

The Growing Importance of Smart Phones

It's a fact – smart phone use is growing rapidly, and because of functionality, represents the new frontier for accessing the Internet and World Wide Web. There are even some pundits who believe that mobile phones may someday overtake desktop computers for personal use.

Sound improbable? We have a few statistics that might help convince you. We've assembled them from comScore, Inc., a global leader in measuring the digital world and preferred source of digital business analytics:

- For a 3-month period ending August 2010, 60% of smart phone users downloaded applications on their phones, compared with 39% of regular mobile phones.
- Even though smart phones make up less than 25% of the U.S. mobile market, by August 2010 their users represented the majority of mobile content consumers. The content most accessed was weather (43%), maps (35%), social networking (31%), search (18%) and news (18%).
- In November 2010, 61.5 million people in the United States owned smart phones, up 10% from the preceding three months.
- In July 2011, the top three search sites were Google (182.3 million visitors), Yahoo! (177.6 million), Microsoft (174.3 million).

These statistics support a 2009 study by The Nielsen Company that found an escalating rate of smart phone use among American wireless subscribers: 14% at the end of 2008; 19% in Q3 2009 and 21% in Q4 2009. According to Roger Entner,

Senior Vice President of Research and Insights in Nielsen's Telecom Practice, the study findings indicated that in 2009, the United States was "at the beginning of a new wireless era where smart phones will become the standard device consumers will use to connect to friends, the Internet and the world at large." The Nielsen study concluded that "by the end of 2011, Nielsen expects more smart phones in the U.S. than feature phones."

Comparing mobile devices to personal computers, it has been estimated that there are almost five times more mobile devices in use than personal computers. Unlike spam messages sent to desktop computers, text messages have a 95% read-rate and are read almost immediately (in an average of four minutes).

Mobile content

For the last decade, mobile content – any type of media viewed or used on mobile phones – has become increasingly important worldwide. Mobile content includes ring tones, games, movies, video, images, GPS navigation, and applications or apps that perform a variety of functions. Smart phone users can send and receive messages and photographs, make appointments, redeem coupons, get driving instructions, check in for flights and view web sites while on-the-go.

South Koreans are the world leaders in mobile content, followed by the Japanese and Europeans. Mobile content use in the United States and Canada has lagged behind other countries, though large corporations



Idea Corner

Mobclix, a real-time bidding mobile ad exchange network for the mobile industry, recently published an overview of mobile app usage based on data collected from its iOS and Android users in June 2011. Here are some of the findings:

- **Time of day** when users are most active: 22% of iPhone users spent the majority of time on apps in the late afternoon (between 4 and 6 pm); while 24% of Android users and 38% of iPad users spent the majority of time between 9 and 11 pm.
- **Day of week** when users are most active: Overall app usage is highest during the weekends – Saturday and Sunday account for 38% of usage.
- **When users engage with ads:** 34% of iPhone users, 21% of Android users and 36% of iPad users are most engaged with ads between 9 and 11 am.

Mobclix also reported that for in-app advertising impressions, Android devices had the edge over iPhone (49.3% versus 43.6%) in the United States. In Canada, the findings were reversed – 66.4% iPhone versus 24.9% Android devices.

have been quick to adopt mobile sites. Here are some of the top mobile sites of 2007: Amazon Anywhere, eBay Mobile, Facebook for iPhone, Fandango Mobile, Flickr Mobile, National Weather Service Mobile, Netflix Mobile, Orbitz Mobile Flight Status.

QR codes and mobile content

A quick response (QR) code is a two-dimensional (2D) graphical representation of information. That information could be a page on a web site or a myriad of other things – V-card, e-mail address, You Tube video, SMS message.

Developed in 1994 by the Japanese manufacturer Denso-Wave, the first use of QR codes was inventory tracking of vehicle parts. Early on Denso-Wave, who holds the patent and name trademark, freely shared the code specification, allowing others to expand the use of QR codes to other applications. The specifications for QR codes were adopted as ISO standard 18004 in 2000.

