

4G

Framtíðin

Hvað er 4G / LTE ?

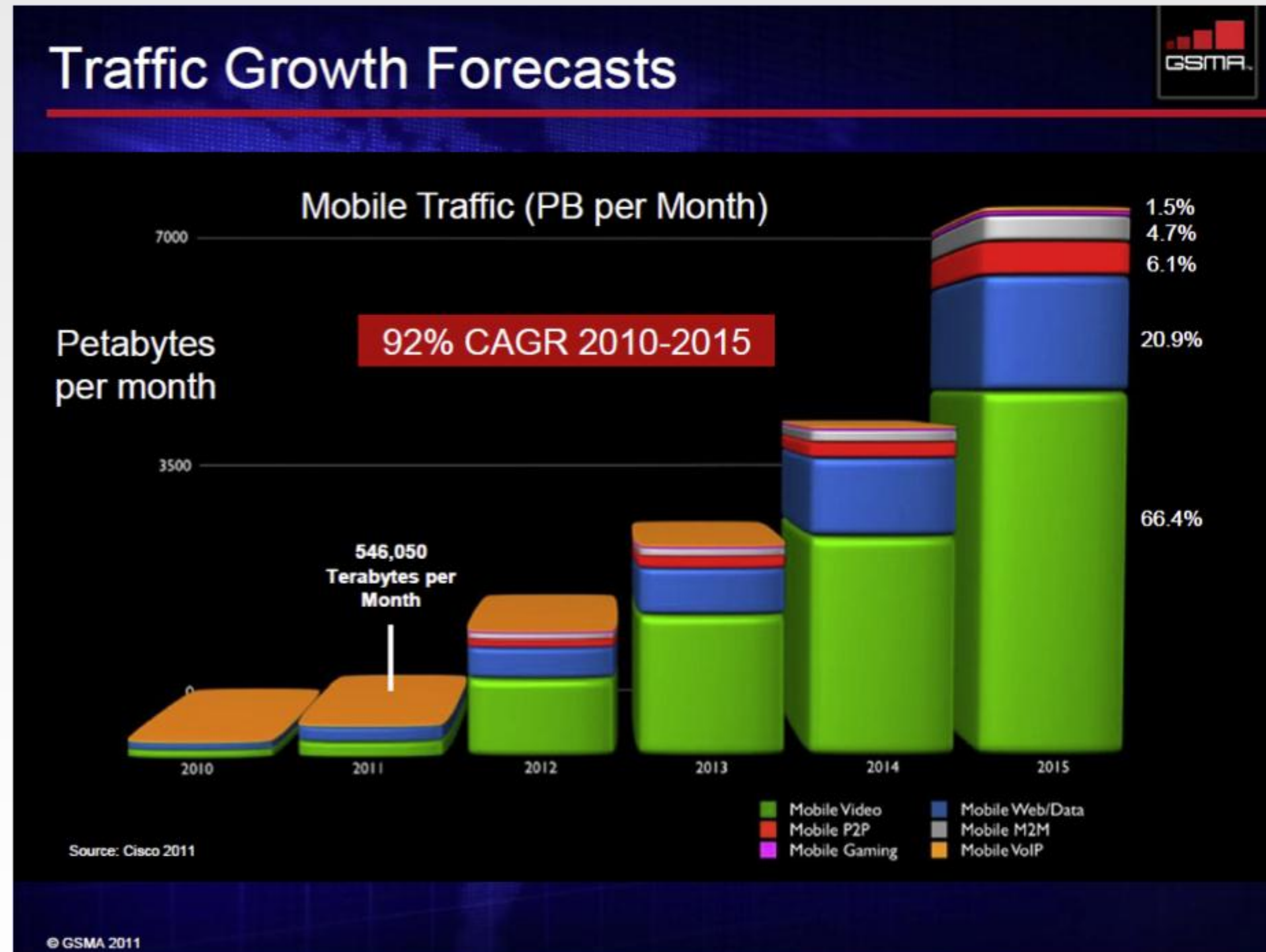


Símkort í önnur tæki en farsíma

3G – notkun farsímans er að breytast hratt þessa dagana. Netíð í símann – tölvupóstur, upplýsingar og afþreying: Mbl.is og Facebook. Sjónvarp og myndavél. Tölvuleikir. Götukort. iPhone – farsímar að taka meiri breytingum en þeir hafa gert í 10 ár. Bylting sem boðar breytta tíma og ný tækifæri opnast.



