

# A mobil éve

## 2016 (is)

Szabó Ákos, akos@enbrite.ly

Hotel Helia, Budapest  
2016. március 3.

Az élmény mobilon érkezik!



2016





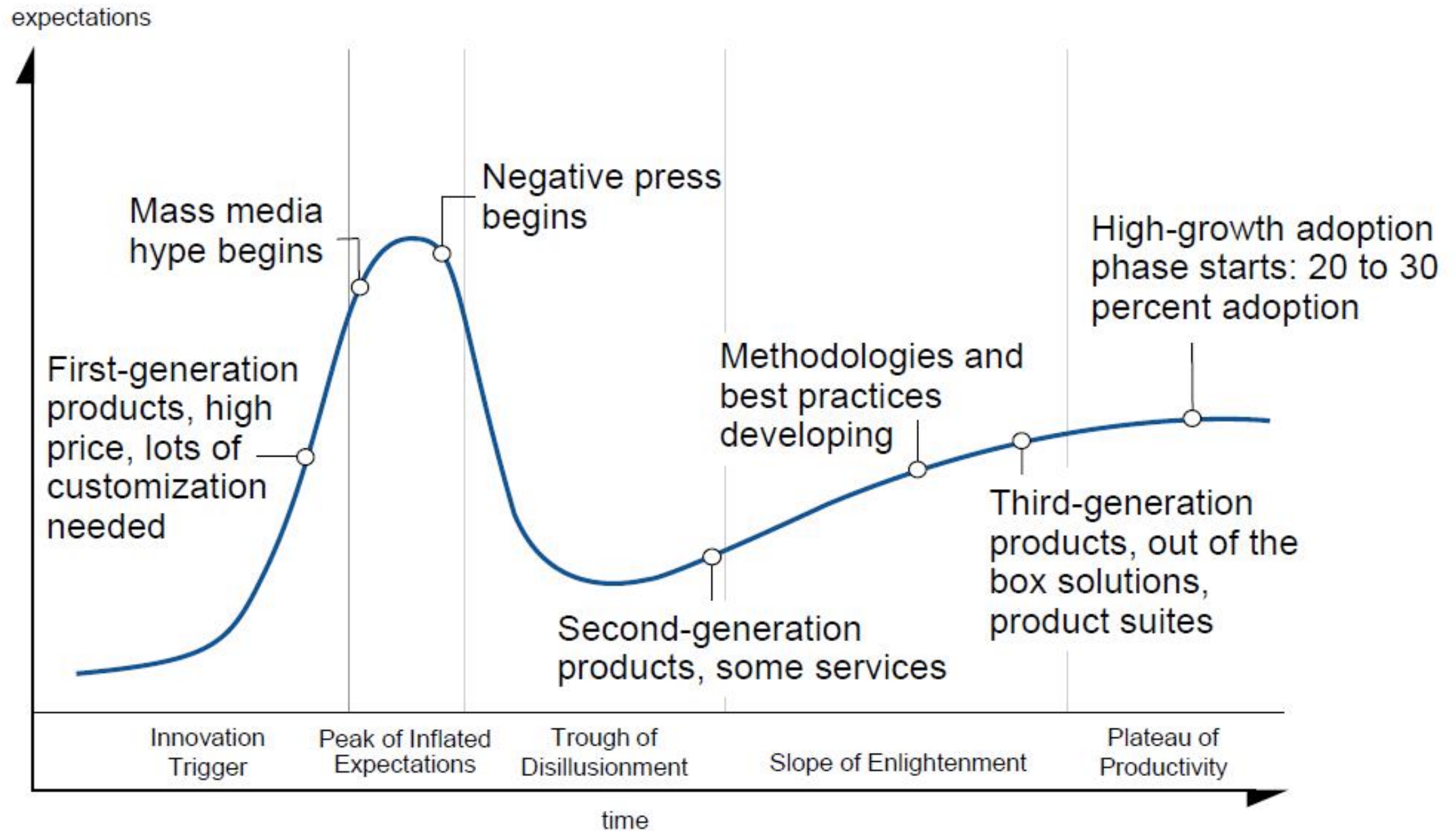
1990







