

UT messan 2014



4G straumar og stefnur

Harald Petursson
Viðskiptapróun Nova

The Mobile Economy

1982

68.602

Unique Subscribers

68.602

Connections

0

Broadband connections

0

LTE connections



1993

35.699.140

Unique Subscribers

35.699.140

Connections

0

Broadband connections

0

LTE connections



2003

984.327.608

Unique Subscribers

1.254.286.375

Connections

1.897.065

Broadband connections

0

LTE connections



2006

1.698.000.729

Unique Subscribers

2.505.743.441

Connections

40.964.678

Broadband connections

0

LTE connections



2007

1.891.190.971

Unique Subscribers

2.916.550.729

Connections

71.947.673

Broadband connections

0

LTE connections



2008

2.286.064.567

Unique Subscribers

3.915.426.688

Connections

207.683.196

Broadband connections

0

LTE connections



2011

2.951.406.276

Unique Subscribers

5.978.003.164

Connections

958.228.365

Broadband connections

8.486.093

LTE connections



TODAY

3.268.658.792

Unique Subscribers

6.964.102.156

Connections

1.780.308.967

Broadband connections

83.143.409

LTE connections



Mobile operators are

CONNECTING THE WORLD'S
POPULATION TO THE INTERNET

Mobile health

- 2013: 8,3% Adults worldwide have diabetes (382 milljónir)

Ef fram heldur sem horfir verða 592 milljónir manna með sykursýki árið 2030.

Farsíminn verður helsta vopnið í baráttunni

Mobile health

Hvernig var dagurinn minn 😊

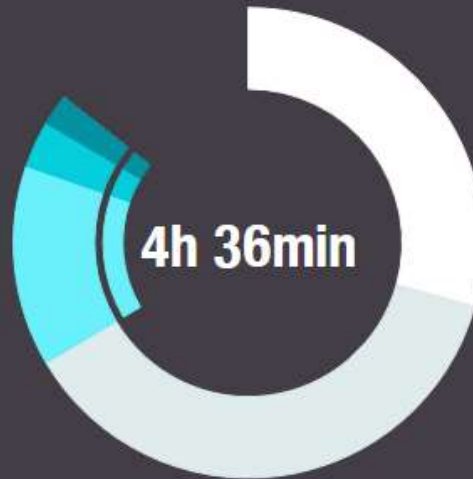
Harald Petursson



ACTIVITY OVERVIEW



ACTIVE TIME



SUMMARY

- 4 hours 36 minutes active time tracked
- 10868 steps counted
- 2506 kilocalories burned
- 1 inactivity alerts
- 7 hours 8 minutes sleep last night

Wearables tech

WEARABLE TECH | THE NEXT MEGATREND



82%

OF USERS BELIEVE
WEARABLE TECH HAS
ENHANCED
THEIR LIVES



iWatch 2014



iWatch 2014



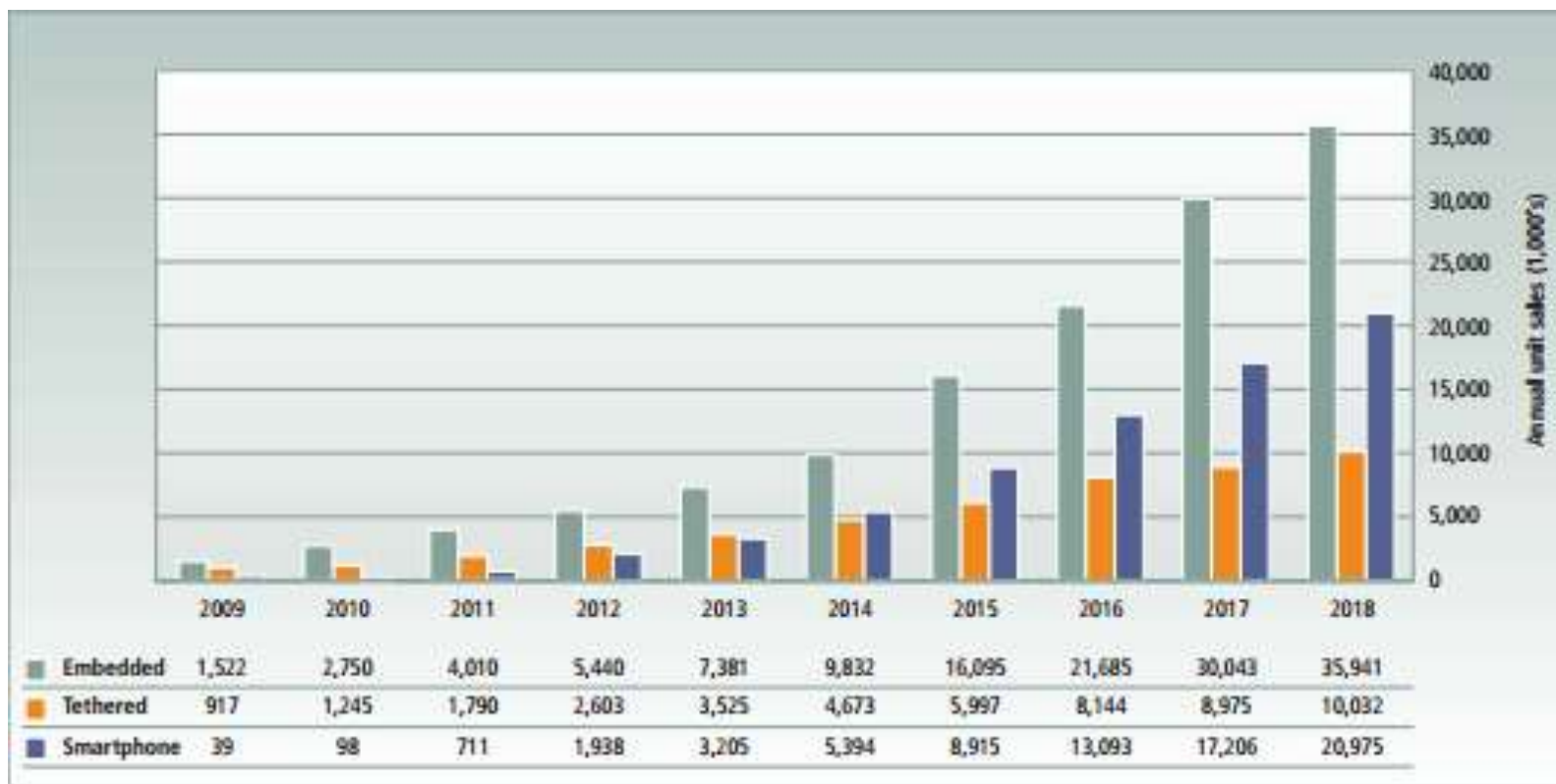
Connected cars



Connected cars

2018: 31% allra bíla nettengdir

2025: Allir bílar nettengdir



Curved TV/Mobile



Mobile Data umferð 11 faldast á næstu 5 árum

Global Mobile Data Traffic Growth / Top-Line

Global Mobile Data Traffic will Increase Nearly 11-Fold from 2013–2018

61% CAGR 2013-2018



Source: Cisco VNI Global Mobile Data Traffic Forecast, 2013–2018

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Fyrir og eftir 3G byltinguna

Snjallsíma- og spjaldtölvuvæðing



Páfinn predikar í Vatikaninu
2005



Páfinn predikar í Vatikaninu
2013

ME ME ME Generation



SELFIE



Takk fyrir.