LTE / 4G Mobile traffic



4G Hraða prófanir

<http://www.verizonwireless.com/b2c/explore/?page=why-verizon§ion=our-network-coverage#our-network-coverage#our-network-coverage#our-network-coverage#our-network-coverage>



LTE / 4G – 78 lönd

LTE Current Status



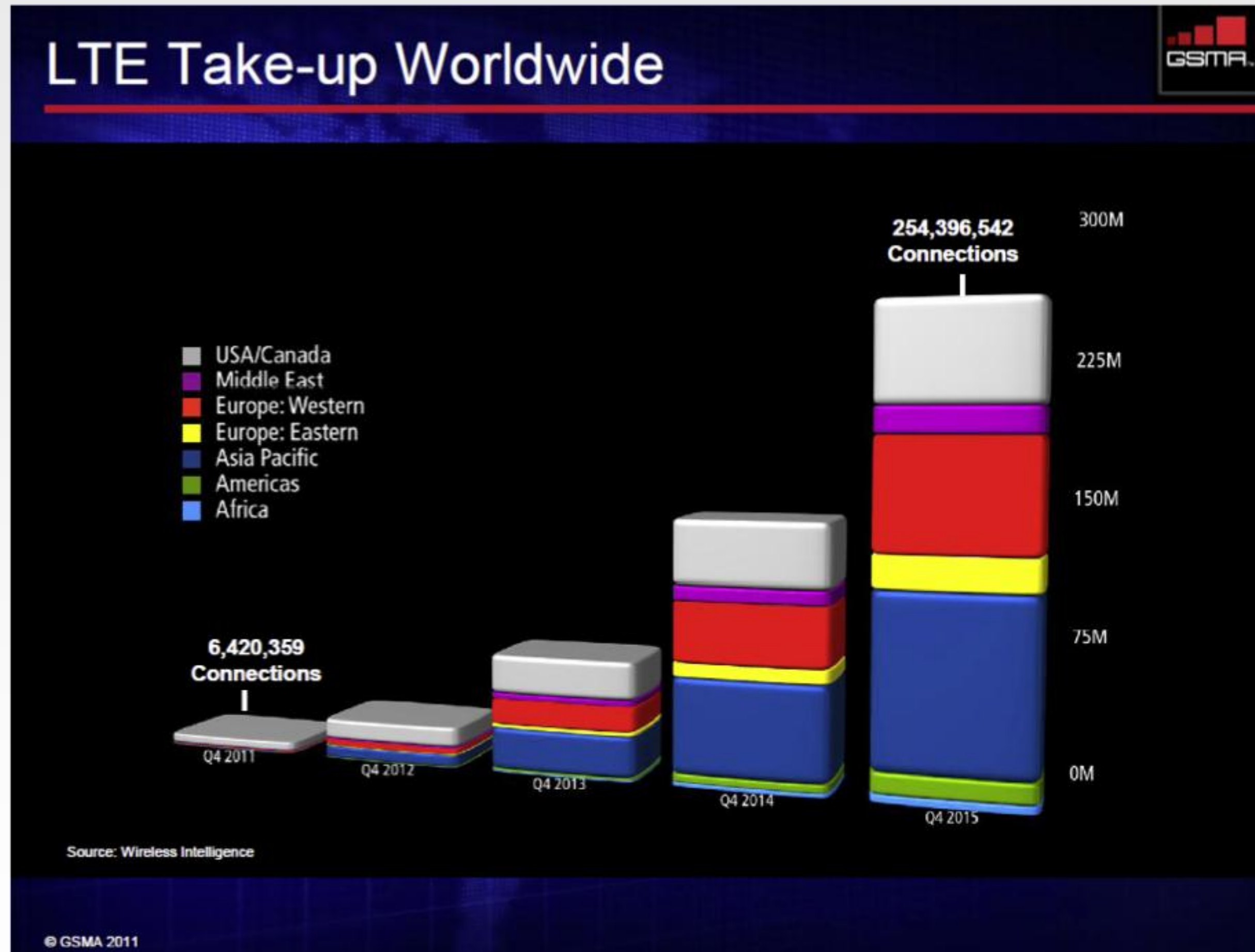
214 Planned Deployments over 78 Countries



