John Paavo Tengström   **Add Connections**

Home   Profile   Contacts   Groups   Jobs   Inbox   More

Groups

Finnish Hi-tech Start-up Community

Discussions   Members   Promotions   Jobs   Search   More...

Start a discussion

« Previous   4 of 20   Next »

Mobile handsets: remote controllers of life

Tommi
Stop Following

One thing Apple has done well from the start of iPhone is this: they understood that a mobile handset wouldn't - for most of us - be about technology or even applications. It's about being the remote controller of our lives. That's an abstract term, of course, but it's all about simplicity and ease of use in our everyday problems.

For example, when I need to decide when and how to travel from my home to Helsinki, I don't want to launch an "application" - and even less a web browser. I simply want to know when the next local train or bus leaves from the nearest station. That's all. The device will know where I am - and so, when returning back home, it would show me the departure time of the train/bus (+ the right track, of course) without me needing to tell it that I'm now in Helsinki Central Railway Station and it's 20:03, etc.

It's the same about wellness services. I don't necessarily want to see lots of numbers and complex "log in, then browse through countless menus..." operations to see if my sleeping habits, activity, etc. are ok. A simple green "thumbs up" signal on my handheld device would be sufficient.

This is where Apple changed the game. Their applications generally make people's lives easier and more fun - they have created the remote controller of your life. In comparison, things like finding out train timetables etc, are mostly a horror using the "traditional" smartphones - even the better ones. That's the difference between technology and making people's lives easier. Thinking of technology only doesn't work any longer, as we know. It never did. Thinking of applications only doesn't work either. The whole packet must work together in a predictable, coherent way where it's not about your handset alone anymore - but about all the ways it is connected to the important things (for you) in life - and how it translates all that information into easy, fun experiences every day, every moment.

That will be a challenge to Android and other platforms, since there is - again - the danger of things concentrating too much on details (technical, applications, etc.) instead of the ultimate goal: creating the remote controllers of your life. Maybe the secret of success will be: "Think big. Think simple. What would *you* need right now?"

Opinions? ;)
25 days ago

Like   Comment   Stop Following   Flag   More

16 comments

John Paavo Tengström • Nicely written Tommi!

What makes Apple's story even more exciting is their unyielding commitment to not perform market studies. See:

http://www.edibleapple.com/steve-jobs-on-why-apple-doesnt-do-market-research/

I assume that Jobs followed this principle with the Iphone too?

What are your thoughts. Do you think that the Finnish mindset can sometimes be too analytical? Can companies like Nokia see the light and compete successfully within this space that Apple is taking the lead?

Don't misunderstand me. Finland is indeed highly innovative. In some countries, checks are still used, Internet banking is not Internet banking, Coke, movie tickets and car washes can't be purchased via handset, grocery carts have electronic devices on the front wheel so they can't leave the parking lot, waste isn't effectively recycled, national identity cards can't be used online..........

Did Nokia miss the boat on this one or is the best yet to come?
24 days ago

Updates: Last 7 Days

John Paavo Tengström commented on:
Do the recent accusations of intelligence gathering damage or promote U.S. & Finnish relations?
1 hour ago   Like   1 comment

Antti Larvala and 1 more commented on:
New Company about payment services for e-commerce
2 hours ago   3 comments

Asko Rasanen has joined the group.
3 hours ago   Send message

See all updates »

Manager's Choice
Announcement from Finnish Hi-tech Start-up Community - 2000 Members!
Mikko Kaarela   See all »

Latest Post
Congratulations, Sibesonke!
Mikko Kaarela   See all »

[Infl]uencers This Week

Follow Jukka

Jukka Kivari • According to latest report Nokia sold about the same amount, 24M smartphones that next 3 competitors RIM, Apple and HTC alltogether. Android is rocketing after starting from zero.

http://www.isuppli.com/Mobile-and-Wireless-Communications/MarketWatch/Pages/Android-Drives-Success-in-Q2-Smart-Phone-Market.aspx
24 days ago

John Paavo Tengström • @Jukka, I wonder if this strong performance by Nokia coupled with allowing consumers to push the product to new levels, as discussed in the other thread, would further increase sale of devices and then with surgical precession migrate the customer... Get the picture?
24 days ago

Tommi
Stop Following

Tommi Hietavuo • @John, you're asking good questions - I've been wondering the same things, especially related to Nokia, for more than 10 years now. Here are some of my thoughts.

