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"Loving Ewan's demolishment of Vodafone 360"

Jason Delport
@jasondelport

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On My Mind

This Monday's Heroes Event

Have you got your ticket? If not, there's still time to attend Heroes of The Mobile Screen this coming Monday in London. Full details and a wickedly good Mobile World Congress ticket lottery are [right here](#).

"ON" - new from Orange

I've been testing out the new service from Orange Vallée. I had to sign all sorts of official secret act style documents before I got to install it on to my Android device. Keep a [watch on their blog](#) for updates -- it'll be hitting the market shortly.

They're innovating quickly and they appear to be -- as they describe it -- 'an outlier in the Orange

FRIDAY 4, DECEMBER 2009

"Tower, this is Ghost Rider requesting a flyby."

I don't think you can ever go wrong with a quote from [Top Gun](#), can you?

This week, a tiny segment of the mobile industry moved on to the next step for me. It wasn't an epiphany -- more a recognition that *some pieces* are finally falling into place, despite the best efforts of some prize winning chumps in control at many of the planet's mobile companies. So that's the subject of today's big piece.

I'm doing 18-hour days at the moment working on an array of projects in the run up to Christmas. One of the most exciting is a piece of work ("diatribe") for an investment bank entitled, *'The Nokia Ovi Store: Systemic Industry Failure And Why The Market Says No-Thank-You'*. They specified the subject matter. I chose the title. It will, I'm sure, get some attention for their clients. We've always done analyst work here at MIR, but not the traditional stuff. I was staggered at the amount of companies -- particularly in the financial markets -- who simply don't have the time to parse the reality from the corporate press releases. In the document I've been detailing how the Ovi Store is a good example of 100% total management failure to deliver -- and that not all app stores are created equal. "*But Nokia have a trillion devices out there, why aren't they wiping the floor with Apple, Android and Sony Ericsson?*" was the memorable quote from a Gordon Gekko type at this investment bank. I actually wrote the quote out on my BlackBerry and emailed it to me so I could remember to include it here. Ovi is a good example -- the bank contacted me to ask my viewpoints and after a few brief 60 minute diatribes, asked me to write a paper on Nokia and Ovi. We've got a lot of financial industry people reading the

ecosystem'. Always useful when you're trying to do good things, quickly. Keep an eye on them.

newsletter, so if you work for a global brand name investment banking group, look out for it ;-)

There's just time for one more Top Gun quote and then let's begin...

Forward to a friend



Know someone who might be interested in the email? Why not [forward this email to a friend](#).

Maverick: *"I'll hit the brakes, he'll fly right by."*

Ewan

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December 2009: The Industry Is Still Controlled By Idiots

There is a fundamental misunderstanding in the mobile industry about the future and about what consumers want. It drives me nuts.

I am consistently shocked by how much this misunderstanding is institutionalised from the top. How many more years do we have to wait before broad sections of the population are going to be able to do more than send text messages? In a few days time the Mobile Data Association has arranged a 'free MMS' campaign with UK Radio Station, "Radio 1", to try and educate and encourage the population about how to use MMS. We're past that. We've done that. We get it. The vast majority of normobs don't bother using MMS because it:

- a) Costs 20p a go (or similar, on most price plans)
- b) The experience was sh!t last time they tried it -- it never worked, it arrived as a 50x40 pixel image, and they were charged 50p for it
- c) Their phones don't have the right settings

At what point will we be able to do things with our mobile handsets? More than just send text messages, make calls and occasionally take a picture? Whilst 50 odd million are thoroughly enjoying the possibilities of applications on the iPhone, the rest of the market is left languishing with limp-wristed offerings from confused, panicked and neolithic mobile operators and manufacturers. Many an industry executive that I've met simply doesn't have a clue. Further more, he/she doesn't care. Until, that is, they get a flaming rant from Mobile Industry Review slammed on their desk by their PR supremo advising that, 'er, I think the best policy is silence'.

I know of some self-aware executives seek out opinion and perspective to widen their horizons and understand where things are going and why. This is laudable. But the vast majority are too busy approving rubbish interfaces, rubbish sub-calibre me-too services that, we all recognise, are going to go nowhere. In this age of markets-within-markets (the app stores are a good example), the mobile operator business is no longer about shifting boxes, network towers and call minutes.

