



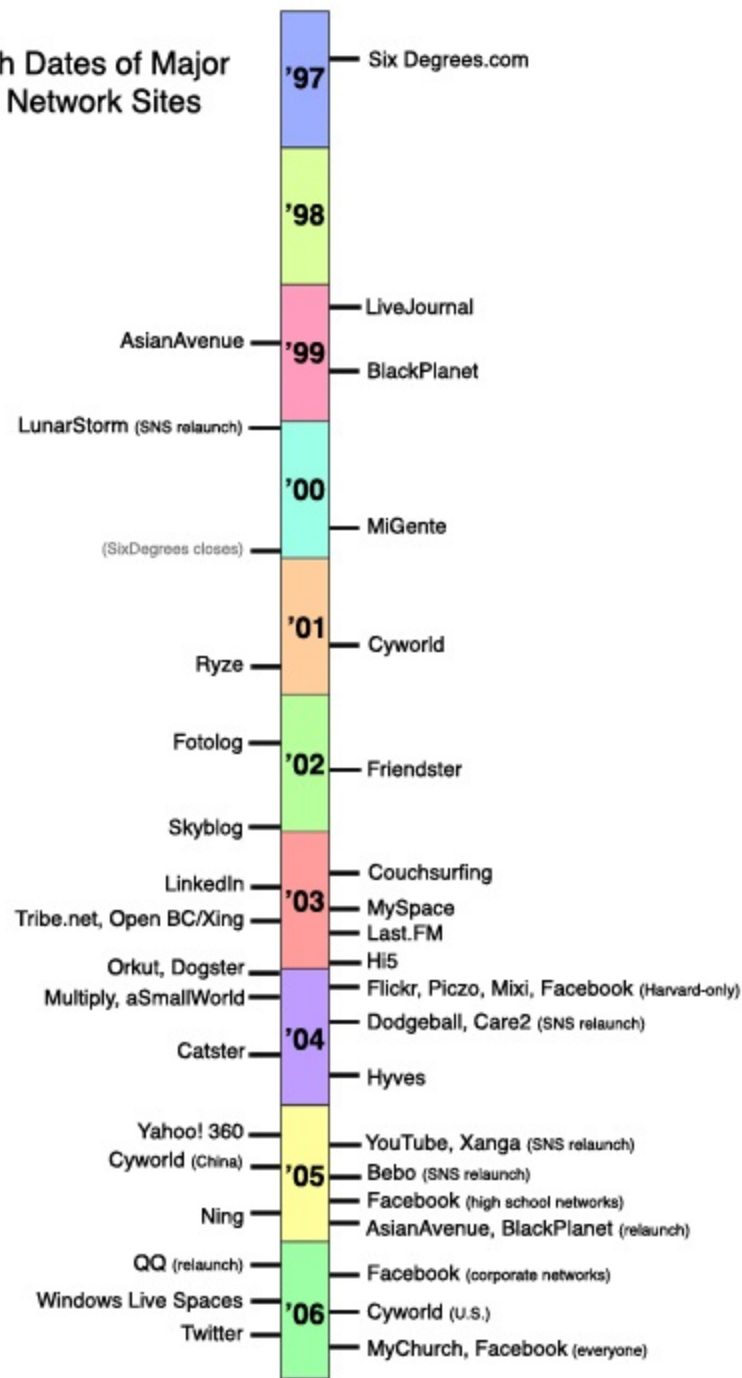
Yibo

MOBILE SOCIAL NETWORK

History

- 1st social network site launched in 1997
 - an online area where people with similar interests meet
- SixDegrees.com
- Six Degrees of separation:
the small world: if a person is one step away from each person they know and two steps away from each person who is known by one of the people they know, then everyone is an average of six "steps" away from each person on Earth.

Launch Dates of Major Social Network Sites



Social Network goes Mobile

- **Mobile Social Network** is social network where one or more individuals of similar interests or commonalities, conversing and connecting with one another using the mobile phone.
- Every online social network application is going to have a mobile component
 - Internet social networking websites such as [MySpace](#) and [Facebook](#) is to turn mobile
 - Facebook has launched a platform for operators designed to make its social networking application work better on portable devices.
 - Why?
 - advantage over the computer-based communities



Features

- In most mobile communities (mobile social network), mobile phone users can now create their own profiles, make friends, participate in chat rooms, create chat rooms, hold private conversations, share photos and videos, share blogs by using their mobile phone.
- Most of the mobile social networks seek to capitalize on location information.
- An extension of the online site

Advantages & disadvantages

- Advantages
 - More Coverage
 - Mobility
 - Save time:upload a photo to Flickr in this two- or three-minute gap while waiting for a bus
 - Other capabilities: GPS
 - ...
- Disadvantages
 - text input speed (Qwerty? 2 vs 10)
 - Screen size (Qvga, be *very* aware of image rendering speeds)
 - Bandwidth & cost (be aware of download)
 - No standards
 - ...

Types

- Web based
 - twitter
- PC based
 - IMs: AOL, ICQ, YAHOO, MSN (Windows Live)
 - Games
- Phone based
 - SMS

When users of JuiceCaster.com post pictures or video from their phones, the service will soon automatically provide information on locations where the pictures were shot.



