



‘Highlights van het Mobile World Congress’

 **MOBILE**[™]
WORLD CONGRESS
BARCELONA 2-5 MAR 2015

Gregor Hendrikse | 10 maart 2015

Wat is het Mobile World Congress?

55%
C-Level / VP /
Directors
represented

18%
»» Increase
from 2013

11,658
Conference
Attendees



6,069 Press /
Analyst
attendees
3,909 

201 Countries
in attendance



93,000
TOTAL
ATTENDEES



Agenda

1. Mobiele Devices
2. Mobiele Apps / toepassingen
3. Mobiele Netwerk
4. Mobile Security



1. Mobile devices: smartphones



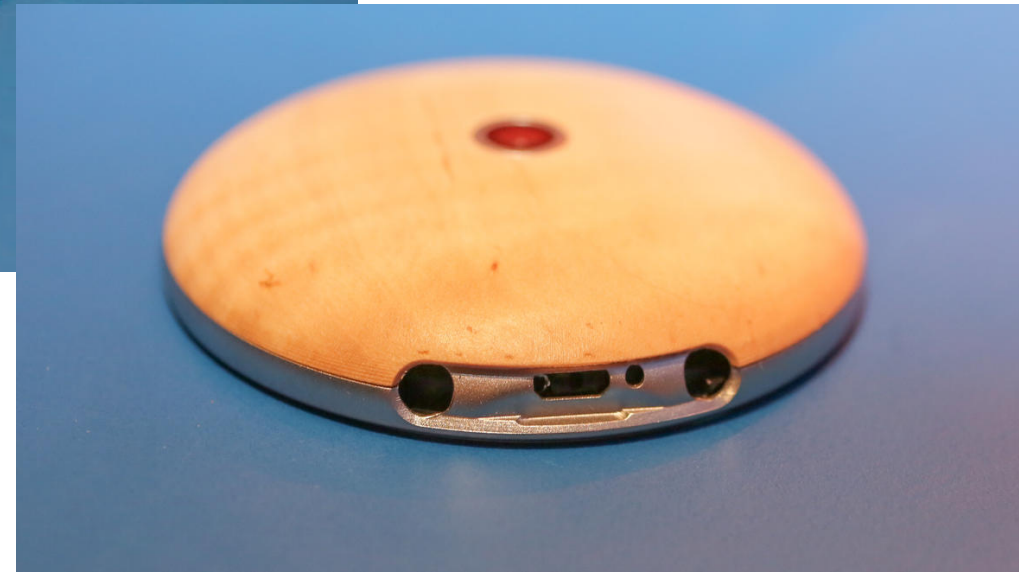
1. Mobile devices: smartphones (2)