It was around 2002 when I (then working for HP's Mobile Bazaar) asked a friend of mine who worked for Nokia: "Why do so many Nokia employees appear so eerily similar, talking the same way, behaving the same way, etc.?)" He answered me: "We only recruit strictly certain kinds on people."

And that was mostly true. There was - and still is - something almost all Nokia employees radiate. Kind of reserved corporate correctness, "can't talk about this - it's not my responsibility", "can't talk about this without NDAs", etc. And most notably, certain reluctance to step outside one's "area". Everybody minds their own businesses - no people who question things or try to change the world.

I think, this at least partly explains both the good and the bad sides of Nokia as a whole. It has been excellent in execution and efficiency - like a well oiled business & engineering machine. But at the same time it has lacked people who think differently, who question things and who can afford to see the bigger pictures about how things connect together. In other words, Nokia - as we know it - couldn't have designed a "remote controller of life". Only parts of it.

It's not their marketing people's fault. Nokia has had good marketing people - but as, for example, in their music offerings, even the best marketing can't do miracles if the product/service just isn't good enough. They tried to create excitement around things that simply were not very exciting. Or sometimes didn't work at all for common people. The connection to what people actually do, want and need in their everyday lives was pretty much missing. It's different with Apple: so, their first iPhone 4s had less than perfect antennas? So what? The device and its supporting services were so good and simply worked that most people didn't much care. It was not about technology anymore - it was and is about creating the remote controllers of life. Or not getting that idea...

I think, we Finns have a tendency to concentrate on engineering. We also have a well deserved reputation of inventing some quite weird, unusual things. Those "skills" do not always produce user-friendly, easy products and services. It gets worse because most companies don't want to hire people other than standard engineers and salesmen. Guys like Peter Vesterbacka who *know* that we can conquer the world and the universe, doing things a bit differently, are very rare here - just like elsewhere. But there is one special strength in Finnish culture which can, I believe, be a big benefit. It is the Finnish way of doing things straight, fast, with personal trust and minimal bullshit. That can allow excellent co-operation between small, innovative companies, thus challenging the bigger ones in the world. At least, if the funding challenges can be beaten.

As for Nokia... They need, I think, fresh people, fresh thinking, some radical new ideas and getting rid of that "we only recruit certain kinds of people" attitude. It won't work. But it's a tough road. Corporate processes don't change easily or rapidly. People tend to do things the old way, to play it safe. HP couldn't eventually digest the very radical HP Bazaar unit - the internal gap was too wide in thinking and operations. Nokia faces the same problem. They now need some radical guerillas who are not afraid of anything - but their processes would instantly try to kill any such attempts. ;)

But who knows? They just might make it and re-invent themselves. And interesting things might come out from HP, since their Palm acquisition, too, if the guys play their cards right. Interesting times! ;)
23 days ago

Mikko Kaarela

Ignacio Garcia Leirado

Marko Lauhiala

Marjaana Juotasniemi

John Jutila

John Paavo Tengström • @Tommi

Your the best! This is exactly the type of open discussion and perspective that is needed and should be encouraged. More so, by Finns that aren't easily intimidated to say what's on their mind in fear of reprisal or by being shunned by those in the industry! Yes, you might be surprised to hear some of the ideas and notions that are floating around behind the scenes.

When you stated:

"Nokia as a whole. It has been excellent in execution and efficiency - like a well oiled business & engineering machine. But at the same time it has lacked people who think differently, who question things and who can afford to see the bigger pictures about how things connect together.

I was struck by your use of the word "afford" when you said "who question things and who can afford to see the bigger pictures about how things connect together." I say this because in some organizations when you step out of your comfort zone, well, you can be shown the door. So in many cases, employees feel it isn't worth going against the grain. In certain respects there is a fear factor the comes into play. As a simple example, does Nokia allow/encourage employees to submit messages of concern/improvement/ideas without the fear of being singled out or retaliated against? Can this be done in person or autonomously. How is it measured openly that such comments are taken into consideration and reacted upon? How do you bear witness to the results?

You also stated:

"It's not their marketing people's fault. Nokia has had good marketing people - but as, for example, in their music offerings, even the best marketing can't do miracles if the product/service just isn't good enough. They tried to create excitement around things that simply were not very exciting. Or sometimes didn't work at all for common people."

