



PhoneFromHere.com

The Jigsaw Shaped Future of Mobile 2.0





Introduction

- Tim Panton
 - Westhawk Ltd - 15 years software consultancy
 - PhoneFromHere.com - Start-up seeking funding
- Expertise/experience
 - Software developer
 - Technical consultancy
 - Telephony/VoIP
 - Web 2.0



.tel Domain

- Top level domain with a difference
- Resource for finding contact info
- Global outlook directory
- Up-to-date content
- Access direct from desktop and mobile



New Platforms

- iPhone
- Android
- eeePC
 - Spec similar to iPhone/Android
 - Makes a good Skype phone
 - Comparable prices



Web 2.0

Users are expecting:

- User generated content
- Mashed-up content
- Best of breed services combined

Now possible:

- Service provision by small players
- New services/resources



Speaker Phone

Hands-free and speaker phone enables:

- Talk and do something else
- Look at the screen
- Point/poke the screen

Now possible:

- New levels of interaction
- Integration with web applications



Calling in Context

- Calling no longer an isolated event
- Call triggers increasingly on screen
 - social network, email, calendar alert
- Exchange of content during call
 - URL, URI, images, documents
- Calls and web activity intrinsically linked



Crossing the Chasm

- Mixed media
- Join webpage to phone conversation
- Phone call with context
- Make it easy for Mobile 2.0

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facilitates sending content as part of the call

- Interoice demo



Pieces to Solve a Puzzle

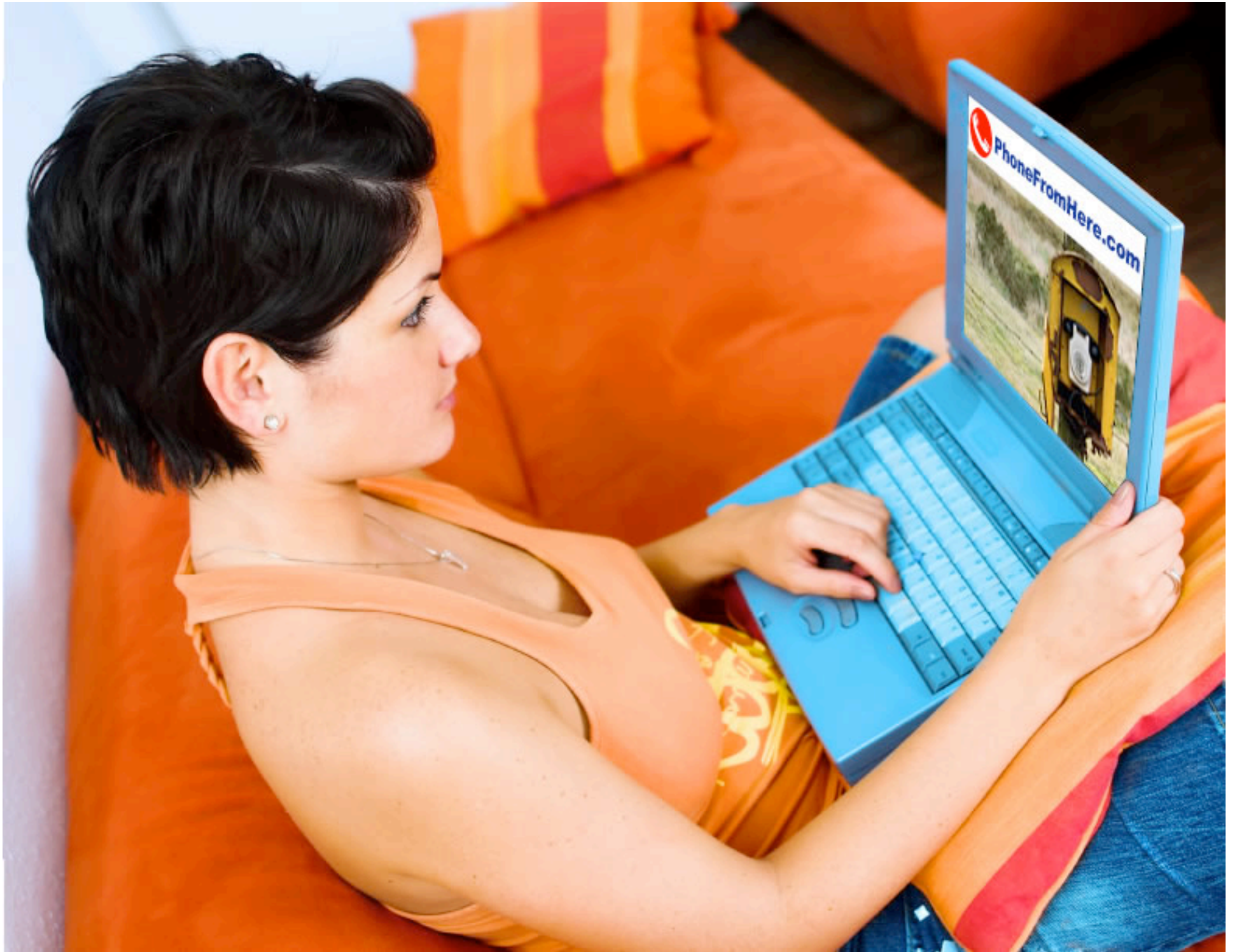
- Speaker phone with full web 2.0 browser
- Calls initiated from browsed pages
- No need to leave page to place call
- Web content active/available during call
- Web page aware of call parties and status
- Ability to pass data as part of call



Cozy Conversations

- Calls move from isolated wilderness
- Calls snuggle with context







Questions?

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