1. Mobile devices: smartwatches



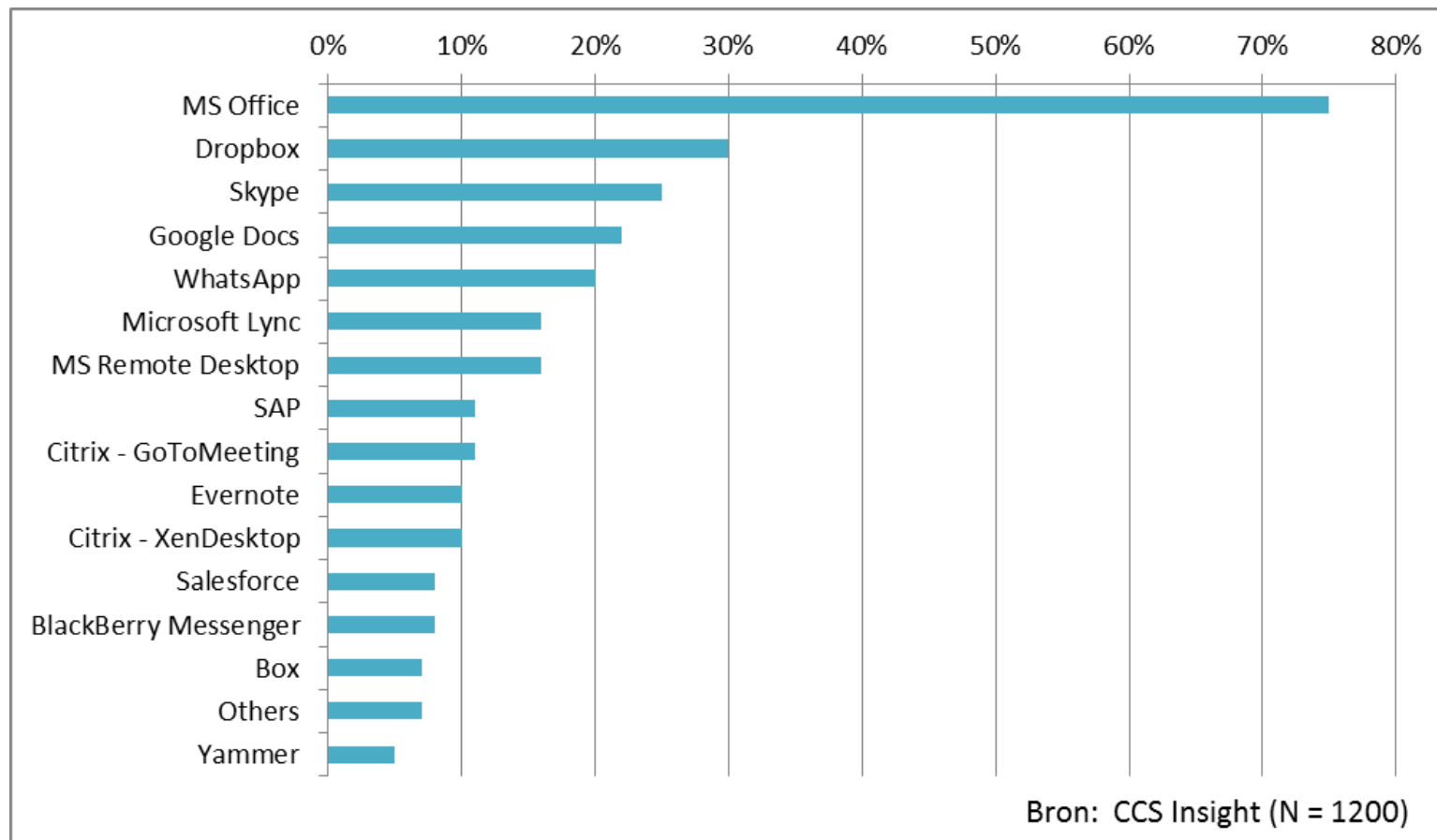
1. Mobile devices: smartwatches (2)



Mobiele devices: smartwatches (3)