I disagree in certain respects with you. Marketing does have responsibility to bear. Poor marketing/sales results shouldn't be deemed and passed off as having produced poor quality product/service. I believe failure can be the result of not having been wise in those battles you choose to get yourself involved in. Especially, when we think of products that have proven themselves in other markets.

Case in point: Nokia Communicator

At the time, the 1997 movie "The Saint" was released in April in the U.S. and May for Finland. Audiences around the world got their first glimps of a revolutionary new cell phone. One Nokia executive when questioned on U.S. T.V. about his predictions on sales volume for the U.S. market quipped "Like all Nokia products we intend to sell in the millions"! But what really happened? January 1998, I found myself in the United States verifying for Telecom Finland their roaming agreements with U.S. and Canadian GSM carriers. The product used for testing was the Nokia Communicator. The amount of network issues I encountered were enormous. At the same time, U.S. tech support from companies like Omnipoint didn't even possess the skill set to understand what I was talking about when I reported issues. If your interested you can read a write-up that appeared in the Finnish press at:

http://www.tengstrom.us/index_files/amerikan_uutiset.pdf

So long story short. GSM networks at this time in history were still in their infancy. Skill sets didn't necessarily exist. GSM coverage was extremely spotty and limited to just a few major cities. Many operators didn't support dual numbers for voice/fax, no price plan. The list goes on.
23 days ago

John Paavo Tengström • So how great a success in the U.S. market was the Communicator exactly? Being wise of the battles you engage means exercising some due diligence and determining if, as in this case, the operator has sufficient resources to support the product and all it's capabilities. If it doesn't, and the product fails to perform, then it's you Mister OEM that has a crappy product not the operator and now you got to live with a blemish on your reputation. That fact is driven home in the mind of the consumer because they had to be given a different handset by their operator because Your product didn't work!

Another great Nokia product that should have made it on the U.S. market was the "Nokia Observation Camera". Simply aligning yourself with operators and creating pricing codes specific to this product could have done miracles for sales. Not by having the inexperienced sales guy tell you that the only way you can activate the device is by putting it on a $30.00 a month calling plan, which you'll never use, with a data package attached. No one in their right mind is gonna pay that. And because the majority of Americans like plug & play you just lost a sale. If only one would have suggested something as simple as "pre-paid", maybe things would have been a little different? This is why I stressed in another thread in this Group that Motorola, Sony Ericsson really do take the time to educate the sales force the Operator has. In turn, their loyal sales effort is rewarded. And another thing Nokia better remember is that many of these "sales executives" that operate on the floor in retail outlets only make from $7.00 to $9.25 an hour. So do the MATH! if your rent is over $1000, car insurance $100+, electric $40, landline $30, Internet $30, Cable $40, Water $30, garbage $15, Food $200, Gas $210, health, other insurance, medicine, children, clothes, etc.. etc... and taxes haven't even been deducted yet..... How are you going to spend your day selling the various handsets you have to offer???? It's kinda a no brainer isn't it?

Regarding:

"But there is one special strength in Finnish culture which can, I believe, be a big benefit. It is the Finnish way of doing things straight, fast, with personal trust and minimal bullshit."

I believe I can understand what your saying because, as for myself, if falls on certain aspects of the national will of the people to see things carried out. I think it's this cadence that is still in place although the war is over. But others may complain about expediency and bureaucracy. My only suggestion to them would be to watch Mr. Hjallis in action on Diili. He really hasn't the time for anyones B.S.... Eiks niin?

And then.....

"As for Nokia... They need, I think, fresh people, fresh thinking, some radical new ideas and getting rid of that "we only recruit certain kinds of people" attitude. It won't work."

This is quite a radical transformation your proposing. Do you think it can be done?

JPT
23 days ago

Tommi Hietavuo • John, that radical change within Nokia needs to be done, I believe - but how, is another matter indeed. Today they announced laying off 1800 people - so, perhaps that's the start. And if they are smart, maybe they can re-ignite the spark within the rest of their personnel and re-focus people's doings into different things. Nokia has received so much bad publicity for such a long time that it's hard for us outsiders to know what's what.

Tommi
Stop Following

So, who can tell? I wish they can surprise us all in a positive way. Perhaps they will hire some people who think and act differently, too. But that won't help at all unless those people end up having some real power to do and change things. Otherwise they will only cause friction inside the company.

