Be Mobile with your NFC enabled Mobile

Dr. Wolf Heine, 10-June-08.

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Be Mobile with your Mobile.

Situation of many Professionals.

More and more people…

…are away on business, … on other reasons

…are job-related stressed; have many demands on time

…have to settle a matter while being mobile

…like to get support by mobile solutions.

simple – comfortable – secure!
Be Mobile with your Mobile.
Situation of many Tourists.

Many people...

... are away in their leisure time

... like to experience leisure time as intensive as possible

... prefer an all round no-worry package

... like to get support by mobile solutions:

simple – comfortable – secure!
Be Mobile with your Mobile.

Some Conclusions from Market Research.

From stationary to mobile solutions

Services more and more offered mobile

In the consumers’ mind:
Get anything anytime anywhere

Providers’ intention:
Feel local everywhere!
Be Mobile with your Mobile.

Questions.

The system...

...solution?
- a solution
- package of solutions

...focus?
- branch of public transport
- mobile affine branches

...consumer?
- passenger
- mobile people

...technology?
- here and now
- conceptual migration
Be Mobile with your Mobile.
Mobile Portal

Mobile Ticketing beyond Public Transport:

Mobile Client
Customer Portal
Provider Portal
Billing
Payment Interfaces
Inspector Client

Parking
Pay parking fees by mobile phone

Fairs & Events
Mobile tickets for fairs, sport events, …
Be Mobile with your NFC enabled Mobile. KatCard.

1: Activate application at tag
2: Control device starts booking procedure
3: Photo of card owner appears
4: Ticket is transferred
5: Stored ticket ready for inspection
Be Mobile with your NFC enabled Mobile. Please keep in mind.

The system... is something for real people

...visceral design!
- direct + fast evaluation
- action generating

...behavioral design!
- cognitive evaluation
- usability

...reflective design!
- thinking beyond usability
- social association

...the emotional additive!!
- generating positive emotions
- „I like myself... with this device“
Be Mobile with your NFC enabled Mobile.
Mobile Mobility Services based on UICC in the Future.
Be Mobile with your NFC enabled Mobile.
Mobile Mobility Services based on UICC in the Future.
Thank you for your attention.

Dr. Wolf Heine
Senior Consultant
T-Systems Business Services GmbH
Walddörferstr. 103, 22041 Hamburg
+49 40 6888-1611 (Tel)
+49 40 6888-1659 (Fax)
+49 170 760 6147 (Mobil)
E-Mail: wolf.heine@t-systems.com