# The Hype Cycle of Innovation



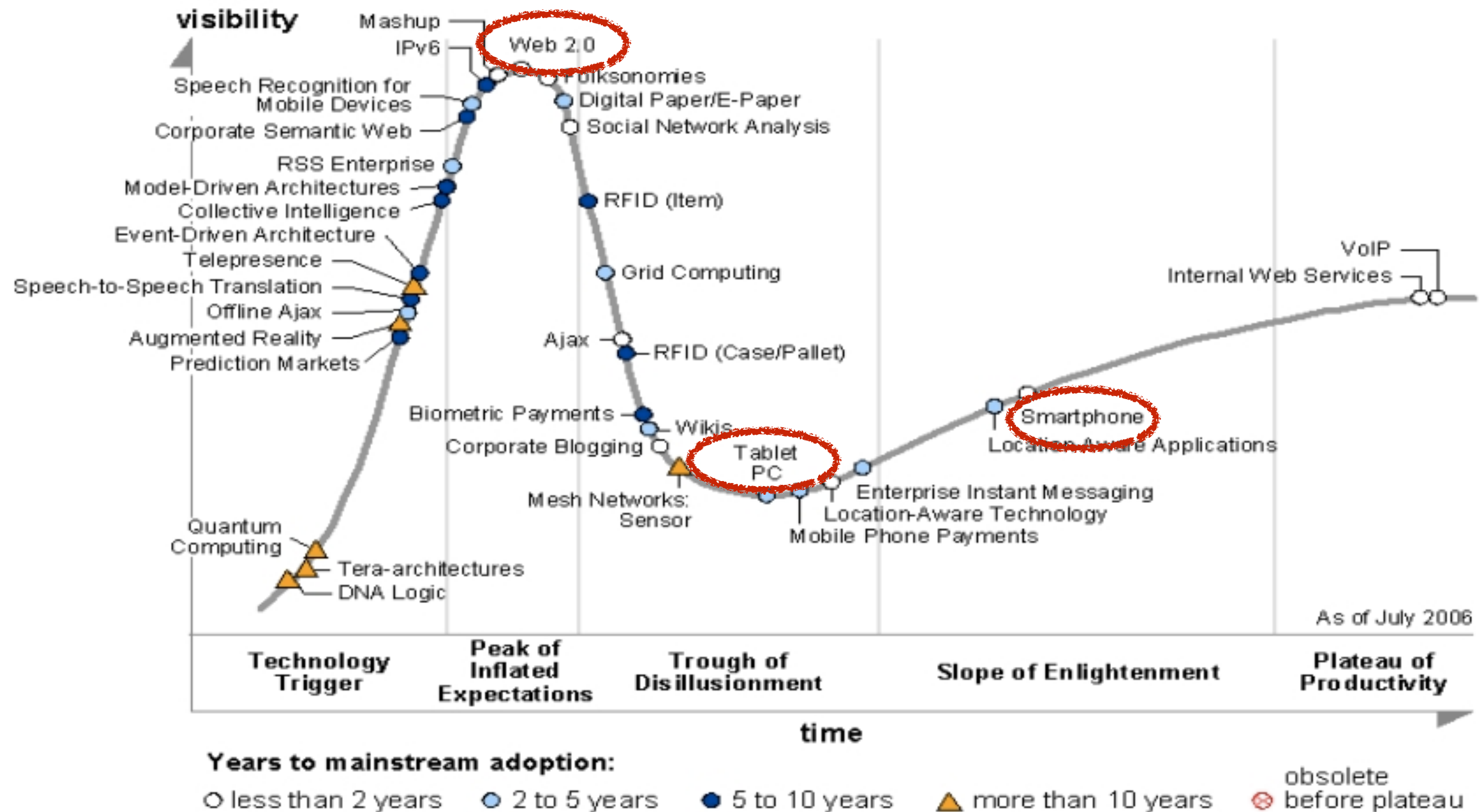
© 2013 Gartner, Inc. and/or its affiliates. All rights reserved.

**Gartner**

 **enbrite.ly**

## 2006 Hype Cycle for Emerging Technologies

Year 1 B.iP.



