



Comments & Responses to Mobile Media (Smartphone) *Updates*

The following are selected comments and excerpts from responses to Enliten *Updates* on Mobile Media (Smartphones).

Todd Hallinan of Intel responded with a number of valid points, “You are right on track and media managers definitely need to get ahead of the game on this topic. We are currently running a pilot delivering training to a small group of our Field Sales on a mobile device. Mostly audio with foils, but a little bit with video.” Todd adds, “As media managers, we are gatekeepers for the content and should be an advisor of what can be put on the devices and what cannot. However, it is critical to work closely with IT, since security is a HUGE issue. It is important to know what content doesn’t put the company at risk or give a competitor an advantage if a phone is lost.” Todd continues, “I agree with your timeline, mid-2010. I believe media groups will be expected to deliver content to these mobile devices. Further, I believe ‘live’ streaming to these devices is in the near future (Intel has done this with an iPhone recently as one of our tests). If media departments ignore this, they will get behind.”

Bob Smith of Colonial Life comments, “Videoconferencing is growing and webcasting is gaining life too, but for the day-to-day traveling sales manager the ability to video conference through a Smartphone would be a vast improvement.”

Nate McQueen provides his perspective, “I’ve seen an explosion in 3G video content that is generated on, and streamed to, mobile devices. The interesting thing is that with everyone being able to produce content, this is going to overwhelm organizations that are not ready to scale their Digital Asset Management technologies and operations. While most operations implement some form of tagging, there is still a need to create a more focused and controlled taxonomy so content that is flowing in both directions can be searched and found once it is created.”

Mark Klocksinn of Schneider Electric comments, “Your timing is right-on. Smartphones will be a game-changer. I am particularly interested in your comment about ‘return video’ (“...can have field representatives send video reports back to the home office...”) and agree that now is the time to prepare, establish vendor relationships, etc.” Mark adds, “In our case, Blackberry phones are currently viewed as a critical sales productivity tool, and also as an executive perk. I, too, believe these will be ubiquitous in the Enterprise in the next year or two. And they will reach far beyond being an executive perk.”

Steve Snyder of State Farm submits that, “We are doing tests now with download & play and On-Demand streaming to various smartphones. We plan to try live streaming.” Steve adds, “Another aspect we are embracing is User Generated Content. We see everyone with a smartphone as a potential field videographer for us. We are implementing automated workflows to make it easy for a State Farm employee (to expand to consumers shortly) to contribute video content to State Farm for internal or external usage.

Kevin Campbell of Dow Corning comments, “There are also the social aspects as well. Think about smartphones and the employee population of the new media generation.

They have grown up with technology and its second nature to them. They do not know a world without computers, the web, color television, and in many cases cell phones – instant communications. Their expectations regarding communications tools are vastly different than many of us when we entered the workforce.” Kevin adds, “If your organization does not have what the individuals need, then they will find away to do it which works for them. This concept challenges the thinking of traditional communications, IT departments, and even intellectual property.

Dick Van Deusen provides his perspective, “I see subway riders staring intently at their small screen devices. But that format will never work for medical detailing or complex technical presentations. For corporate producers, everything has to be shot two ways. A simple, straightforward style for distribution via over the Web and a more elaborate, higher quality style for showing on the 60" plus 1080p/BluRay systems now so common in corporate offices, training rooms and in the homes of employees and executives. Producers already know that they are limited to talking heads for Webcasts - and remember to keep the titles in supersize type and don't pan the camera.”

Other comments and perspectives on Mobile Media:

The screen size is a detriment for effective web usage. Some web pages work reasonably well, but it does not provide a comprehensive web experience.

The small keyboard isn't for everyone. Voice recognition may help eventually.

Bandwidth (aka response time) can be slow making some web access difficult. This could/should be overcome with 4G solutions.

Battery life is still an issue, especially with greater use of color displays.

Network coverage can be spotty.

Still waiting for the 'killer application.'

iPhone security is still an issue.