One thing I have noticed during the past years: most Nokia employees I know have not seemed like they are having a very good time doing what they do. There was an HP slogan we developed around 2004: "Boredom is not a corporate objective." Okay, "business is serious!" many will say. But creating catchy, fun multimedia, music, video, gaming, etc. services shouldn't be dead serious engineering & Excel work!

The Nokia I, for example, saw in music events, was pretty serious and, well... everything else but enthusiastic. And definitely not "wild" or "crazy" at all. And yet, music is all about emotions! They seemed to lack the real personalities who would put themselves fully into the game, winning the audience and all the people on their side with their attitude! And it's the same with Nokia's products. Sometimes they were weird, but never really positively radical.

Was it because Nokia wouldn't hire the kind of people who would show some real attitude - even rebellion - to people who hate corporate correctness? Or has the "machine" simply been so totally controlled that nobody can or dares to question anything?

That's something to think about for their new CEO among many other things...
21 days ago

John Paavo Tengström • Tommi,

As you stated:

"that radical change within Nokia needs to be done, I believe - but how, is another matter indeed. Today they announced laying off 1800 people - so, perhaps that's the start."

Not only is this a start, but 850 of those 1800 positions are Nokia jobs within Finland that are to be eliminated.

You continued by saying:

"Was it because Nokia wouldn't hire the kind of people who would show some real attitude - even rebellion - to people who hate corporate correctness? Or has the "machine" simply been so totally controlled that nobody can or dares to question anything?

That's something to think about for their new CEO among many other things... "

I created an audio file from lasts nights broadcast and extracted this word for word transcript of Elop's comments:

"I would characterize Nokia as a landscape of unpolished gems. The value of these gems to our consumers and shareholders will only be realised if we make a concerted effort to translate the most important of them into sustainable differentiated value, while firmly setting aside those who's future is less relevant."

Away with the old and in with the new. This could be making room for the "polishers" to come in and do what they do best. Perhaps the type of individuals you are talking about will all of a sudden find themselves as a much needed resource?

I would not be surprised to see more cuts coming as Elop eludes toward. Today's reduction in work force could possibly be only part of a much larger agenda being carried out. With the holidays quickly approaching it will be interesting to see if additional employees are made redundant now or in 2011. Many views exist on this aspect of "corporate correctness" as well. Like giving an employee a chance to start the year with a new set of fresh ideas.
21 days ago

John Paavo Tengström • MeeGo is an open source operating system hosted by the Linux Foundation that combines Intel's Moblin and Nokia's Maemo projects into a single platform for the next generation of tablets, pocketable computers, netbooks, automotive in-vehicle infotainment, and more.

http://www.linux-netbook.com/video/what-is-meego

When developing/selling a "remote controllers of life" application, how important is developing web access that ties directly into this "remote controller of Life" app from the desktop environment? Used, for example, in adding information or adjusting settings. This thought can be considered in two ways, maybe more. It compliments the remote controller and/or it enables adjustments that cannot otherwise take place over the handheld or wireless connection. Are there predefined specs./guidelines that state what a "remote controller of life" is? How does "syncing" in general broad terms fit into this? Does Nokia have a proven reputation in syncing?

Is Nokia in a position that IF IT PLAYS ITS CARDS RIGHT it has competitive advantage over the marketplace? The open source community is rather well penetrated internationally and learning curves, time to market and localisation of applications can be better delivered if the right formula and execution process are formulated. When thinking of the wide range of product supporting MeeGo this kinda seems imperative. Any thoughts?
20 days ago

Tommi
Stop Following

Tommi Hietavuo • I may be wrong in this, but somehow a combination of Intel + Nokia doesn't convince me much. Two market leaders doing "co-operation" mostly results in lots of words, few actual results. So, to me, MeeGo is just another... something. May succeed. May not. But the more important things are elsewhere, I think.

MeeGo. Symbian 1-2-3-4-?. Who cares? It's all just technology. I just tested China's new map service MapWorld (only in Chinese, of course...) and wanted to access that service in my own language - or at least in English. Whoever makes that possible in an easy way for me, gets my vote. Will it be Nokia? Apple? Google? Microsoft? All of them?

At Slush 2010 event I had many very interesting discussions with many people. Someone said, for example, that the "apps are back!". He said that although people have predicted web browser-type services to win the game, now the world is full of app stores and applications. I thought about that for a moment - and I partly agreed, partly disagreed.