It's about 'enablement'. Enabling the consumer to do what they want through the medium of mobile. Enabling the market to test and refine it's offerings to the consumer -- at it's own expense -- via your platforms. Getting that right means getting the platform and infrastructure right, of course.

But the mobile operators in particular don't stop there. If they did, we'd be ok. But no. They meddle away with committees that deliver total unmitigated arse products and services in the vain hope of at least confusing the end-consumer into not wanting an Apple product. I'm sick and tired of having to point to Apple as if no one on the planet can compete with them. The sad reality is that almost everything I've seen from the mobile marketplace sucks, compared. And that is a shocking state of affairs. The market has the capability to be much, much, MUCH more than just about competing with (and delivering slightly sh1tter services to) the iPhone.

But let's move on from there -- it's very easy to get bogged down in this kind of territory when I'm talking in broad sweeps. My broad sweeps are, however, 100% correct. Here's why.

A long time ago I posted a description of an evening and how mobile should fit within it. Long term readers will know it as The Cannes Doctrine (I was in Cannes when I wrote it). Well, here's an updated version.

I'm in Cannes, South of France, supervising the implementation of our online networking service, [Eventscope](#), for a very popular financial conference. The nature of the work requires me on-site 'til 4pm. I exit the building and, as I walk along the boulevard admiring the beach, I snap a few photos with my mobile device. They're automatically distributed to my sites and services as necessary. Indeed I tag one of the photos as 'mum' and another and 'gran'. Both are queued for sending as physical 'postcards' for delivery in the UK tomorrow morning. The service already has addresses and credit card details registered so the transaction is as seamless as a tag. I see that -- unexpectedly -- I've got a notification top right on my device. There's a beer icon flashing away. I select it and find out that Mike Stead of INQ is five minutes away at the Grand Hotel. He's activated his 'bored and up for a beer' status which automatically broadcasted his availability to those nearby. Turns out he's in Cannes too!

I'm automatically shown turn-by-turn mapping to the exact location of the hotel. But I know the way. Crossing the road, my device vibrates to remind me to make that transfer to Inland Revenue. I curse. Doesn't everyone? But it's important to keep the taxman happy. So I click the banking app and in two taps, find the planned transaction. I click approve. I also see that another payment has arrived in - that gives me an idea! I've been after a radio-controlled helicopter. Another one. After I crashed a 'beginners' version spectacularly a few months ago.

I can see the bright lights of the Grand Hotel in the distance as I walk along the boulevard browsing helicopters from eBay. I find my favourite supplier and hit 'buy'. Done. The delivery status is automatically added into my device consciousness. Speaking of which, I wonder if my new backpack from America has arrived. I see there's a 'star' on the delivery status icon so I click. The package is marked as 'in customs: action required'. I click on the UPS icon and scan through their update: Turns out there is £15.94 worth of import duties required. I hit the pay button and move on. I notice a confirmation mail arrive with an electronic receipt that's automatically added into my device consciousness (like an [Evernote](#) on steroids).

I check on my wife's status and see that -- yes -- she's with her friends this evening in London. I browse through a few of the photos she's already taken and smile at one of the comments that's already been added by one of her friends in America. I tap on the heartbeat icon. It sends a knock to her device and lets her know I'm thinking of her -- without having to specifically send any text. It also lets her know I'm OK. A few moments later, I receive a knock back from her. All is good.

As the Grand Hotel approaches, I do a quick query for an article I read in The Week that I think will make Mike chuckle. I retrieve the article and zap it over to Mike. I see he's already opened it as I flick into my todo list. There was something on my mind. Ah yes. It's my friend Jo's birthday

tomorrow. My device has already pre-selected some appropriate gift choices. I flip through them and eventually decide that it's very difficult to go wrong with some flowers -- especially if they're from www.realflowers.co.uk. I choose a size option and hit send. That's done. It's going to be sent with the default message that I've defined but later on I'll change the greeting to something more personalised.

I walk into the Hotel lobby and get a buzz from my friend Ed. Turns out he's in Nice on business and only 30 minutes away. I check that Ed's status is marked as 'available to you' so I know I can talk to him real-time. I hold up my device to my ear and press the speak button.