Source: Wireless Intelligence

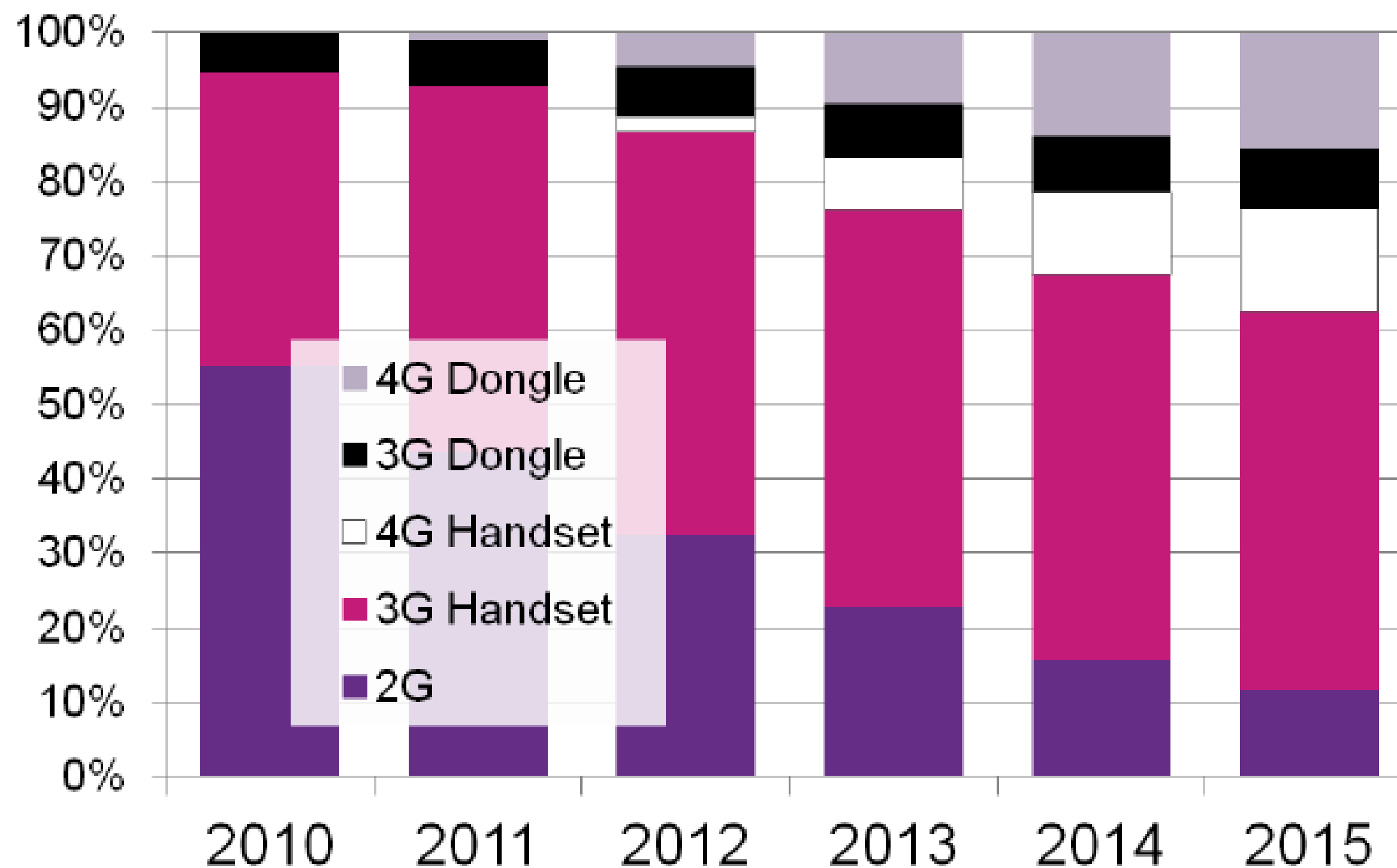
© GSMA 2011

LTE / 4G – Take-up



Spáð er að 3G verði leiðandi farsímaþjónusta, 4G bætist við en GSM hlutdeildin lækkar...