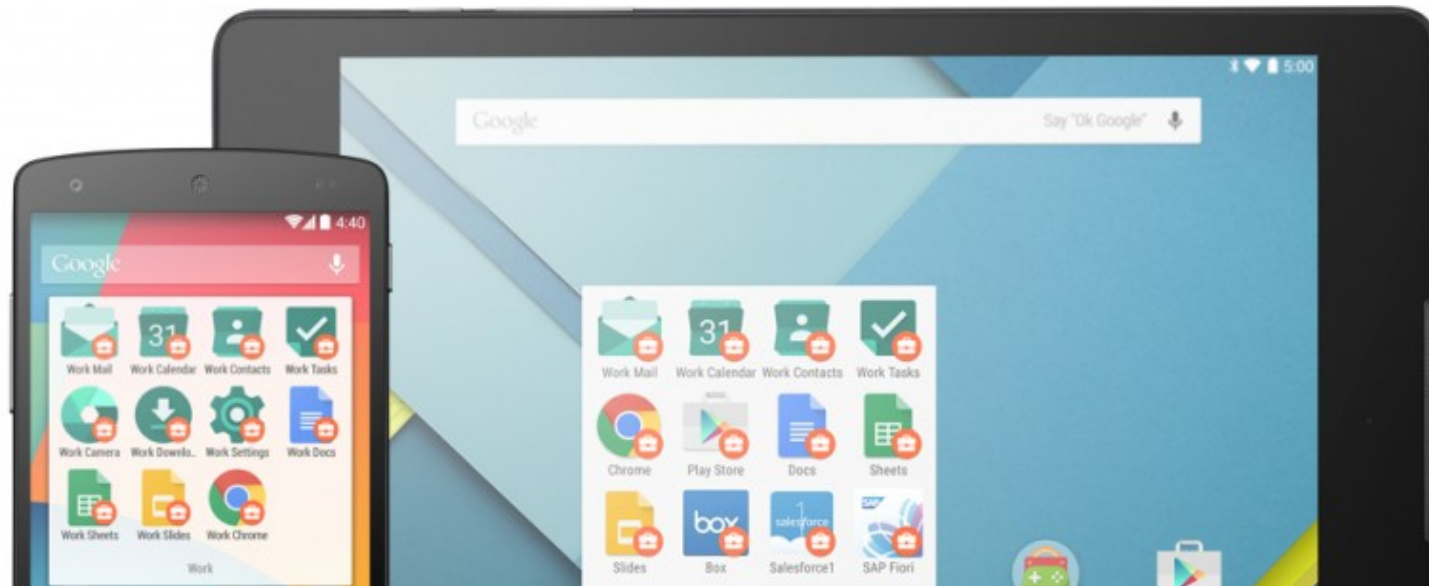


2. Wat zijn de meest gebruikte zakelijke mobiele apps?





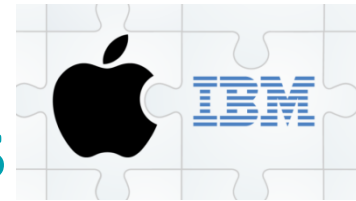
2. Mobile Applicaties: Android for Work



Management	Devices	Applications	Networking
Integrated with existing management investments. Creating a single console across all devices	Designing new business specific form factors and enabling AfW management.	Developer friendly: write once, deploy and manage on any device through Google Play.	Securely connect to your internal systems through VPN and network applications