JuiceCaster lets you meet new people, connect with friends and share your photos and videos directly from your mobile phone. Instantly update your status on Twitter and Facebook. [Learn more](#)

[Sign up free](#) ▶

[Watch a demo](#) ▶

Introducing **FLUTTER**
Free Picture Messaging for the iPhone

[Start Fluttering](#)

Username: Password:

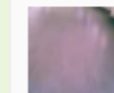
[Forgot password?](#)

 **Connect Photobucket to JuiceCaster!**

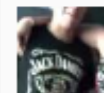


Featured Videos

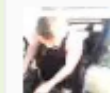
[see more >](#)



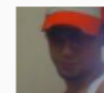
[fun ride...](#)
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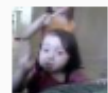
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views 416



[Starting...](#)
views 221



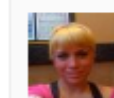
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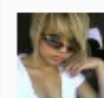
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Featured Members

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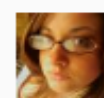
[Goofygir...](#)
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[3rtinda6...](#)
views 149



[absolute...](#)
views 84



[EllaClai...](#)
views 2349



[Romo...](#)
views 327



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My Money: **\$0.00**

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Guest's Blogcast

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Latest Blogcasts



Teddy anyone???

A Big teddy bearrrrrrrr!!! tht's all i want today!!!!!!

's Blogcast

[the1976leia](#)

3 min ago.

[More](#)



Yuhuuuu

I want homeeeeeeeeeee
's Blogcast

My Music

[+ADD](#) [X](#)

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Find a song you like:

[My Mood](#)

Dj Alpee - Cluds ReMix



By [Simon Beqq - Adelphoi...](#)

Click to preview below:



[+ Add Song](#)

Genre: [Disco House](#) | Tags:

[Next Song](#)

- Dodgeball allows users to see an up-to-date map of friends' locations, collected through the GPS available in many phones



dodgeball.com see your friends more.

Search Venues

[get started >](#)

You are in [New York City](#)

Suggestions? Bugs? Send them [here](#).

Now available in over 22 cities!

1. INVITE FRIENDS

Add friends to your online profile



GRELLAN
YOU



WESLEY
FRIEND



DAN
FRIEND

2. CHECK IN

On your phone, check in by sending a TEXT MESSAGE



TO: 36343

MSG: @Ace Bar




3. CONNECT

your friends will receive a TEXT MESSAGE on their phone with your LOCATION and TIME of check in.



 **your friends**
tell us where you are

 **fnds of fnds**
tell us where you are

 **meet crushes**
crush on people online,

 **more**
find venue locations and

- standalone wireless social networks are partnering with other sites to gain traction
- Dodgeball is talking to fellow Google property, Orkut.com, which is hugely popular in Brazil



The Orkut website interface, featuring the Orkut logo in pink and purple. Below the logo, there are three main features listed: "Connect with friends and family using scraps and instant messaging", "Discover new people through friends of friends and communities", and "Share your videos, pictures, and passions all in one place". At the bottom, there is a copyright notice: "©2008 Google - About Orkut - Safety Center - Privacy - Terms".

Mobile virtual network operator

- enable communities and organizations to set up their own branded mobile services









Home My Profile My Friends **My Sonopias** Explore & Join Create Sonopia

All Sonopias **All Sonopias** Search sonopias: Search

Browse by Category

Sort Sonopias by: **Rating** Name

| | | |
|---|--|--|
|  NWF Mobile Created Mar. 02, 2007 |  NPCA Mobile Created Mar. 02, 2007 |  Wild Turkey Mobile Created Jul. 12, 2007 |
|  AMSA Mobile Created Mar. 02, 2007 |  ODK Mobile Created Mar. 29, 2007 |  Avengers Mobile Created Jun. 15, 2007 |
|  Chicago Rush Mobile Created Sep. 19, 2007 |  Audubon Mobile Created Sep. 18, 2007 |  BNL Mobile Created Jul. 27, 2007 |

Join for FREE now
Connect, communicate and share with old and new friends
Join

Already a member?
E-mail:
Password:
Sign In

◀ Prev 1 2 3 4 5 6 7 8 9 ... Next ▶



Trends


- Everything goes mobile (Yahoo, Microsoft, Google, Facebook, MySpace)
- Flash (Adobe)
- Flash Lite (Adobe)
- Silverlight Mobile (Microsoft)
 - Enable an enhanced multimedia experience

- the world's first Microsoft-Silverlight powered user interface on a mobile device
- Developer: StepChange Group
- @ MIX 08
- Touchscreen app
- Windows Mobile 6
- Future? Symbian? Nokia?






Mobile war

- Huge market
 - 3.3 billion mobile phone subscribers around the world, a number that far surpasses the total of Internet surfers
 - Increasing fast
 - 2.3 % of the global population of mobile users
 - the penetration rate would mushroom to at least 12.5% in the next five years
 - Every site goes mobile
 - No one has gotten enough traction to go mainstream
 - Marketing campaigns
- 



The future

- **Phones have to allow for easier typing.**
 - **Carriers have to introduce more features, making mobile social networking a truly rich experience.**
 - **Mobile centric**
- 

A vertical bar on the left side of the slide, composed of several colored segments: a small pink square at the top, a grey square, a yellow square, and a long pink rectangle at the bottom.

Thank you!