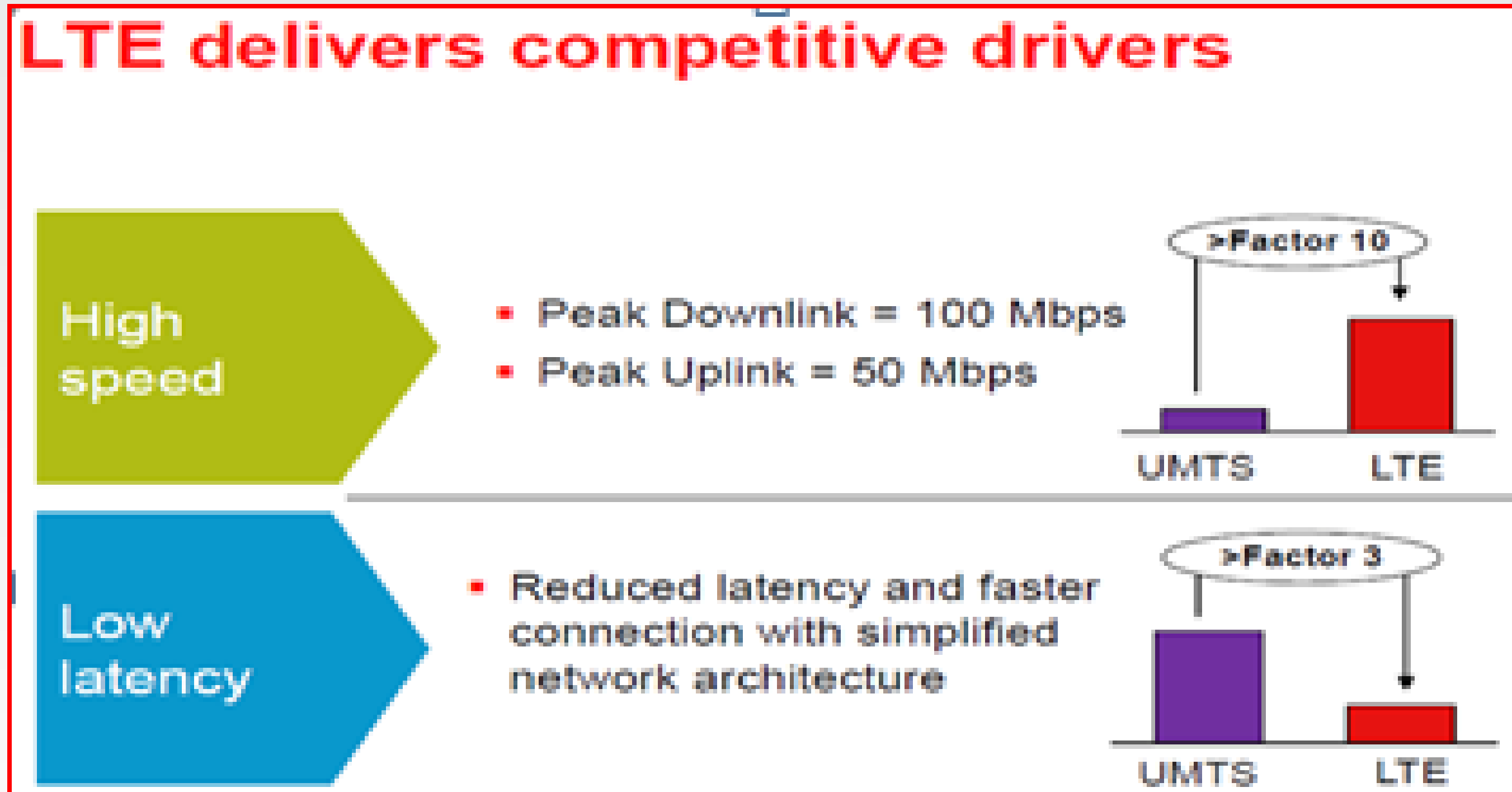
Representative technology split on handsets and dongles



Handset evolution

- Steady growth of 3G handsets
- 2G handset share remains significant
- 4G dongles will quickly gain majority share of the dongle population
- 4G handsets will remain a low share in the immediate future

LTE / 4G – Hraði



Verða heima-nettengingar eins og ADSL óþarfar?

LTE / 4G – Social Media

living social twitter

1 Social Media

is Democratizing the world's information

1.3b 1.2b 500m

Social Customer Social CRM Social Networks

is the new marketing platform

Facebook has overtaken...