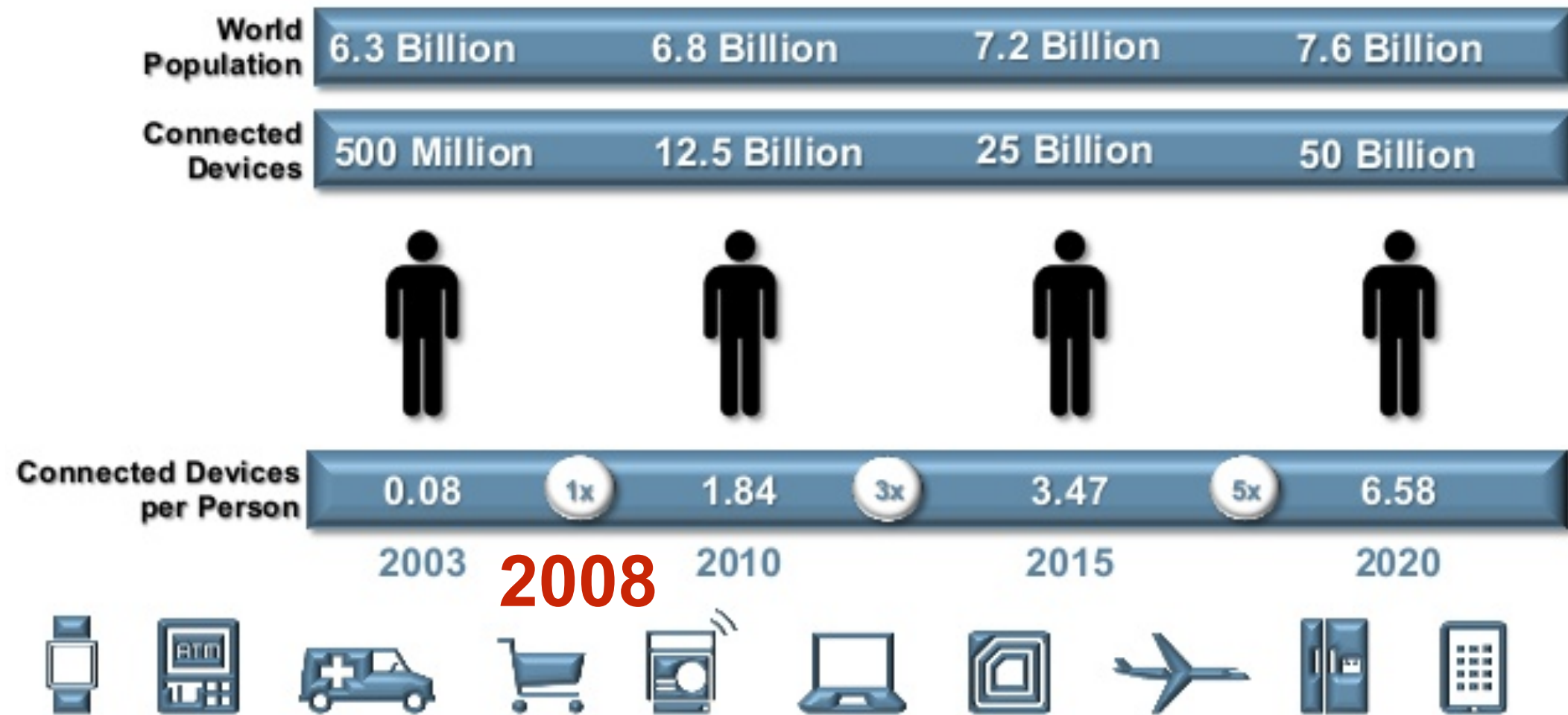
