



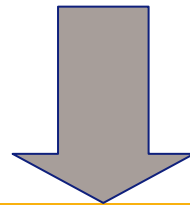
Frank Elter

Senior Strategy Advisor / Doctor Oecon

Trends

Speech is and will continue to be the most important mobile service

Mobile telephone = speech (sms)



Data terminal = information sharing and management

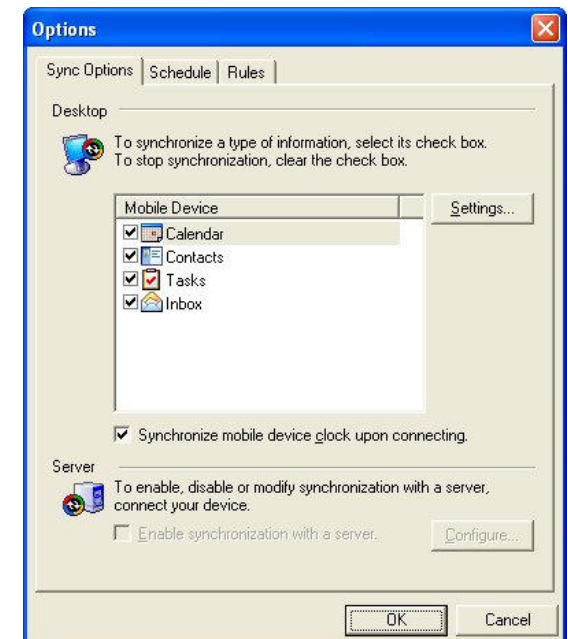
PC software is offered for mobile terminals

The image displays a collage of various PC software interfaces, illustrating the concept of PC software being offered for mobile terminals. The interfaces shown include:

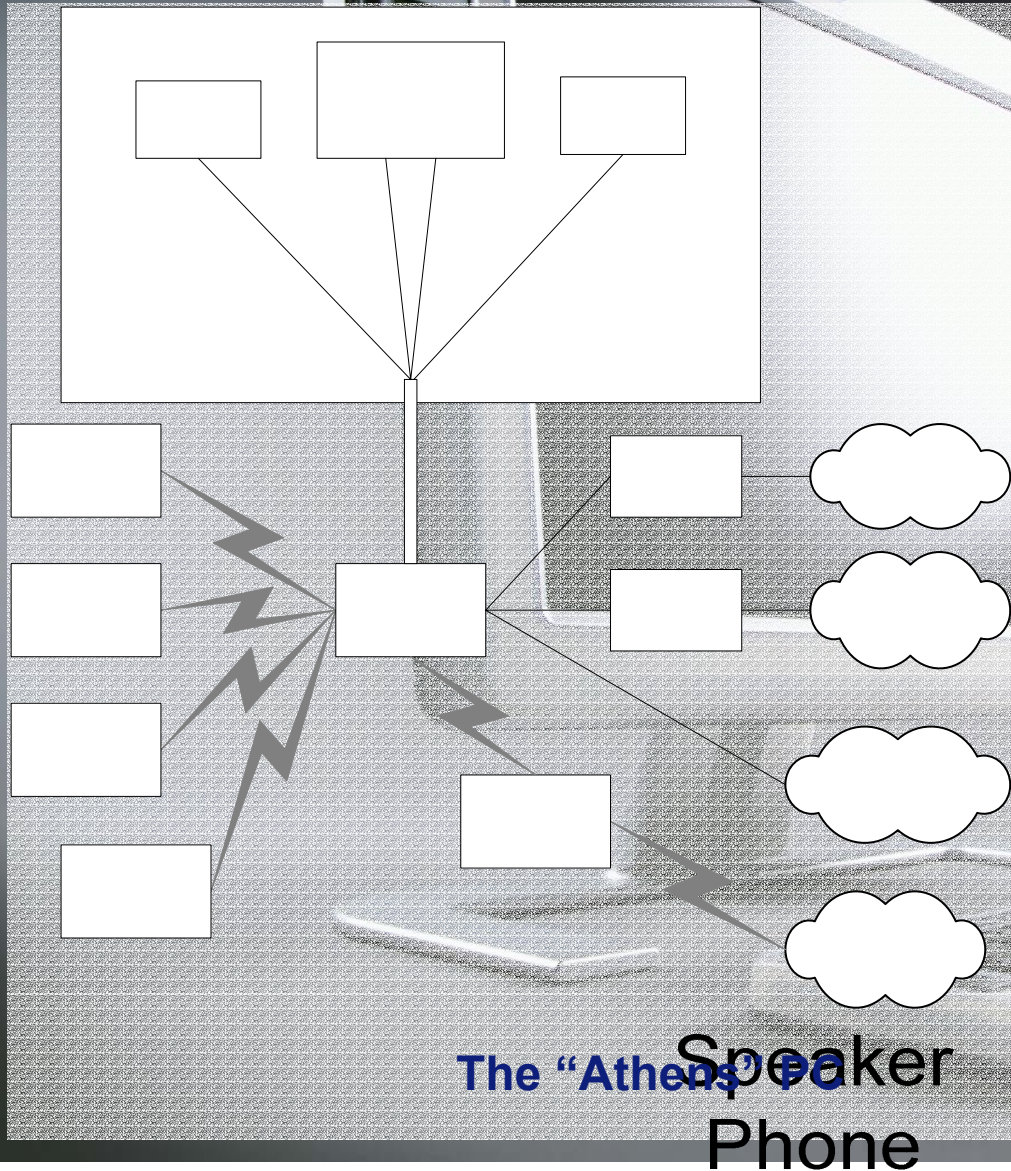
- Windows Media Player 9 Series:** A music player window showing "Nature Boy - Miles Davis - 128 kbp" is playing. The interface includes playback controls and a playlist.
- Windows Explorer (Pictures):** A window showing a folder named "My Pictures" with several image thumbnails, including "Moon", "p-61_029", "A-90", "Bird of Prey(LISA)", "Grumman%20...", "Boxer1", and "Greek_27".
- Windows Start Menu:** A Start menu for "Wednesday, June 11, 2003" at 11:49. It lists tasks such as "Tap here to set owner information", "Tomorrow: Meet w Jay 10:30AM-11:30AM", "No unread messages", and "No tasks".
- Calendar:** A calendar view for June 2003, showing the date "6" (Wednesday) highlighted. The calendar grid includes days from 4 to 12.
- News Article:** A snippet from a news article titled "Casting Their Spell" with a photo of a basketball player in a purple jersey with "USA" on the back. The text reads: "They finished fifth out West, but the Lakers own a mental edge over much of the league. Still, these NBA Favorites have many L.A.".

The collage also shows various system icons and toolbars, such as the "Tools" bar at the bottom of the Explorer window and the "New Tools" bar at the bottom of the calendar window.

Multiple communication interfaces on terminals



New services most likely utilize multiple types of terminals, which demand complex interplay between technology and actors



Monitor



Contributing factors in service development

