19%
 - 55-64 - 10%
 - 65+ - 7%

Social Networking Stats

	Adults	Teens
Stay in touch with friends	89%	91%
Make plans with friends	57	72
Make new friends	49	49
Organize with others for an event, issue or cause	43	n/a
Make new business or professional contacts	28	n/a
Promote yourself or your work	28	n/a
Flirt	20	17
Source: Pew Internet Project		

Quick DTV Video Facts

- As of 6/14/09
 - 2.5 Million Homes (2.2%) Remain without DTV
 - 4.4% Under 35
 - 1.1% Over 55
- Not driven by age but by socioeconomic status.

Hulu

- What is it?
 - A Video on Demand website that offers commercial-supported streaming video of TV shows and movies from NBC, ABC, Fox and other networks
 - Offering Full Length TV shows, movies and trailers
- Who Uses it?
 - Anyone that watches television

Hulu

- According to Neilson
 - Users spent 188.7 minutes watching Internet Video
 - 133.8 Million Viewers
 - Google – 382.3 Million Videos Streamed
 - Hulu – 208.2 Million Videos Streamed
- Browser or Desktop
- www.hulu.com

Pandora

- What is it?
 - A personalized internet radio service that helps you find new music based on your old and current favorites.
 - It is Free
 - Can be used on a PC or a mobile device.
 - 4.17 Million Unique Visitors in May 2009
- Who uses it?
 - Music Lovers
- www.pandora.com

MagicJack



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MagicJack

- \$39.99 Upfront Cost (includes 1st year of service)
- \$19.99 / Year after year 1

Pros

- Economical
- Portable
- Free LD

Cons

- No power or Internet = No Phone Service
- No LNP to date

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Web Facts for 2008

- Email
 - **1.3 billion** – The number of email users worldwide.
 - **210 billion** – The number of emails sent per day in 2008.
- Websites
 - **186,727,854** – The number of websites on the Internet in December 2008.
 - **31.5 million** – The number of websites added during 2008.

More Web Facts

- Blogs
 - **133 million** – The number of blogs on the Internet (as tracked by Technorati).
 - **900,000** – The number of new blog posts in a day.
 - **329 million** – The number of blog posts in 2008.
- Videos
 - **12.7 billion** – The number of online videos watched by American Internet users in a month (November 2008).
 - **87** – The number of online videos viewed per month per Internet user in USA.
 - **34%** – The increase in viewing of online video in USA compared to 2007.
 - **3.1** – The number of minutes of an average online video.

Verizon Hub



TelePresence

- 1080p Video Conferencing
- Saves travel costs
- Telemedicine
- Education
- Utilizing Musion
 - Live and Life-size 3D TelePresence Holograms

Musion and TelePresence



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Bandwidth Requirements

Application	Upstream Speed	Downstream Speed
Medium-Resolution Videoconferencing (640x480P)	384-1200 Kbps	384-1200 Kbps
Streaming Video (720P)		1.2 - Mbps
Standard-Definition Digital Television (720x480 Interlaced)		4 Mbps
Basic HD Videoconferencing (1280x720 resolution)	1.2 - 4 Mbps	1.2 - 4 Mbps
Video Home Security Service	5 Mbps	5 Mbps
High-Definition (HD) Digital Television (1440x1080 Interlaced)	10 Mbps	15 Mbps
Telepresence: Very High-Resolution HD Videoconferencing (5760x1080)	15 Mbps	15 Mbps

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What Does this mean for Carriers?

- Bandwidth Demands are Increasing faster than you think
 - Upstream
 - Downstream
- Convenience is an important part of a user's experience
- Monitor Your Networks
- One of the biggest mistakes people make is the assumption that if they don't use it, nobody else does either

Websites to Watch

- <http://www.techcrunch.com/>
- <http://www.wired.com/blogs/>
- <http://www.tvover.net/>
- <http://justanothermobilemonday.com/WordPress/>
- <http://gizmodo.com/>
- <http://clipmarks.com/>