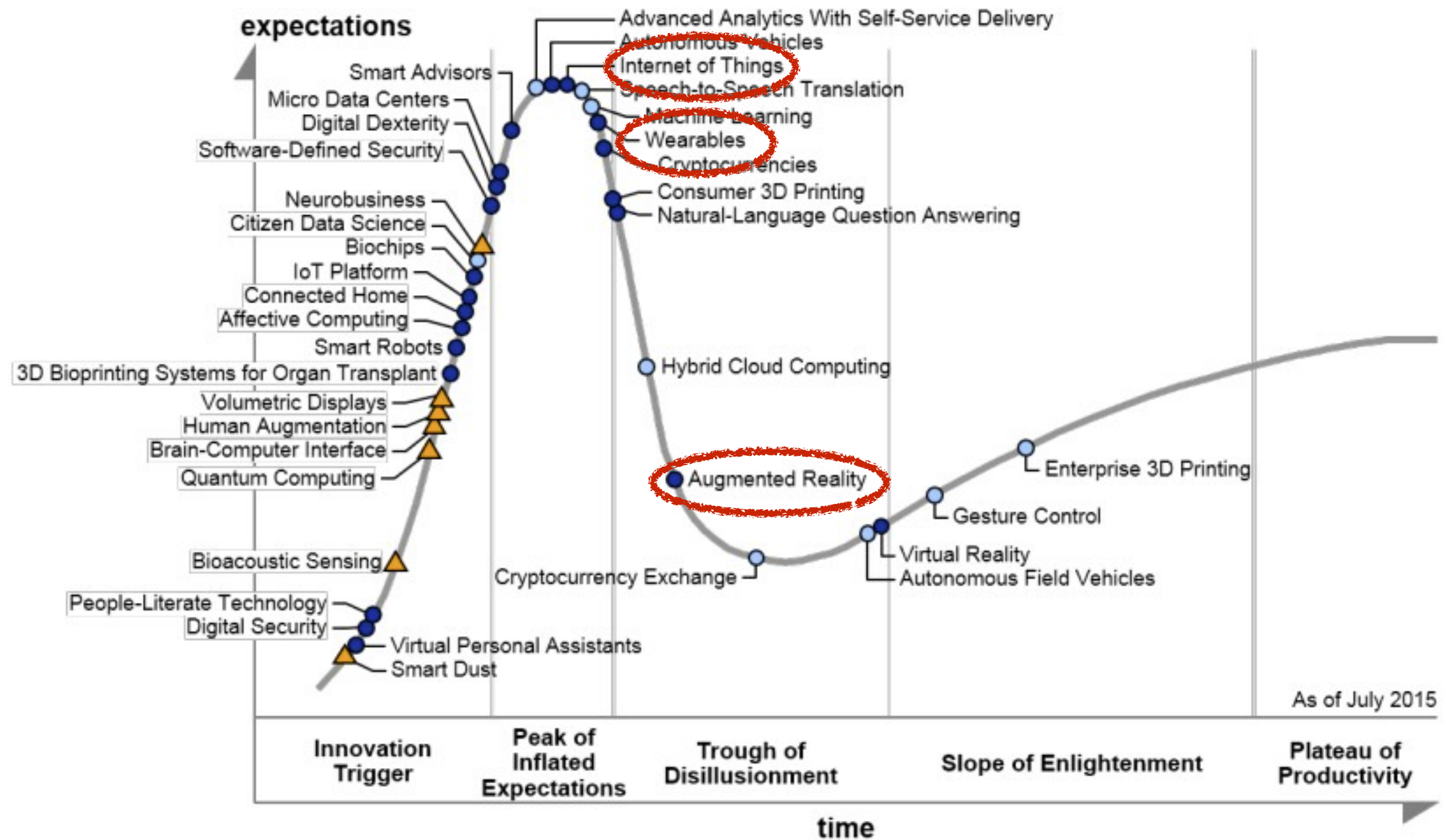