"Get a cab man! Come and have a drink!" I say. I wait 2 seconds and I hear Ed's confirmation.

Ed, standing in his client's office reception, thanks the receptionist.

"Do you need a taxi, Sir?" she asks.

"Ah no, that's kind of you, thank you," says Ed, thinking back to the times when this wasn't just a polite offer, but a necessary requirement when in a foreign country -- even France.

Ed tells his device to locate a cab to the Grand Hotel in Cannes. An auction immediately takes place. In near real time, Ed's device begins to receive automatic bids from an array of taxis all <2 minutes away. He picks the one that's marked with 'group approval'. That is, I've used them and five of our collective friends have had good experiences with this chap in the last 6 months. He also selects the Mercedes Benz with Air Con and pays a slight premium for that choice. The cab arrives in 60 seconds.

Ed doesn't need to know directions or anything else. He just swipes his device on the taxi's RFID style reader and he's done. The taxi driver smiles and nods as Ed sits back and relaxes.

I walk into the Grand Hotel bar and say hi to Mike.

"Got the article," he says, "Genius! And... Ed's joining us? Let's get a drink?"

Brilliant.

I'm not sure what to have to drink so I consult my device. It's picked up the fact I've been in the bar three times in the last four years and it's got a note of everything I've ordered along with my satisfaction levels. As I peruse the menu options I see one drink has a flashing note next to it. I click and see it's from my wife.

"If you're having one of these, remember to ask them to put a twist of lime in."

Ah yes. Useful. I decide to 'go commando' and make a choice without my device assistance as Mike peruses the wine list.

Both our devices buzz as Ed arrives -- letting us know he's in the area. We look up and there he is. I get a note from Dan, currently in San Francisco. He's seen Ed and I are meeting and reckons we should hook up in London. I hit 'yes' and get the cloud to fix a good time between us all.

After drinks, I bid farewell to the chaps and walk back to my hotel. I stick in my headphones and

get the latest mobile industry briefing read to me. I flick through some of the latest entertainment headlines and watch a video published 50 seconds ago by CNN showing Tiger Woods making yet another heartfelt apology.

In my hotel room I curse as I've completely forgotten to extend my check-out. I think about fumbling with the rubbish system on the television and then remember I can now interface directly with my hotel from my device. I select 'extend until 5pm' and see there's a fee of 50 Euro. But it's been discounted to 20 Euro because of my status as an elite member. Nice. I select it. All done in 10 seconds. Quicker than having to work out what the number is for reception on the telephone by the hotel bed.

Tired, I flip on the entertainment section on my device and watch two episodes of Dollhouse on the giant screen in my hotel room. My device obviously integrates nicely.

Then I remember I need to buy some shoelaces. Flippin' shoe laces. The most boring things in the world to buy. I flip up Amazon and type 'shoelaces'. Fantastic. They're a quid! But 3 quid for delivery. Heh. I click 'buy with one click' and that's another task done...

And let me stop there. This is just a small glint into the world that I'm looking forward to embracing. It is, of course, not all about mobile. I don't want to use 'mobile' for everything. But when I'm out and about, I want it to be a central pillar supporting my existence.

We're getting there. Indeed many of the situations or examples I've mentioned are actually 'doable' right now with some applications and services available today. That shoelaces example is one I actually used this week at about 2am on Monday morning. I'd been meaning to buy some sodding laces when I've been out and about, but never managed to do so. Thanks to Amazon, the laces actually arrived on Wednesday morning.

My point in outlining what I'd like from my mobile device is that... well, it's going to be decades, isn't it? When you look at the total rubbish being sent out the door by the likes of Vodafone 360 -- the stuff doesn't even SYNC contacts. I mean, what is the point of launching something that is sub-standard from the get-go? I *know* it can be improved... but is this the best the industry can muster? The best that Vodafone can offer it's 280m customers?

How massively depressing.

It's not just Vodafone of course. Don't get me started on Nokia. Or Microsoft and their Windows Phone, guaranteed to pause, jerk and hang-up on calls randomly every day of the week.