The major problem with browser-based services, at least here in Helsinki, is right now this: they just don't work. the 3G network is sluggish and unreliable at best. Too often it's unusable (try, for example, using streaming video/music in a bus, train - or even when walking). And as for the browsers... Well, let's leave it at that for now.

So, right now, the only way to make the "remote controllers of life" really work, seems to be using more or less specific applications which can (hopefully) tackle the unreliable, unpredictable mobile networks. But that will change, eventually.

The services will be in the "cloud" - and the "applications" will only be interfaces to access them. They may well be specialized web browsers which look like apps - and so on. The end user doesn't care! He or she only wants to get some things done.

Nokia now has many useful assets which it can use to create useful services. But so do the others. I can't really see any major competitive advantage there. Whatever Nokia does, Apple, Google, Microsoft, HP, etc. can do. What handset will give me the least headache the next time I travel to China? Will the navigation work? It didn't a year ago when I tried to use my E-series Nokia near Wenzhou to find out where I actually was. And I don't care about explanations. Things didn't work where they should have worked. That's all that counts.

Also, it won't help me much to find places and services in China - in Chinese language... So, translation services etc. will be crucial to people traveling around the world for whatever reason. Whoever makes all that work the best, easiest way, has created the best remote controller for life. And it's a never-ending quest. :)

It has little to do with Meego or any platforms. It's all about connecting the right things together in a meaningful, easy way. Google has done that a lot. Apple too, in a bit different way. Nokia? Well... Let's hope that they can do it.
19 days ago

Lauri Hirvonen • Great to read the backgrounds of John Paavo and Tommi Hietamo. That gives more depth to their opinions. So it is my turn to give some of my background. I was in the team to introduce the Nokia Communicator to USA. It was frustating job as in USA the networks were not data-ready at that time. Nokia engineers helped to set up the first GSM data service in San Francisco area including Silicon Valley. Carrier was Pack Bell. The Communicator worked well on Pack Bell testing network. Then ownership of Pack Bell changed. The working data-network launch was delayed, delayed, the key people jumped off from Pack Bell to other projects. Also the roaming between different GSM networks was non-existent. GSM phone purhaced in NYC did not work in GSM network in SF and vice versa. So in GSM data-services (and in phone services) USA was far behind Europe. Simply Nokia USA management decided not to launch the new (next generation) Communicator in USA. That left the empty space for "smart phones". That was big mistake for Nokia. It has not managed to re-enter the smart phone market yet in USA.

Tommi worked with HP Bazaar and Peter Westerbacka. Nokia worked with Bazaar as well. We had good co-operation and lot's of promising initiatives were started. Then HP top management changed and soon the Bazaar was ended. As Tommi wrote, culture gap.

About co-operation with Intel and Nokia. I see there great synergy, which will benefit both. Nokia can not market the PC-type-version of the MeeGo but can do it in mobile devices. And vice versa for Intel. When the same MeeGo is working in those both worlds the developers will love it as it brings to them much larger potetial market: PCs and Mobile.
19 days ago

Tommi Hietavuo • USA was, indeed, something unique in the late 90's and early 2000's when it came to mobile services. Not easy, as Lauri states from his own experience...

A small but kind of an interesting note, btw: HP Mobile E-Services Bazaar (we did, indeed, co-operate very closely with Nokia) existed 7 years before the cultural, political and other gaps finally made our operations impossible. I was the last guy to finally leave the ship, turning off the lights... Peter had left just a little earlier.

7 years is a lot in this industry. We and Nokia did many great things together - and I still know many great Nokia people. Some doing something else now, some still doing good work there.

What strikes me now is the fact that so many good ideas, start-ups and pilots of the early 2000's only start to be commercially viable now. I had a "theory" in around 2003..4 that there's a gap of at least 5 years from something being doable to that same thing being actually (even commercially) utilized. That "theory" still seems to work.

I am a bit skeptical about "strategic" co-operations for my own reasons. There was an agreement between HP and Warner Communications, for example, on the highest level in the early 2000's. I also remember conf calls where a VP level Warner person told me that I was actually the first ever (!) HP person to contact them after that "strategic alliance". (=years later) And yes, we were proposing real things - real working together. But to me, that moment revealed something about what goes on between big companies. ;)

It's all about people. It's all about persons who are not afraid to do things they are not always supposed or even allowed to do. Alliances are nothing unless there are people who can and want to make things happen. And above all: people you can trust.