Figure 2. Hype Cycle for Emerging Technologies, 2015



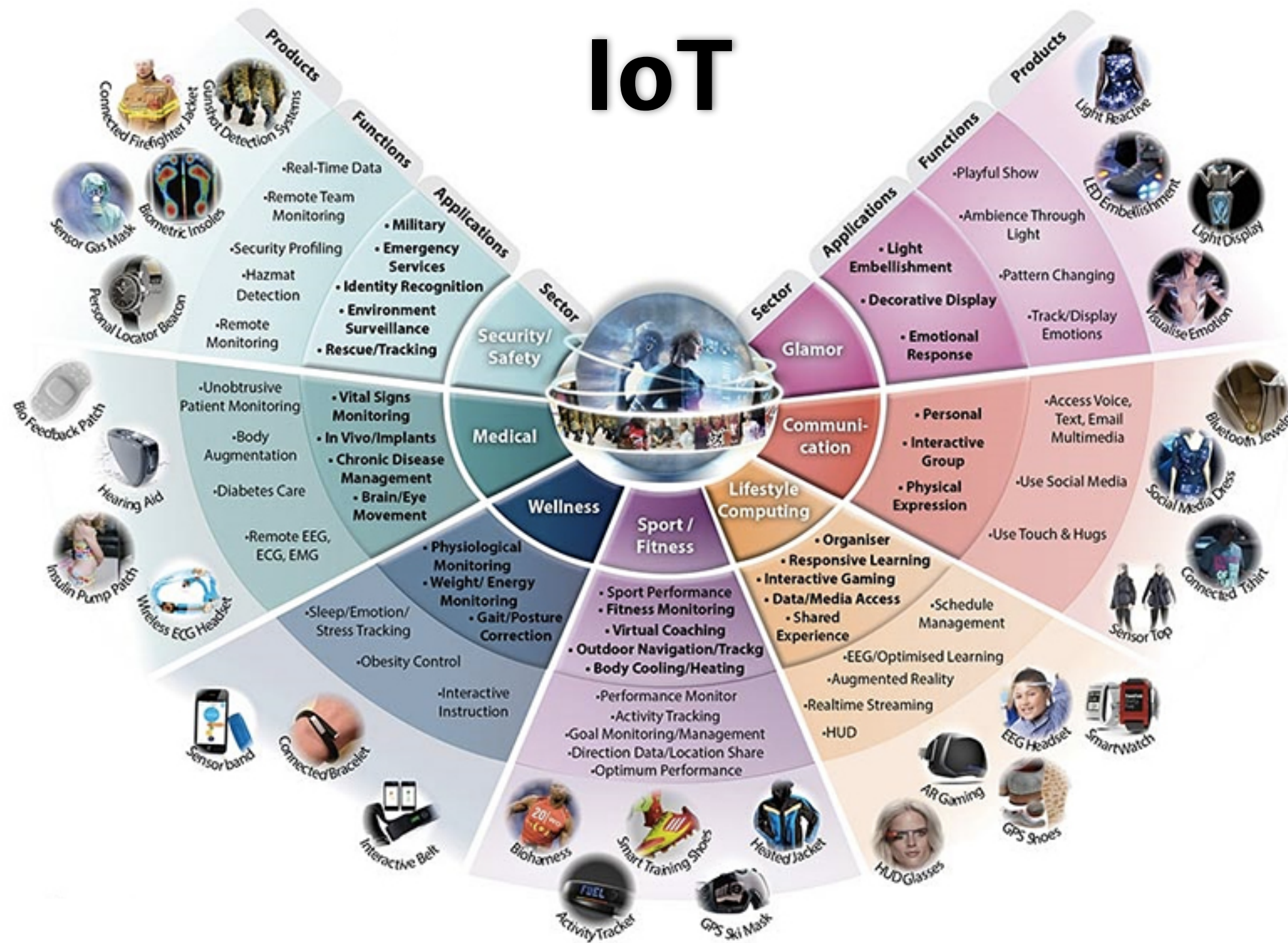
As of July 2015

Plateau will be reached in:

○ less than 2 years   ● 2 to 5 years   ● 5 to 10 years   ▲ more than 10 years   ⊗ obsolete before plateau



# IoT



## Cannes: ARworks wins a Bronze Lion

June 25, 2015 / in Uncategorized / by admin

We're happy to announce, that our ViaOpta Daily app for Novartis just won a Bronze Medal at the Creative Festival in Cannes. The app helps the visually impaired in their daily lives by transforming visible information – either on the phone or from the surrounding world – to audible content.