When they appear on business cards, brochures, post cards or other printed material, QR codes make the printed piece interactive for smart phone users. This has potential application for marketing and advertising.

- Display text: send information to a mobile phone. Example information is a coupon, a promotional announcement, or a location.
- Initiate e-mail: send an e-mail that is prepopulated with text.
- Initiate an SMS message: display a message with an instruction or suggestion for action.

- Initiate a browser session: link directly to a specific web site home page, and track who visits the site and what they do while there.
- Initiate a download of an audio file or video stream: provide information or entertainment directly to the mobile phone handset.

Mobile content goes local

Local businesses and organizations are just now beginning to understand the benefits of mobile content as a sales and marketing tool. Here are some ways to use QR codes to reach smart phone users:

Restaurants and bars

QR code placement: menus, table tents, business cards

Mobile content: ingredient or nutrition information, take-out menu, daily special, coupon or other promotional item, wine pairings, request to add to mail list

Retail Establishments

QR code placement: window sign, direct mail piece, printed collateral, in-store displays

Mobile content: hours of operation, additional product information, product specification sheet, warranty, request to add to mail list

Manufacturing

QR code placement: product packaging, print collateral

Mobile content: assembly instructions, product registration, product warning, product specifications, warranty, instructional video

Fundraisers and Special Events

QR code placement: direct mail piece, brochures, pre-event signage

Mobile content: event description, event registration, sponsor signup form, opt-in e-mail for use during event, request to add to mail list

Trade Shows and Job Fairs

QR code placement: business cards, booth graphics, event invitation, print collateral

Mobile content: company description and history, scope of products and services, employee benefits, current job openings

Agriculture

QR code placement: plant product label

Mobile content: scientific name, planting instructions, growing season, growing conditions, pest and disease control

QR code and the desktop web site

Smart phone users can use a QR code or type a URL into a browser to reach a page on a web site. But if the QR code or URL leads to a desktop web site, the experience will not be very satisfying. Here's why:

- Small screen size: screen sizes range of 2.5 to 3.5 inches wide compared to a minimum of 14 inches for a computer monitor. This makes it very difficult to see text and graphics formatted for a desktop web site.
- Page display: a desktop web site allows for more than one window to be open at a time, which means a single click can return a visitor to a previous page. Mobile devices display one page at a

time and they can only be viewed in the sequence they were originally accessed.

- Navigation: mobile devices primarily use scrolling for navigation; there is no pointer to click.
- Lack of access to some desktop site pages: many mobile devices cannot access pages with a secure connection.
- Speed: on many mobile devices, service speed is slow which means graphics-heavy desktop site pages may be very slow to load.

Is it time for a mobile web site?

Mobile content, already established worldwide, is growing rapidly in the United States. No longer just for large national companies, local businesses, organizations and non-profits are finding successful ways to provide information or engage in sales and marketing activities using mobile content. Though desktop web sites will display on mobile devices, it is much more effective to engage the viewer with a mobile web site. It may surprise you to learn that a basic mobile web site is much easier to build than a desktop site and therefore can be practical for even a temporary use (like promoting a fundraising event or a sustaining member campaign). If you would like to explore the possibilities of establishing a mobile web site, contact us at info@ppgj.com. We can demonstrate how your desktop site looks on a smart phone and also show you how much better information can be on a mobile site. Call us now for an appointment - 970-245-1294.

Vocabulary

2D code: a two-dimensional barcode; the dimensions are horizontal and vertical. 2D codes can store up to 7,089 characters, as contrasted with 1-dimensional barcodes that store 20 characters.

Mobile 2.0: the next generation of services that integrate the social web with the core aspects of mobility – personal, localized, always-on and ever-present. Mobile 2.0 is still being developed.

Mobile browser: a web browser used on a mobile device. Mobile browsers are optimized to display Web content effectively on small screens. Also called microbrowser, minibrowser or wireless Internet browser.

Mobile consumer touch points: talking, texting, capturing, sending, listening and viewing.

