

# Industrisamarbete inom Mobile Life

Me

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IDI at SICS

# Agenda

Background - mobile 2.0  
Work Process  
Industry uptake

# Mobile 2.0

domain project

one-bit applications

enabling end users to create advanced mobile  
apps/services

# Workshop

Sony Ericsson  
Ericsson Research  
Telia Sonera  
Stockholm City

# Two Mobile Applications

Portrait Catalog  
GeoChat

# GeoChat

map based chat application  
create and join chat rooms at geographical  
locations of interest  
chat about things relevant to that location

# Portrait Catalog

mobile app for collecting portraits of friends

collect portraits

send portraits to friends over bluetooth

received portraits cannot be forwarded

added value

photos that you have in your catalog have  
been sent by the creator of the photo, face-  
to-face

# Working at Sony Ericsson

Experience of work flows inside a company  
experienced interaction + graphics designers

Resulting apps more polished than if produced  
at "home"

# GeoChat & co

[labs.ericsson.com](http://labs.ericsson.com)

Stockholm City

# Portrait Catalog & co

Stockholm City – Ung08  
Storytelling – PC to create buzz

# Summary

Mobile 2.0

Workshop

GeoChat & Portrait Catalog

Sony Ericsson internship

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Stockholm City