[Cannes Link with Video](#)







# The Cost of Mobile Ads on 50 News Websites

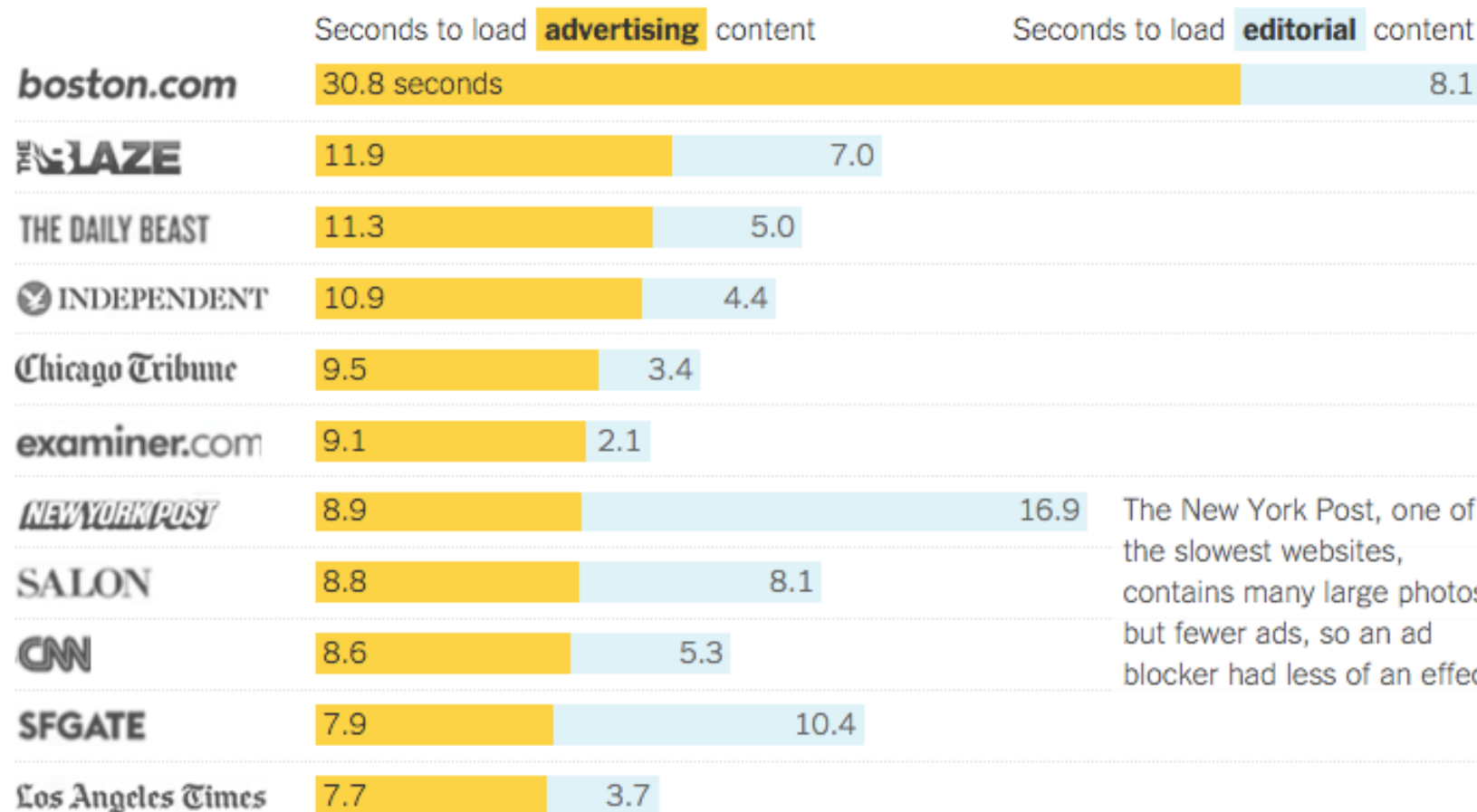
By GREGOR AISCH, WILSON ANDREWS and JOSH KELLER OCT. 1, 2015

Ad blockers, which Apple first allowed on the iPhone in September, promise to conserve data and make websites load faster. But how much of your mobile data comes from advertising? We measured the mix of **advertising** and **editorial** on the mobile home pages of the top 50 news websites – including ours – and found that **more than half of all data came from ads** and other content filtered by ad blockers. Not all of the news websites were equal. [RELATED ARTICLE](#)