2. Mobile Applications: SAP Fiori

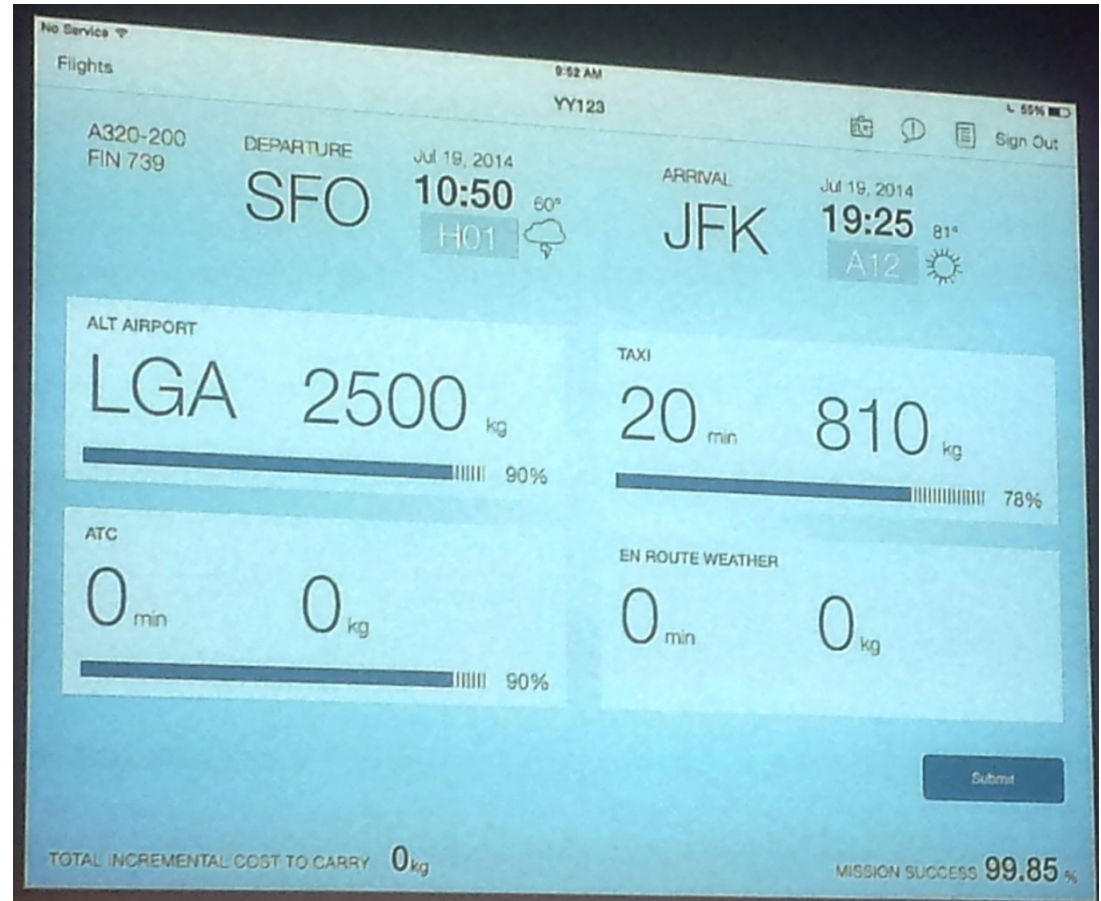




2. Mobile Applicaties: IBM Mobile First voor iOS

Mobile Applications should be WOW!

