Smartphones conquer new application areas
Showcases for car drivers and TV customers

Thomas Scheerbarth, Telekom Innovation Laboratories
SMARTPHONES
The device for almost ‘everything’
SMARTPHONE USAGE
GENERAL

Smartphone market penetration

- GER (Germany)
- ITA (Italy)
- FRA (France)
- UK (United Kingdom)
- ES (Spain)
- EU5 (European Union 5)

Comparison between Oct 11 and Oct 12.
IMPORTANCE OF SMARTPHONES IN THE DAILY LIFE
SMARTPHONES ARE USED EVERYWHERE

Survey from Google 2012
IMPORTANCE OF SMARTPHONES IN THE DAILY LIFE
SMARTPHONES ARE A MULTI-ACTIVITY PORTAL

Survey from Google 2012

- **Communication**: 84%
  - Emailed (sent or read): 74%
  - Accessed a social network (e.g., updated a status message, checked messages or friends' pages): 63%

- **Stay Informed**: 52%
  - Read news on newspaper or magazine portals: 47%
  - Reviewed websites, blogs or message boards: 22%

- **Entertainment**: 90%
  - Browsed the Internet: 76%
  - Listened to music: 67%
  - Played games: 59%
  - Watched videos on a video sharing website (e.g., YouTube.com): 50%
SMARTPHONE APPs
AutoRead – A new Driver Experience
SMARTPHONES AND CARS
STATUS SYMBOLS

"Generally speaking, young people today define their status and the desire to live free, rather than communication tools such as smartphones, cell phones or tablet computers."
CHALLENGES IN TODAY'S AUTO-MOBILE WORLD
FROM THE INFOTAINMENT POINT OF VIEW

- Safety (Driver Distraction)
- Personality (My services)
- Connectivity (Always Online)
CHALLENGES IN TODAY'S AUTO-MOBILE WORLD
DRIVER DISTRACTION MUST BE AVOIDED

- Texting takes our eyes off the road for an average of 5 seconds. At 55 mph, that's driving the length of a football field - completely blind.

- Driver distraction contributes to 25 per cent of all police-reported traffic crashes.

- Behind the wheel, one text while driving equals four beers.
AUTOREAD
A CAR RELATED SMARTPHONE APPLICATION

- Read out Messages
- Special Gesture Mode
- Connected and Individual
Interaktive Serie: "Defiance" will Online-Spiel und TV verschmelzen

Test: Was taugen die günstigen Ultrabooks um 700 Euro?

Streisand-Effekt: Geheimdienst blamiert sich mit Wikipedia-Lösung

Klangerlebnis: Erfahrung schlägt Design – Kopfhörer im Test

Anwendungen: Diese Browser-Apps verraten, wie das Wetter wird

AUTOREAD
NAVIGATION DURING DRIVE – WITH GESTURES

Message will be read out
Menu control via gestures
SMARTPHONE APPs
Entertain Remote Control - A new TV Experience
ENTERTAIN
IP BASED TV FOR PRIVATE CUSTOMERS

- OVER 2 MILLION CUSTOMERS IN GERMANY
- OVER 120 TV PROGRAMS
ENTERTAIN
TECHNICAL COMPONENTS

Media Receiver / Remote Control
Router
Satellite or DSL Access
(16/26/50 Mbit/s)

EPG
VoD
ENTERTAIN
THE EVOLUTION OF REMOTE CONTROL

MR 300  MR102

2 versions in 4 years
ENTERTAIN
THE REVOLUTION OF REMOTE CONTROL

December 2012: First Version of RC as Smartphone App
ENTERTAIN
INNOVATION ASPECTS OF REMOTE CONTROL

- Speek TV station names like „arte HD“, „zdf neo“, „n-tv“
- System understands around 130 station names

- Speek Menue items
- System understands e.g. „Videoload“ or „Webradio“

- Speek control commands
- System understands e.g. „louder“, „Record“, „Next“

- Additionally to speech input all ordinary RC functions are available
ENTERTAIN
ADVANTAGE OF REMOTE CONTROL APP

- Up to 10 Smartphones can act as RC
- Voice Control
- Support of iOS and Android
- RC can be enhanced via Remote Update
ENTERTAIN
RESULTS OF A FIELD STUDY

Voice control
Base: Total; N = 83

- Often used: 43%
- Rarely used: 37%
- Never used: 19%

- For selecting channels:
  - Often: 75%
  - Rarely: 22%
  - Never: 3%

- For TV functions:
  - Often: 27%
  - Rarely: 43%
  - Never: 30%

- For selecting Entertain menu items:
  - Often: 25%
  - Rarely: 40%
  - Never: 34%

I am generally not interested in it: 75%
I encountered problems when using it: 6%
Other: 19%
ENTERTAIN
SUCCESS OF REMOTE CONTROL APP

Remote Control App
Available since 11/2012

152,028
Downloads until 04/2013
87,835
THANK YOU!

Thomas Scheerbarth
10781 Berlin
Winterfeldstr. 21

thomas.scheerbarth@telekom.de