Our "rule" at the HP Bazaar was to always take care of the customer or the partner (no matter how small) - even when some corporate political or other issues might try to force us to do "the wrong thing". We didn't do the wrong thing. Our customers and partners could always trust me and all of our team - because that was the only way. Our small, global team had a slogan: "Proud to be bazaar".

We didn't want to be celebrities or rich business moguls. We were just a bunch of guys who shared a certain attitude, certain skills and really wanted to help the others - small start-ups with brilliant people, for example. To make big things possible.

And we still do.

I think, Finland now really needs that attitude - and "connecting" people, things, companies and ideas together. It's not about technologies. It's about connecting to our lives. To our families' lives. To our children's lives.

But how? How to stop the "connectors" from moving away from Nokia and the other companies, since there simply is no room (jobs) for "connector" type of people?

Or does that matter anyway? Can we live with the traditional "engineers, salesmen, marketing, lawyers, administration" model?

Will there be more "bazaars" to take care of ecosystems?

What do you think?
19 days ago

John Paavo Tengström • Thank you Mr. Hirvonen, for your words and sharing the personal challenges you also faced with successfully deploying the Nokia Communicator. Your words certainly add perspective and reinforcement to the obstacles present at that time. Also, kinda suggests why to this day we still see and hear the Verizon "Can You hear me now?" ad:

http://www.usatoday.com/money/advertising/adtrack/2004-02-22-track-verizon_x.htm

Believe it or not, I still use my 9110i and it's right next to me as we speak! Great product!

Regarding your statement:

"About co-operation with Intel and Nokia. I see there great synergy, which will benefit both. Nokia can not market the PC-type-version of the MeeGo but can do it in mobile devices. And vice versa for Intel. When the same MeeGo is working in those both worlds the developers will love it as it brings to them much larger potential market: PCs and Mobile."

This is exactly why I was harping on the idea of a Canonical & Nokia relationship in the other thread when I stated.

"I could easily foresee Nokia and Canonical entering some sort of situation commercially and then pumping out apps to every manufactures handset that can support whatever flavour of linux is the most popular at the time. Those consumers would then have some of the most cutting edge technology possibly available as the community as a whole has the ability to intermediately deliver."

Tommi, using "web access" was a poor example on my part. What I wanted to forward was the idea/concept that when you are interacting with a "remote controller of life" there will be aspects of interaction that need to be accounted for behind the scenes.

Let's use your example of traveling from home to Helsinki. Here you said:

"when I need to decide when and how to travel from my home to Helsinki, I don't want to launch an "application" - and even less a web browser. I simply want to know when the next local train or bus leaves from the nearest station. That's all. The device will know where I am - and so, when returning back home, it would show me the departure time of the train/bus (+ the right track, of course) without me needing to tell it that I'm now in Helsinki Central Railway Station and it's 20:03, etc"

I agree that this is the ideal solution and outcome you want! But the matter is much more complex. What needs to be created and mapped is an individuals "Mobile DNA" if you will. This can happen a number of ways. You can have a standardized "Mobile DNA" building program that takes preliminary information to get you started; like name, address, DOB, handset model, IMEI, Operator, etc.. etc.. Then on top of this your various "remote controllers of life" applications add the complexity to your "Mobile DNA".

So taking your example one more step further, the "remote controller of life" application for "Travel" is going to install itself and at the same time ask you to add your DNA information to it. So you may add things like which gym you work out at, where you work, your child's day care centre, etc... etc... You may even be asked if the application can access your calendar in order to sync current location with where you need to be going.
19 days ago

John Paavo Tengström • Now, based on this added level of intelligence, when your meeting is over in Helsinki, you can trigger the app so that it knows to tell you how to get to the next meeting, or it recognises that your meeting went longer than expected and now you need a taxi. Or maybe your Outlook calendar indicated it's your turn to pick up your child, so it offers the bus timetable to the day care centre.....

Obviously, if the process is standardised additional applications can build off of those you have already installed. The DNA becomes more comprehensive and even better able to predict intelligently.