1. Solves industry pain point
2. Powered by analytics
3. Designed first for mobile
4. Empowers employees

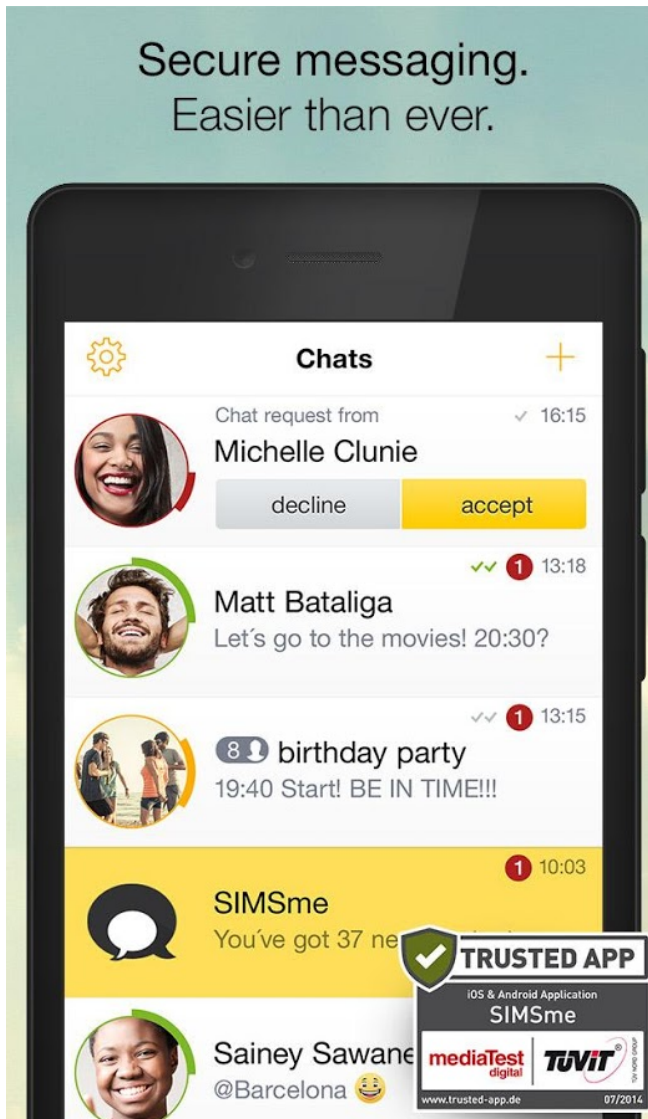


2. Mobile Applicaties: automotive industrie



2. Mobile Applicaties: Secure Messenger

Secure messaging.
Easier than ever.














3 new Enterprise features

1. A company-internal communications solution, can be integrated with company address book.
2. A special interface allows users to employ SIMSme as an authentication tool, offering a high level of security through its built-in end-to-end encryption. This can also be used to secure other applications.
3. Content channels. These give companies and institutions a simple, convenient and secure way to share news with their own customers, including news or other up-to-date information selected individually by the users themselves.

3. Mobile Network: 5G

People

Generation	Device	Specifications
<p>1G</p> 		<p>1G</p> <p>Year early 80s</p> <p>Standards AMPS, TACS</p> <p>Technology Analog</p> <p>Bandwidth –</p> <p>Data rates –</p>
<p>2G</p> 		<p>2G</p> <p>Year 1991</p> <p>Standards GSM, GPRS, EDGE</p> <p>Technology Digital</p> <p>Bandwidth Narrow Band</p> <p>Data rates < 80 - 100 Kbit/s</p> 

Generation	Device	Specifications
<p>3G</p> 		<p>3G</p> <p>Year 2001</p> <p>Standards UMTS / HSPA</p> <p>Technology digital</p> <p>Bandwidth Broad Band</p> <p>Data rates up to 2 Mbit/s</p>    
<p>4G</p> 		<p>4G</p> <p>Year 2010</p> <p>Standards LTE, LTE Advanced</p> <p>Technology digital</p> <p>Bandwidth Mobile Broad Band</p> <p>Data rates xDSL-like experience</p> <p>1 hr HD movie in 6 minutes</p>      

3. Mobile Network: 5G



Potentiële 5G requirements

- (Piek) Datasnelheid: > 1 Gb/s
- Capaciteit: x 1000
- Delay: < 1ms
- Reliability: > 99,99%
- Scalability: # devices x100

4. Mobile Security: Qualcomm Sense ID


**Introducing Qualcomm® Snapdragon Sense™ ID
3D Fingerprint Technology**

Mobile Industry's **FIRST** ultrasonic fingerprint technology

3D ultrasonic imaging

- More accurate and convenient for consumers
- More innovative and elegant industrial design options for device manufacturers
- More mobile ecosystem opportunities based on open standards