It's sad, very sad, that a lot of the examples I've mentioned can actually be done on an iPhone only. A few readers of MIR seem to think I've got a *thing* for iPhone -- that I'm far too biased in favour of it. The reality is that I am pleased I can now *tap-tap-tap* and order boring shoelaces without having to think. That actually makes my life better. I can't stand the inefficiency of having to go to an actual shop -- you know -- and actually have to invest 20 minutes acquiring something as mundane as a pair of shoelaces. I'm pleased I can do that on the iPhone. But there are a ton of issues with the iPhone -- chief amongst them the fact it does one thing at a time, no background processing. At all. Very, very limiting.

I am absolutely horrified with the rest of marketplace as it stands though.

Why can I not order shoelaces in three clicks from a Nokia? I mean, can you IMAGINE the hassle you have to go through to do this on an N97? I haven't looked to see if there's an Amazon app -- not a sh1te widget or anything -- an ACTUAL app that actually works as I expect -- for the Symbian or Maemo platform. I can't bring myself to look and see. Because if the answer is no... dear me.

We're almost in 2010.

Ten years ago I was tentatively messing around with GPRS trying to check my email and IM on-the-go.

How long is it going to be before we can all enjoy meaningful services via our mobile device? I mean to the extent that if you buy a laptop from PC World, you can do decent stuff with it.

I can't stand bumping into really enthusiastic normob friends who want to know how to 'buy flights on their LG Chocolate.' Just... I feel like grabbing the Chocolate and slamming it into the wall in frustration. And then handing over my iPhone so that they can actually DO something meaningful with their technology.

Every other device requires lots of butts. "Yes, but you need to use the rubbish browser."

"Yes but it doesn't quite work."

"Yes but..."

But, but, but. If you're a total geek, you can wrap yourself around the hardware, software and systems and make things work.

Apple proved that if you provide a reasonably nice, attractive stable mobile platform, folk will innovate and very quickly, we're all presented with an ecosystem that is bigger than the sum of its parts. The iPhone is no longer a device -- it's a (potential) gateway to a (potential) next generation lifestyle.

And you at the back -- don't scoff. Make no mistake, there are millions out there realising and recognising just how nice it is to have an iPhone. NOT because of the fancy screen, the fancy graphics or the little menu animations -- because you can get stuff done. Because you can order shoelaces at 2am in the morning. Because you can sort out your car insurance claim in 10 minutes. Because you can order toilet rolls on the train. Because you can order a taxi in San Francisco with 3 taps. Because you can do stuff.

Meanwhile back in sh1tville -- back in the non-iPhone world, folk are still having to choose their price plan. And decide how many text messages they'd like. Everyone else is having to choose between a slightly rubbish and a really rubbish handset with a platform that offers nothing but a bit of Facebook and the occasional game because the people running the respective companies and service providers can't get their act together to enable the market.

Dire.

Absolutely dire.

Until the mobile operators finally recognise and accept that they are data-pipes and transaction engines, the vast majority of us are going to be stuck in this '*MMS messages are charged at just 20p each*' purgatory -- with the only choice of exit being an iPhone. It's good but it's not *that* good.

Please, please, please let's have some innovation.

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HipLogic are about to get your attention

You probably won't have come across HipLogic before, unless you've been specifically working in the handset UI business recently. Well, they arrived yesterday -- properly. I'm now able to talk about them as of this morning. The company is founded by the chaps who created Java whilst at Sun Microsystems (think: brain surgeons). My wife was asking why her old Nokia E61 can't be updated with Android. She really liked the E61 form factor and can't understand why she's forced to use Nokia's rather limiting user interface. HipLogic is exactly what my wife wants -- and, I reckon, a huge segment of the normobs ("normal mobile users") out there want it too. HipLogic's concept is to make existing handsets 'smarter' by dumping their shitty, shitty interfaces and toggling an iPhone-like UI complete with real-time content, social networking and apps. And it's free too. Think of it like a device makeover for normal handsets. It can't come quick enough for users of many a rubbish handset, I tell you. In my experience, it's the UIs that generally make the handsets rubbish. So I think HipLogic has got some mileage.

They've also arrived -- in the context of signing \$7m of series B funding from Benchmark and Stage 1 Ventures. It's not a glint in the milkman's eye either. Right now they're working with Carphone Warehouse here in Europe to deploy their system on selected handsets. I'm going to dig out more information on this shortly.