Opera mini browser: a popular browser for phone and iPhone.

QR code: an acronym for Quick Response; a two-dimensional barcode symbology that is the world's most widely adopted open standard.

SMS: an acronym for short message service, the method of sending text via a mobile phone or other mobile communication device. SMS is the most widely used data application in the world.

Touch interface: a way to communicate by touch with consumer devices such as video displays and mobile devices. Single touch (touching in one location) has been integrated into many devices. Multi-touch (touching in 3+ locations) is required to enable pinch-to-zoom.

WAP: an acronym for Wireless Application Protocol, a technical standard for accessing information over a mobile wireless network.

WAP browser: a microbrowser technology for mobile devices.

W3C: an acronym for Worldwide Web Consortium, developing protocols and guidelines that ensure long-term growth for the Web. W3C's standards define key parts of what makes the World Wide Web work. W3C is led by Tim Bernes-Lee, inventor of the World Wide Web.

World Wide Web (www or simply Web): an information space in which the items of interest, referred to as resources, are identified by global identifiers called Uniform Resource Identifiers (URI).

Q&A What are the benefits of mobile media?

The construct for understanding the importance of mobile media was developed by Tomi T. Ahonen, an independent consultant and recognized expert in the converging areas of mobile telecoms, Internet and media. He identified six stages of mass media (print, recordings, cinema, radio, television, Internet) then added a seventh: mobile

phones. Each media has its own content type, creative artists and technicians and business model. Tomi and others in the field then identified eight benefits of mobile media that distinguish it from the other six. Mobile...

- is the first personal mass media
- is permanently carried
- is always on

- has a built-in payment mechanism
- is available at the point of creative inspiration
- has the most accurate audience measurement
- captures the social context of media consumption
- allows augmented reality to be used in media

May I have a word?



Randy Greathouse
General Manager

Recently I came across some interesting statistics about how we are now using smart phones. The Pew Research Center's Internet and America Life Project 2010 Tracking Survey reports that the number of

times we access the Internet daily from smart phones has almost doubled in the last year. Based on the fact that 20% of all consumers used their phones to browse and research products, and 37% of all smart phone users made a purchase on their phones in the last six months, and that mobile commerce tripled in the United States in 2009 to \$1.2 billion, ABI Research is projecting that by 2015, \$119 billion in goods and services will be purchased via mobile phone. Are you planning to benefit from this surge in mobile phone commerce? If so, your business will need a mobile web site. We are happy to report that we now offer mobile web site services and can put one together for you in less time than you might think. The cost for a basic site is reasonable; extra pages can be added as you need them, and you'll be presenting your business or organization effectively on mobile phones. Don't hesitate – call us today for a free demonstration of what we mean.

It is not too early to starting thinking about designing and printing your holiday invitations and cards.

Our graphic designers can assist you in creating a personal greeting on an invitation for you and your family, or for your business, that will add a festive flair to your party or event. We have samples available if you need ideas on layout, wording or design.

Proofs are provided on your custom printing and you

may see a color proof or request that the proof be emailed for your convenience.

If you don't need a custom design, our catalogs have a large selection of traditional and contemporary, personal and business, holiday and Christmas cards that can be ordered with your imprint.

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Tips & Tricks

Designing a mobile web site is very different than designing a desktop site. Here are some tips to keep in mind for mobile sites:

- Keep the site clean and simple. Because there are so many different mobile devices with varying screen sizes, it isn't practical to include a lot of design in the site. Keep pages clean and simple so they will display well regardless of the viewer devices.
- Place important information at the top of the page. Browsing a mobile site is more difficult than a

desktop site, so put the information you don't want visitors to overlook at the top of each page.

- Offer radio buttons and lists. Rather than asking visitors to enter text in a mobile device, add radio buttons and lists that provide direct links.
- Provide a back button. Some mobile devices lack back buttons, so provide them.
- Keep page size small. The maximum page size for a mobile page is only 20 kilobytes. Focus on great content rather than design graphics.



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