Estimated load time  
on a 4G LTE network

Data usage  
to load mobile home page

Cost per page  
on a typical data plan

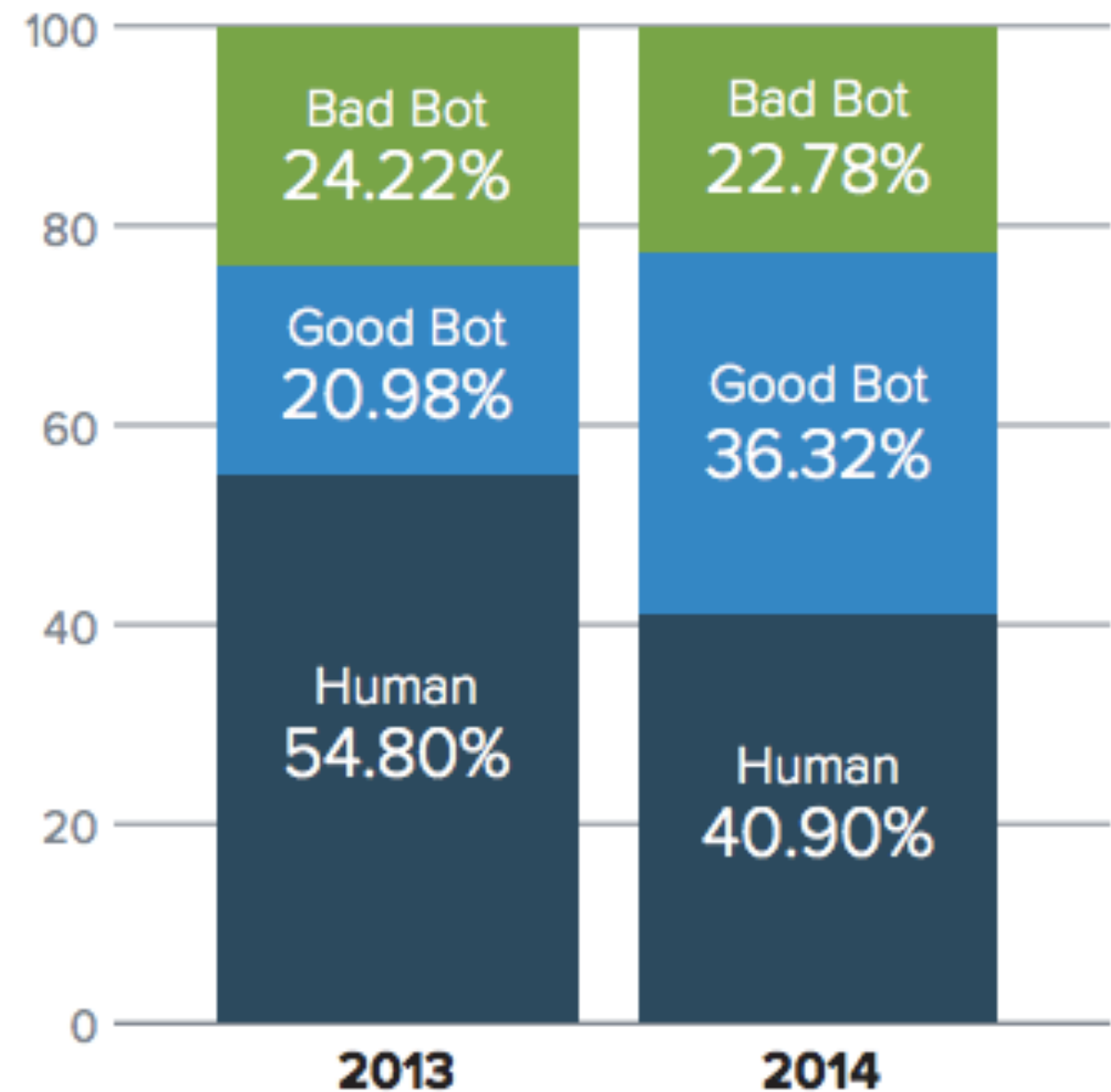


Boston.com's mobile website ads averaged 30 seconds to load on a typical 4G connection, mostly because of large video ads. That's the equivalent of 32 cents of cell data in ads every time the home page is loaded.

The New York Post, one of the slowest websites, contains many large photos, but fewer ads, so an ad blocker had less of an effect.



# THE BOT LANDSCAPE



# Köszönöm a figyelmet!

Szabó Ákos, akos@enbrite.ly

Hotel Helia, Budapest  
2016. március 3.

Az élmény mobilon érkezik!