



In case of emergency
Smartphones can do more than just dial 911

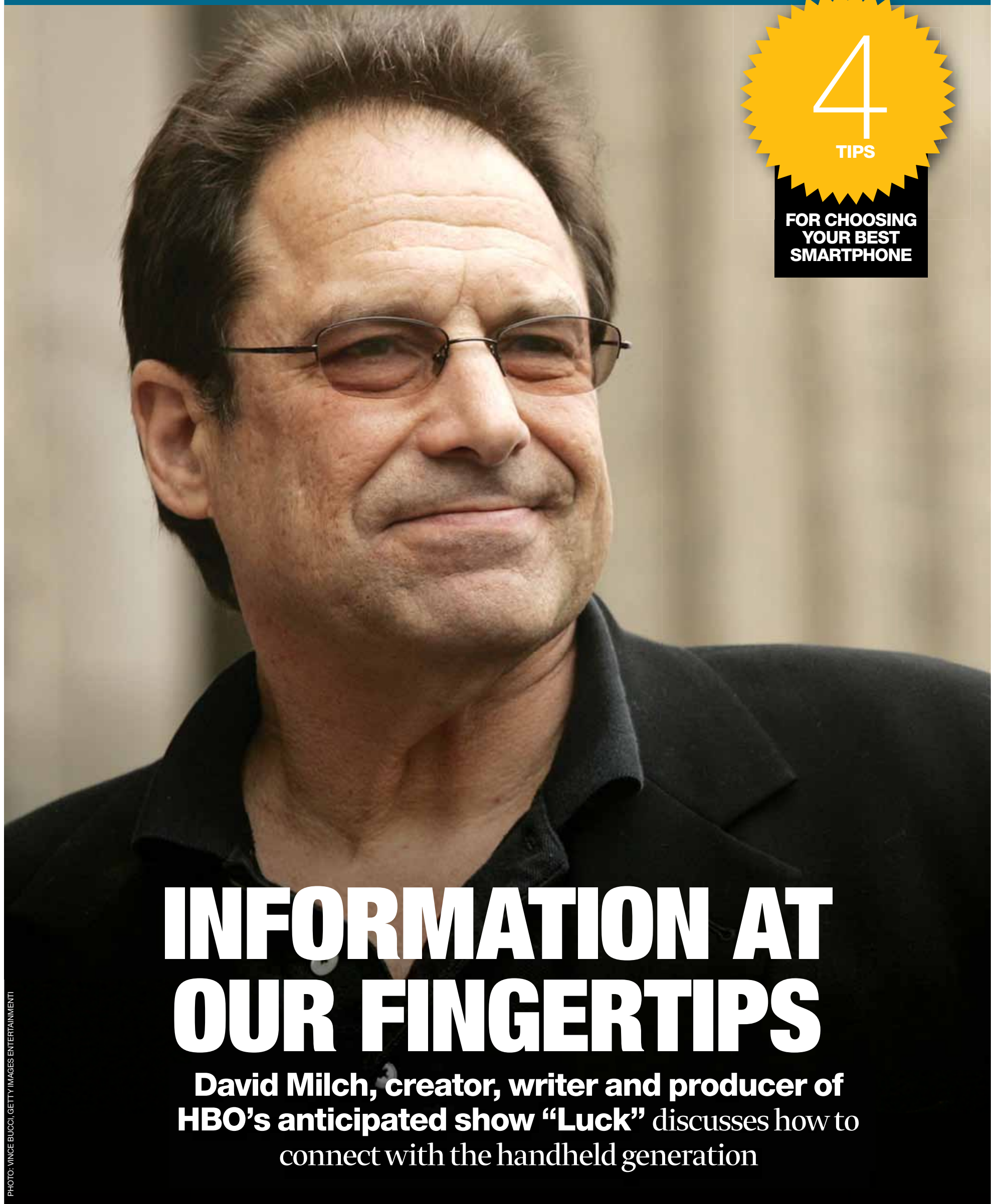


Junior's first phone
Top tips for keeping kids safe

MEDIA PLANET

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ADVANCEMENTS IN MOBILE TECHNOLOGY



4
TIPS
FOR CHOOSING YOUR BEST SMARTPHONE

INFORMATION AT OUR FINGERTIPS

David Milch, creator, writer and producer of HBO's anticipated show "Luck" discusses how to connect with the handheld generation

PHOTO: VINCE BUCCI, GETTY IMAGES ENTERTAINMENT



FILES SO FAST IT'S PRACTICALLY SCI-FI.