If you'd like to see exactly how this stuff works, take a look at their [rather nifty Youtube video](#).

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Give the gift of Mobile Industry Review this Christmas



Ho ho ho. Give the gift of mobile reality this Festive Season. Did you know we've got an online shop? It's full of merchandise featuring some rather direct choice MIR phrases. My favourite one is as you see pictured. I don't want to actually write the sentence here because British Telecom's spam filter doesn't like it. Sorry, by the way, if you're one of the subscribers with a BT.com address wondering where your newsletter was.

Our most popular seller on the store is the Mobile Industry Review [bright-red mousepad](#). That would make a nice gift for your co-worker, right? The mousepad features an ode to Motorola (again, you'll need to [click](#) for that). A load of people are fans of [this tshirt](#) (tells it like it is, pure and simple). Quite a lot of mobile operator chaps in America have [bought this one](#). Folk always admire the [MIR jacket](#) too.

Nothing says *I Love You* like a Mobile Industry Review mousepad. And get free delivery (Americans: "shipping") for orders over £35 if you use the code, **UKWINTERSHIP**.

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What is Gopayforit?

Recently launched [GoPayforit](#) is an online payment mechanic which makes purchase online up to 7.5 times quicker. A typical online credit or debt card payment takes the average consumer 120 keystrokes to complete, whilst GoPayforit is just 16. Cleverly, their system will switch to a single click purchase for people when they are buying through with mobile handset. It's based on the recently launched Payforit v2 framework. The service has been built to be straightforward to use with payouts similar to the revenue split on Apple's app store. If you have developed an app, this could be a way to easily charge across all handsets and the web, not just the small portion of the O2 & Orange network on an iPhone.

Chris Newell from GoPayforit is very keen to hear how ideas could be developed further to incorporate the service and he's looking for people to get stuck in. You can call him on 0207 099 2450, email chris@gopayforit.com or visit www.gopayforit.com. Tell him I sent you!

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The Marketplace - Deals, Discounts & Special Offers

Online Networking for your event!

If you've got an event coming up for your company or organisation, you can get a whopping 25% off the standard rate for Eventscope's premier online networking service. Since this is one of my businesses, I made this offer up on the spot. Tell Hetty that Ewan said it was ok. More at www.eventscope.co.uk.

10% off your first PR project!

British mobile application developers -- attention. I've negotiated this rather wicked deal for you from Patrick at Joshua PR. If you're creating a new mobile app then PR could massively help you to get it out there. In fact if you've got any product or service to sell then you should be thinking about PR. Here's what I negotiated: One free hour of consultancy to help you define how PR might help and on top of that 10% off your first project. Come on!! To qualify, just email Patrick on patrick.smith@joshuapr.com or contact him on Twitter ([@patrickjpr](https://twitter.com/patrickjpr)) and mention '*the MIR Deal*'.

App Store Analysis

Distimo, the app store analytics firm, have produced a report for the month of October that I strongly recommend you peruse. There's no cost. Download it at [this page](#).

Looking for a Symbian Development House? Try Webodrome!

A little while ago, I was contacted by Amit Doshi, Managing Director of mobile developers, Webodrome Arise Technologies. Amit wanted to let me know that his company specialises in creating mobile applications for Symbian and Windows Mobile. He suggested that if I knew anyone looking for developers, I should put them in touch with him. Amit and his team have been around since 1999 and got into mobile development back in 2002 when the first real Nokia smartphones began to hit the marketplace. They've got a lot of experience doing social networking, music streaming and GPS related systems in particular. You can email Amit (tell him I sent you) or check out their site at www.webodromearise.com.

Press Release Distribution. Done!

Make sure you visit [this link](#) to get the special discount code from RealWire.