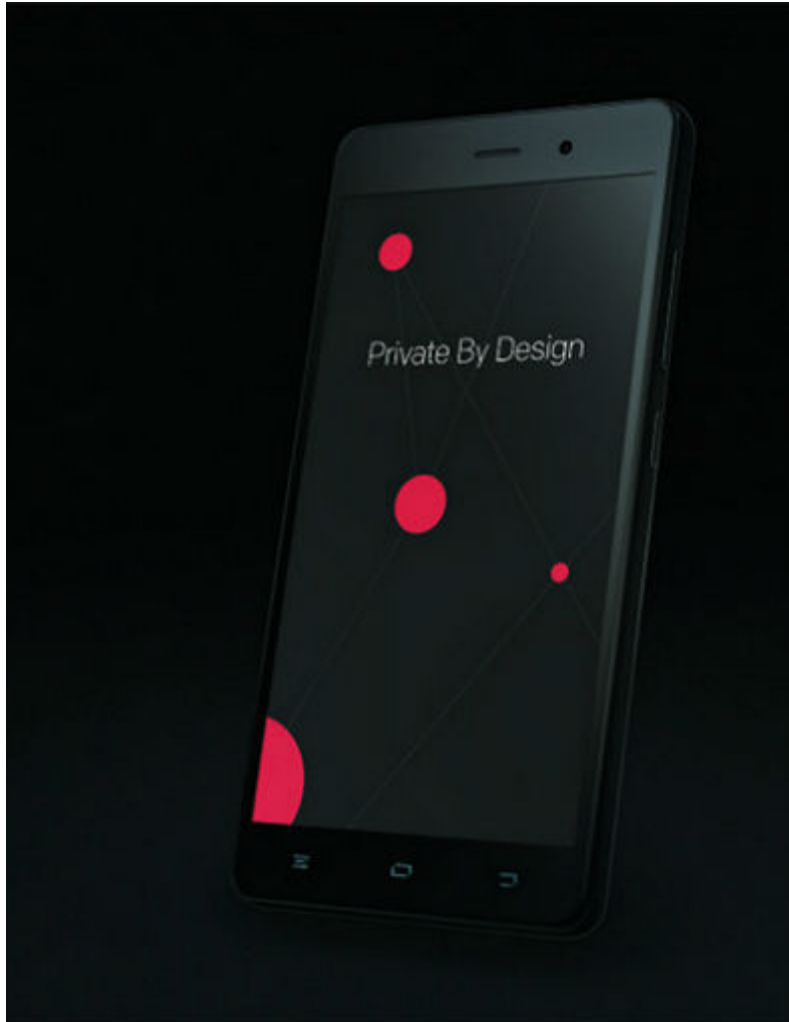
In commercial devices 2H 2015



The image shows a 3D ultrasonic fingerprint scan visualization. The fingerprint is rendered in a light blue color against a dark blue background. Three labels with white lines pointing to specific features are visible: 'Incipient Ridges' at the top, 'Minutiae points' in the middle, and 'Sweat pores' at the bottom. The fingerprint shows a clear pattern of ridges and valleys.

Qualcomm Snapdragon Sense is a product of Qualcomm Technologies, Inc.

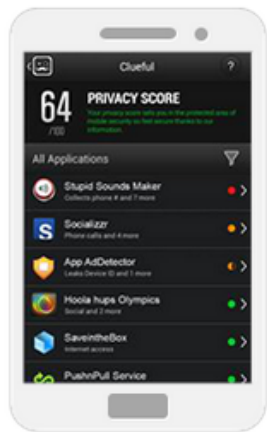
4. Mobile security: Blackphone2 en Blackphone+



- PrivateOS 1.1: Spaces
- Silent Meeting: secure conference call
- Silent Store: secure App Store
- Silent Manager: management tool

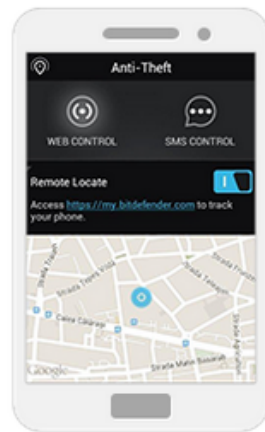
4. Mobile Security: Bitdefender for Android

Give your Android mobile devices TOTAL protection from viruses and privacy “intruders”



Privacy Advisor

Curious to see how installed apps use, and possibly abuse, your personal information and treat your PRIVACY?! The Privacy Advisor is capable of giving you detailed info as to what your installed apps are doing in the background without your knowledge.



Bitdefender Anti-Theft™

Bitdefender Mobile Security has a new Anti-theft, with web dashboard and SMS commands. The Anti-Theft module provides options to remotely locate, lock, wipe or send a message to the Android device.



App Lock

Surf the Internet and socialize without worries. Your private information cannot be seen or stolen by hackers.



WearON **NEW**

Extend Bitdefender Mobile Security to your smart watch. Use your Android Wear device to make your phone scream when it's out of sight or receive an alert when you step too far away from your phone.

Eindconclusie