Find out more on page 3.

PANEL OF EXPERTS

**Sharon Cuppett**
Vice President
Marketing and Product
Management, Wi-Ex**Anne-Marie Rouse**
Director of Interactive
Services,
ADT**Bill Ogle**
Chief Marketing Officer,
Motorola Mobility**Question 1:**
Is the "PC Era" over?

The PC era may be over for consumers. But it may not be over for business users, although its market share is shrinking. Businesses are waiting for the mobiles and devices to become more "business" friendly, before they exchange their laptops. Whether due to software availability, processing power or the feel of a real keyboard, there are still certain departments in a company that will choose a PC over the tablet or mobile devices.

Not quite. PC sales are estimated to grow over the next few years and are still widely used in business environments, so they aren't going anywhere, anytime soon. The way people connect to the Internet, however, has changed. With WiFi almost everywhere, and as surfing on tablets, smart phones and other mobile devices becomes more prevalent, it's all about mobility and accessing information instantly. PCs and mobile devices will co-exist for a while as they do serve different purposes.

Yes, I think it is. We've heard over and over that people would rather lose their keys than their mobile phone. That says a lot. And it's because the mobile phone has become the central hub of our digital life. We are at the point where wireless has become ubiquitous, and people expect access to their docs, photos, videos, email and music from their devices—whenever, wherever. PCs have become just a part of the overall network of connected devices—one that can be left behind.

Question 2:
In what ways has your mobile device improved your personal life?

It makes my life more enjoyable. Communication is easier—whether texting, talking or emailing. In addition to making it easier to stay in touch with loved ones, using a smartphone on the go allows me to be more efficient and saves me time and money. The apps are amazing—whether scanning barcodes or dropping my landline to save money, mapping addresses to save time or checking reviews for restaurants, the smartphone makes my life more enjoyable.

It's made it easier! Thanks to mobile apps, no matter where I am I can find the nearest retail store, restaurant or movie theater in seconds. I can stay connected with family and friends 24/7. With built-in cameras, I can capture precious moments on the fly and share them instantly. With my mobile security app, I can even turn my security system on or off, adjust the lighting or temperature in my home and check on the kids.

My phone is a huge part of my personal life—it's my lifeline. I'm checking the news in line at Starbucks, making a dinner reservation while watching a game or catching up with friends and family on the way home (hands-free of course). And my wife is ecstatic that I can get turn-by-turn directions to wherever we are driving. This means we don't argue in the car anymore because I never get lost—win-win!

Question 3:
In what ways has your mobile device improved your professional life?

Some people say the smartphone has tethered them to work. I feel just the opposite. As a teleworker, I feel the mobile has freed me. I no longer wait for calls or emails in the office. I can approve a purchase order or answer an email while in line at the bank. I can also listen to emails (text to voice app) while exercising. This "away from the office" availability works great when dealing across time zones.

It has changed the way I do my job and significantly improved my productivity. Now I can take meetings from anywhere, check email, send and receive files on the go, and even use virtual airline tickets with no worry of misplacing a paper ticket. I can rest assured that everything is fine at home when I am traveling on business because I can use my mobile security app to log in to my home and check everything out.

I can't remember a time when my mobile device was not critical to my workday. I haven't had to take my laptop out of the office in two years. My DROID 3 is a world phone with a full keyboard. No more lugging around heavy devices. No more waiting until I get to my PC to edit documents. No more worrying about being connected—whether in Beijing or London.

Question 4:
What does the future hold for mobile technology?

Better apps that increase the usability of the devices. The apps will push valuable "individual" information to the user—they'll go beyond "there is a police speed trap a mile up the road," (I love that app.) On the input side, voice recognition and translating from text will get better. Also, there will be a huge increase in machine to machine (M2M) use, beyond the current uses like remotely starting your car or opening your front door for a repairman.

We will continue to see an increasing array of mobile apps that can do anything from checking your vital stats to calling an ambulance for you if you are in accident. Users will depend more and more on these devices and they will evolve to fill the bill. With that, more and more personal information will be stored on mobile devices, which may increase privacy concerns and the need for enhanced security such as biometrics or voice-activated security.

I see our home and mobile lives converging. Devices will connect and communicate with each other seamlessly. Your content will exist in one place—but will be accessible from your smartphone, tablet, TV or PC—from wherever you are. The stage is set, and I am more confident than ever that Motorola products will be leading the way.