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Mobile Design Company: Keep Them In Your Back Pocket

Time for me to point to someone who's doing good work in the mobile industry. James Chaytor is a man you need to know if you're working in marketing in the mobile industry. James' company, Sprung Studios, is the leading design consultancy of choice for most of the European mobile operators -- companies such as 3, Orange and France Telecom count on Sprung to keep them iconic, stylish and coherent across multiple mediums. For instance, they recently supervised a complete redesign of the Orange World portal across all companies and all devices including the iPhone and Android. That stuff has to be done right! For Three they experimented with on-the-fly dynamic image creation on the mobile portal and they're behind a ton of the company's mobile marketing pages. Sprung also helped out Mobile Industry Review favourite, [ShoZu](#) -- they helped evolve the brand online and on the java/iPhone app. You can catch them at www.spungstudios.com -- and if you'd like a warm intro, just let me know. Email James directly [here](#).

(If you've got someone you think I should be featuring like I've done with James here, drop me a note.)

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Hot New Mobile Hardware



Mr [Ewan Spence](#) writes with some news:

"Ewan, it's the other Ewan here. Just before you send out another fantastic MIR newsletter, I'm going to sneak in this paragraph about PsiXpda. We're a newly announced company in South London that's launched our first product today. While the specs read like a netbook (Intel Atom CPU, 1GB Ram, 16GB SSD) and the connectivity reads like a modern mobile (Bluetooth, WiFi B &G, integrated and unlocked 3G datacard), the size puts it back into the PDA category. 6 and a half inches by 3 inches by 1 inch. I suspect a

lot of your readers will recognise that size with our clamshell Qwerty keyboard and touch screen... Maybe we can tell them more next week?"

Most definitely Ewan! The link you want to check out the hardware: <http://www.psixpda.com/>

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OTHER THINGS THAT CAUGHT MY ATTENTION

Completely Shoeboxed

This week Michael -- our man in San Francisco -- posted a review

20 minutes = Champagne

If you're using a Symbian S60 3rd edition handset, Ed Hodges at

Radio1's Free MMS Friday

Did you catch my post about this? It drove me nuts. The

of an app that helps you transcribe receipts and business cards. [Worth a read.](#)

Utterly, utterly gazebo'd

I went to watch [Michael McIntyre](#) last week at the Wembley Arena. For those who don't know, he's a British comedian specialising in an array of non-offensive humour. During the second half he was telling the audience that he recently compered a Mobile operator awards evening. He got a rousing applause when he arrived on stage at the awards. His first statement?

"Thank you, thank you, I'd like to thank you all for your fantastic reception.... except you, T-Mobile."

The audience at Michael's gig thought that was hugely amusing. I found it extra-specially amusing. [Clips of Michael.](#)

o2's iPhone Exclusivity

I've been watching o2 like a hawk recently. They've seen fit to [get lazy](#) with their store kit and their advertising in the UK -- and up until this week have STILL been advertising the iPhone as 'only on o2'. Naughty, naughty. Thanks to the chaps at Electric Pig who [picked up our story](#) this morning.

[Touchnote](#) wants your babies. He'd also like you to spend 20 minutes testing out their new app and he'll send you a bottle of Champagne for your time. Details [here](#).

Push The N900 Feeling

N900s are arriving in the hands of geeks all over the place and Nokia are keen to ensure the best and brightest app developers get involved with the Maemo platform. Matt Brawn, community manager at [PushN900](#), tells me that the project has now selected some winners who are now busy working away on their N900 hacks and apps. I look forward to seeing what they deliver! [More details.](#)

Is the iPhone going mainstream in the UK?

I know the numbers are low. There must be, what, 1.5m iPhones in the UK by now -- something like that. I got a tweet from [Flirtomatic](#)'s Mark Curtis yesterday telling me that the iPhone became the site's number one handset for usage in November. Keep in mind that Flirtomatic is aimed at the normobs and that they are exclusively (at the moment, at least) mobile web. There are no Flirto apps. This is fascinating news.

'industry' is getting together to help drive awareness of MMS in the UK. Great idea, I said. Just about [3 years too late](#), though.

Billericay Rocks

The people at [63336](#), the UK text answering service, are [utterly delighted](#) to find out that a segment of the ever popular BBC sitcom, [Gavin & Stacey](#), features their service 'at length' this week. Congratulations chaps!

Rumble hits Vodafone 360

Andrew Scott is THE man at [Rumble](#). He reckons they've got a world first -- their first beta widget for Vodafone 360. [It looks rather swish too](#). I have yet to download it but I shall be doing so this weekend. Congratulations Rumble!