Nowadays with number portability it's easy to change operators... But how about ones "Mobile DNA" who get's ownership of that? And could it really tie a consumer to a specific handset manufacturer permanently? How about advertising revenue? Who get's a piece of that pie? My handset is in my pocket all the time. My "Mobile DNA" knows where I am all the time. Could I opt-in for mobile ads? Could I look forward to such ads or discounts being sent to my mobile based on the fact that when I leave my house in the morning at 07:00 that 15:00 minutes later before reaching the next Neste station I'm offered a discount on petrol? Or, maybe it has been recognised that sometimes I like to pay for my Helsinki bus ticket with my handset. A discount on my next fare is offered because it falls near the time-frame I leave my job, yet during a period when the bus is barely full. In this case, the Helsinki Transit authority could manipulate my Mobile DNA information and see if I react to their offer. Their costs would be the charge to whoever holds my Mobile DNA information and the cost to send information to my device. Very low with potentially high returns. Howabout if my device gets stolen. Can my operator send a self destruct code to the device based on the stolen IMEI logging onto the network? Or how about the off duty police officer that get's a message that hän is in vacinity of a stolen device and the operator provides the GSM number to that stolen IMEI device... The officer calls the number and looks/hears who answers. Busted.

Maybe behind the "remote controllers of life" there are the building blocks to life? Like your Mobile DNA?
19 days ago

Lauri Hirvonen • Tommi, I fully agree those times end 1990 to early 2002. These were close to my hart as I started the Nokia Developer program 1996 with Nokia 9000 Communicator, today known as Forum Nokia. Co-operation with HP Bazar was great.

So you understand my happines when CEO Elop in his 20 minute 3Q 2010 result's speech to the Investors and Media said multiple times, the developers are the key to the success. That is the reason Elop is monitoring the developers feedback to Nokia and will take necessary actions to help developers life to be easier = more profitable.
18 days ago

Follow Lauri

Tommi
Stop Following

Tommi Hietavuo • Lauri: I think this is one of the "secret aces" Nokia may now have in its sleeve. Public opinions change slowly and right now many people don't believe in Nokia's (or HP's) ability to do certain things. With some right key people and the right atmosphere in the company, surprises are possible. Taking good care of developers is one of the areas where hollow words are simply not enough. Perhaps Nokia could use some kind of a "Bazaar" for developers now - a place where start-ups etc. are not just names in a list, but really involved in real work and co-operation with Nokia and with each other. I know as a fact that one of Nokia's competitors had plans just for that, but then other things (unrelated) made it impossible. Maybe someone should hint Elop about this? ;)

An interesting question: is there a chance for any "Bazaar" -kind of collaboration organization to succeed when funded by one giant company such as HP or Nokia?

And John: I think you caught my thoughts perfectly. Its challenges, too. It's going to be a connected world. And that's why some of us now call ourselves as "connectors". HP (and others) had quite advanced plans and technology for this scenario (services aware of each other and able to talk to each other in a standardized way) more than 10 years ago. Your term "Mobile DNA" is interesting because what we're talking about is, indeed, about linking technology closer to our actual lifestyles and - ultimately - DNA.

The "train/bus" scenario I proposed can be done today. It's no rocket science - it's simply using information from a couple of services and interpreting it in a meaningful way. The challenges, as I see it, come from certain areas such as:
- Companies' unwillingness to share information
- Who pays to whom? How much?
- The "trusted partner" John mentions. The one who "owns" my identity information etc.
- Business reality: many companies don't want to co-operate. They want to act alone to maximize their profits or to gain a better position in the market.
- Consumers who have a good reason to be cautious about web-based services' security and privacy issues
- Political reasons not to make this happen

So, although this "sci-fi" world of "services for mobile people everywhere" we're talking about is already technically possible, it may take much longer to happen than one would think or wish. Maybe, in the end, it's we - ordinary people - who will oppose it the most, because - once again - it brings change. And people are very scared of any change. If this new technology even seems to threaten your wife's job, for example, or forces you to re-educate yourself, will you support it?

Still, I think that today's start-ups need to prepare for this big change already now. The time of isolated technologies may well be over soon - and it's all about more or less device-independent services and applications then. Some companies will find business in specializing in niche techologies etc. Some will be great in connecting things together so that people like me can catch the last train out of Helsinki in time. :)

16 days ago • Reply privately • Flag as inappropriate

Add a comment…

☑ Send me an email for each new comment.

[Add Comment]

Customer Service | About | Blog | Careers | Advertising | Recruiting Solutions | Tools | Mobile | Developers | Language | **Upgrade My Account**

LinkedIn Corporation © 2010 | User Agreement | Privacy Policy | Copyright Policy | **Help improve LinkedIn.**