NEWS

BEHIND-THE-WHEEL TECHNOLOGY**What role do smartphones play in the automobile industry?**

Smartphones continue to surge as the connected device of choice, with some industry analysts estimating sales will exceed those of PCs in 2012. What makes this stat compelling for automakers is the growing number of these owners who regularly use their devices while in the car. Recent reports have been as high as 86 percent. Ford wants drivers to keep their hands on the wheel and eyes on the road at all times, which is why Ford uses the most advanced hands-free voice-activated technologies in the industry to connect drivers with their devices while in the car. The marriage of smartphone and car is inevitable—and happening now. Automakers that embrace this union and develop smart ways for the two to communicate with each other will lead the next evolution of the driving experience.

People's personal and professional lives are increasingly shifting toward mobile technology. What have you created to address these increased demands?

Mobile device users expect full functionality no matter where they are. Ford SYNC® is our Bluetooth®-enabled in-car con-

nectivity system that allows Ford owners to seamlessly connect to their mobile devices while in the car so they can make hands-free calls, control music, access cloud-based services, hear text messages and much more using voice commands. We have also developed a hands-free connection to the exploding world of apps that live on your smartphone with SYNC® AppLink™.

What is the future of this technology?

The SYNC platform and app ecosystem offers up virtually unlimited opportunities to add more customer convenience to the driving experience. We envision a mash-up of data and apps that can produce a new dimension of connectivity, knowledge, productivity and community to drivers. What's unique about the Ford approach is that we have created an agnostic platform that allows us to invite the crowd—from successful industry outsiders to individual app developers—to join us in shaping the next frontier of in-car connectivity. It's an open-innovation business model that oozes endless possibilities.

JULIUS MARCHWICKI

Product Manager

SYNC® AppLink™, Ford Motor Company
editorial@mediaplanet.com**Safeguard your smartphone****Today's mobile devices are like pocket computers, as they can perform many of the same tasks as your PC or Mac—including accessing email, browsing the web and playing games, music and TV shows.**

In fact, they can do things your computer probably cannot, such as taking pictures, shooting video and providing GPS navigation.

Smartphones are also great for getting work done as there are powerful word processors, spreadsheet tools, presentation software, voice recorders and calendars, to name a few productivity applications.

So with all this data you're likely carrying around, it's important to protect it from falling into the wrong hands.

Shield your device—and thus, yourself—from scams, viruses and identity theft with these following smartphone safety tips.

Back it up

The first line of defense is to back up your smartphone regularly in case it's lost, stolen or compromised. The easiest and least expensive way to do it is to connect the smartphone to a computer, via USB cable or wireless Bluetooth, and synchronize the data between the two devices. Should you need a new smartphone, all the info will be copied back onto the new device.

There are also many "cloud" services that can wirelessly back up your contacts and other information to a password-protected website.

Lock it out

Speaking of passwords, ensure you've set up a 4-digit PIN (personal identification number) to use your smartphone—and don't use 0000, 1111 or 1234 or any other numbers easy to guess. Sure, a PIN is a bit inconvenient, but you'll get used to it quickly and will be thankful if you can't find your mobile phone.

"Take it to the second and third level by using password protection on any applications that contain personal or confidential information," advises Chris Stier, managing director for NetQin Mobile, one of the world's leading mobile security providers with roughly 10 million registered users. For example, those who do mobile banking on their phone should create a password that's at least seven characters long and contains letters, numbers and symbols.

Software protection

"Threats like malware, hacking and spamming have always existed for traditional PCs, but a smartphone attack can be even more damaging," cautions Stier. "You likely have personal and business information stored on it, personal conversations and messages that can be recorded and your location can be also tracked."

As such, software to protect against

malware (malicious software) is "critical" for a mobile device today, says Stier.

Remote control

If your smartphone is lost or stolen, there are free mapping tools to remotely track the GPS-enabled device on a computer, smartphone or tablet. Note: if your phone was stolen it is recommended to give this info to authorities rather than you trying to retrieve it.

These same tools, such as Apple's Find My iPhone and BlackBerry Protect, can also remotely wipe the smartphone clean, making it ring loudly (if, say, left under the cushions) or display a message on the screen (such as "Please call me").

You need to set up these tracking apps ahead of time, so be sure to do that before it's too late.

Check your statement

Finally, it's recommended to check your monthly statement carefully for suspicious calls and SMS (text messaging) charges.

"Comb through your bill closely because you might find charges made without your consent," says Stier. "If you find any, contact your carrier immediately to dispute the charges and they'll identify the company or service for you."

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