Good and Bad

Whilst I'm pleased for Rumble, I'm also pleased to see I'm not the only one that wasn't impressed by the 360 launch. On Twitter, [@jaybyname](#) writes:

"@ew4n yeah just rang vodafone and returning the [Samsung H1] handset - feel free to mention in the news letter that VF staff hate it also."

Dell's Mobile Business Unit

Dell's setting up a [dedicated mobile business](#) unit. Interesting times.

FEEDBACK AND SHOUT-OUTS

Top Gun quotes

As suggested by the MIR readers on Twitter:

[@Basti](#) & [@Kardboard](#) "I feel the need... the need for speed!"

[@jimwild](#) "That son of a bitch cut me off!"

[@hass80](#) "the plaque for the alternates is in the ladies room"

Vijay is hunting for a PR professional

I know there's a lot of PR professionals reading so I thought this may well be useful. If you'd like to work with one of the hottest independent PR companies in the Bay Area, get stuck in to [VSC Consulting](#). They're really nice people. Vijay, the founder, even let me store my Mac Pro Tower at their offices for a few months. Check out [this link for more details](#) or if you'd like a warm

[@the_melvinator](#) "The defense department regrets to inform you that your sons are dead because they were stupid. Great balls of fire!"

[@KGutteridge](#) "No points for second place."

[@amyrb](#): "Negative Ghost rider, the pattern is full!"

[@FrancoSays](#) "And if you screw up just this much, you'll be flying a cargo plane full of rubber dog shit out of Hong Kong!"

[@mytoktok](#) "I'd tell you but then I'd have to kill you"

[@markwaugh](#) "You are still dangerous. But you can be my wingman any day."

Smaato closes \$4.5m funding

Congratulations to Harald and the team at mobile advertising geniuses, [Smaato](#), who've just closed a very pleasing \$4.5m Series B round of financing. Drinks are on Harald at [Mobile Heroes](#) on Monday.

introduction, I'm your man. [Mail me](#).

Shazam is hiring in APAC

Posting on the Mobile Monday London forum, Jonathan writes:

"I'm looking to hire a senior mobile BusDev role in APAC, primarily to work with OEMs, Chinese and Korean speaker. Not hired out there before..Does anyone have good contacts / recruitment agencies you would recommend?"

Drop [him a note](#) if you can help.

Animentals hits the Ovi Store

Stuart Varrall, founder of [Fluid Pixels](#) has just launched Animentals in the Ovi Store today ([link](#)). Definitely take a look! This is good news for the Ovi Store -- getting attention from hotshot developers like Stuart is the way ahead for the platform.

AND FINALLY...

Who won the Nokia BH-214 Bluetooth Stereo Headset?



Last week I hid the competition tweet link somewhere in the newsletter. Quite a lot of you figured it out -- 31 in total. Well done! I trust *NONE* of you looked at the HTML source as well. That's not allowed. The prize was a rather funky [Nokia Bluetooth Stereo Headset \(BH-214\)](#) sporting a 'brand new clip-on design', music and call controls and an additional 3.5mm jack for your own headphones. Nice.

This week's winner, selected at random by my spreadsheet is: [@jimwild](#)

Congratulations Jim! Mail me your address and we'll get it out to you.

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This Week: Win a Plantronics Voyager Pro Headset



This is a piece of gorgeous. An absolute piece of gorgeous. The [Plantronics Voyager Pro](#) is 'engineered for sound quality' and sports AudioIQ Noise Cancelling technology and boasts 6 hours talk time, 5 days standby time, 10 metre range and weighs only 17g.

If you'd like to enter to win it -- you just need to find the special link to Tweet and you'll be entered to win. I've made it wickedly difficult this time... No clues. No hints. We'll leave it there. I hope it's not glaringly easy.

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And We're Done!

Thank you once again for your attention dear reader. I trust you have got value out of this week's newsletter. If that's the case, I'd like you to recommend someone I should write about -- a person, ideally. Someone who's done or is doing something cool in mobile. Shoot me an email -- ewan@mobileindustryreview.com -- and I'll do my best to get on it right-away.

Have a nice weekend,

Ewan

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Mobile Industry Review is brought to you by Ewan MacLeod from London, United Kingdom
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Questions? Comments? Business ideas?

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