

Print-to-Mobile

Extending the reach of print

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Gravure Publishing Council Conference
Naples, Florida November 17-19, 2010

Statistics



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234,000,000 people used mobile devices in Q3 2010.

- *Source: comScore MobiLens*



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58,700,000 of those were
smartphones—up 15% from Q2.

- Source: comScore MobiLens



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More undergrads now own mobile web devices than desktop computers.

- In 2009, 29% accessed the web daily from a mobile device.
- In 2010, this grew to 42.6%

*-Source: ECAR Study of Undergraduate Students and Information Technology
EDUCAUSE Center for Applied Research*



Mobile web is ramping up faster than the fixed web did.

- Today, 21% of all phones have a 3G connection.
- This is roughly the same percentage of households with dial-up in 1998.

*-Sources: Digital Nation, NTIA Research Preview, February 2010.
Internet Trends, Morgan Stanley April 2010.*



The mobile web will be larger
than the fixed web within 5
years.

- Source: Internet Trends, Morgan Stanley April 2010



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What does this mean?



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How can we connect readers?

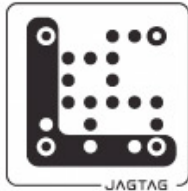


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Text/email-based services.

Best for intermittent or location placement.

- Shortcodes—“Text **DRUGSTORE** to **47624**.”



- JagTag—Take photo and text or email it.



- SpyderLynk—Take photo and text or email it.

- Pongr—Photograph image and send through text or email.

Barcode & reader-based services.

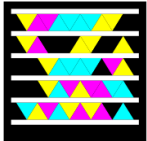



-  *Best for repetitious placement.*
Microsoft TAG
-  QR Codes
-  Datamatrix
-  EZCode

Image recognition & others.

- Mobile Augmented Reality
- Google Goggles
- hy.pr

Okay, so now what?



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Deliver Value.

- What's in it for them?
- In what context are they arriving there?
- Is it usable once they arrive?
- Is it something you would do? Enjoy?