- ✓ People care more about what their peers think about products and services:
- ✓ 14% of consumers trust advertisements
- ✓ By 2015, companies will generate 50% of revenue from mobile applications
- ✓ 79% of the Fortune Global 500 have a Twitter account
- ✓ LinkedIn has over 100 million registered users

is going mobile


	via Mobile	via PC	
Facebook	45.2 min	32.4 min	112% increase YoY
Twitter	19.6 min	7.2 min	347% increase YoY

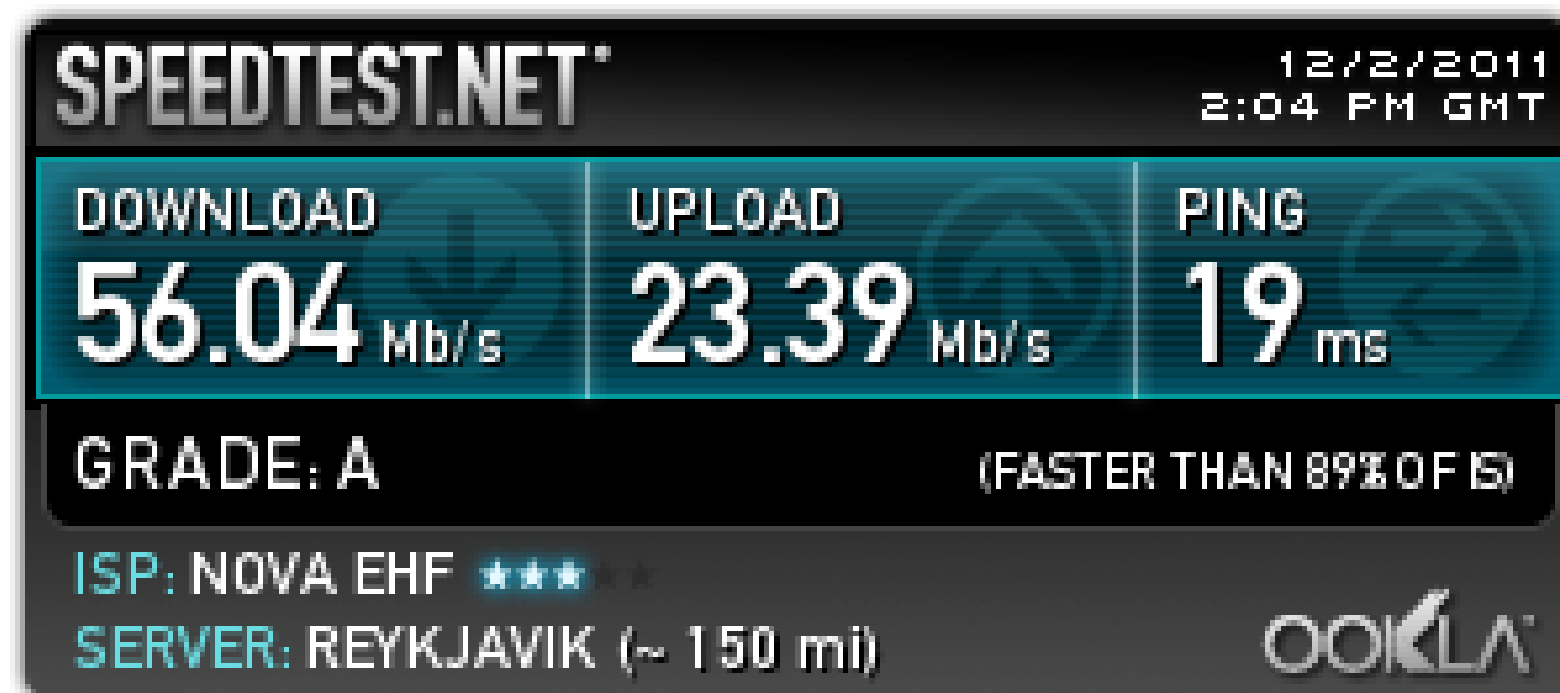
- ✓ There are more than 250 million active users currently accessing Facebook through their mobile devices, and they are twice as active on Facebook than non-mobile users - Facebook
- ✓ Over 100 million YouTube videos are played on mobile devices every day - YouTube
- ✓ Social Networking Represents 60% of US Mobile Usage - Ground Truth

TELUS

4G Prófanir

 You replied to this message on 2.12.2011 16:25.

From: 
To: Harald Pétursson
Cc:
Subject: rokk



magnað!

Get More Faster

<http://www.youtube.com/watch?NR=1&feature=endscreen&v=X6quXQmHQfM>





Velkomin í fyrstu **4G** íbúðina á Íslandi – Nova Lágsmúla