

# スマートフォン導入事例とスマートフォン活用ポイント

GClue

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# Application Store



**Arubin** Andy Rubin

There are now over 500,000 Android devices activated every day, and it's growing at 4.4% w/w

6月28日



50万アクティベート/日  
30億ダウンロード突破

1666万DL/日



# Digital Book

2011年2月 9030万ドル (76億円)

デジタル出版 > 紙出版



# SmartTV

VEVO ユニークユーザ  
5500万突破

Netflix時価総額  
1兆0489億円

**VEVO** Enter video, artist, or keyword... **Search** Videos Artists Store

**EXCLUSIVE PITBULL**  
Watch an exclusive set for the party people of Planet Pit, live from the AXE Lounge.  
[Watch Now In HD](#)

The requested resource was not found on the server. You may have mistyped the address or the resource may have moved. [Return to index](#)

**What's Hot** Videos Playlists

1 **Hold It Against Me**  
Britney Spears  
15,084,320 views

2 **S&M**  
Rihanna  
15,721,480 views

3 **All Of The Lights**  
Kanye West ft. Kid Cudi & Rihanna  
7,843,380 views

4 **F\*ckin' Perfect**

Videos You'll Like

## Netflix, Inc. (NasdaqGS: NFLX)

After Hours: 233.30 ↓ -0.03 (-0.01%) 7:59PM EDT

|                |                |               |                 |
|----------------|----------------|---------------|-----------------|
| Last Trade:    | 233.33         | Day's Range:  | 228.02 - 234.17 |
| Trade Time:    | 4:00PM EDT     | 52wk Range:   | 82.77 - 248.88  |
| Change:        | ↓ 2.16 (0.92%) | Volume:       | 3,111,663       |
| Prev Close:    | 235.49         | Avg Vol (3m): | 5,757,730       |
| Open:          | 232.27         | Market Cap:   | 12.34B          |
| Bid:           | 222.20 x 200   | P/E (ttm):    | 78.83           |
| Ask:           | 242.05 x 100   | EPS (ttm):    | 2.96            |
| 1y Target Est: | 221.91         | Div & Yield:  | N/A (N/A)       |

People viewing NFLX also viewed:  
[PCLN](#) [AMZN](#) [CMG](#) [OPEN](#) [LULU](#) [CRM](#)





HTC



338億米ドル

335億米ドル

ITMedia 記事より

<http://www.itmedia.co.jp/promobile/articles/1104/08/news031.html>

# Apple



>

**NOKIA**  
Connecting People

# Nokia

**NOKIA**  
Connecting People

**symbian** <sup>3000人が移管</sup>  **accenture**  
*High performance. Delivered.*

  
Windows<sup>®</sup>  
phone

Platform  
SmartPhone  
SmartPad  
SmartTV



# 2020

## 500億台のスマートデバイス



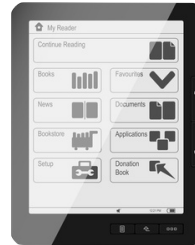
# 2020

1人あたり6.5台のデバイスを保持

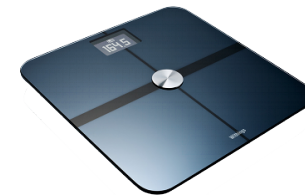
SmartPhone



SmartPad

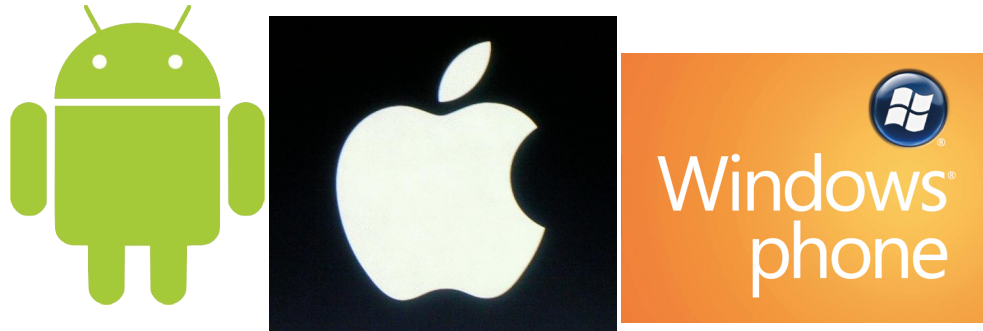


SmartTV



# Point

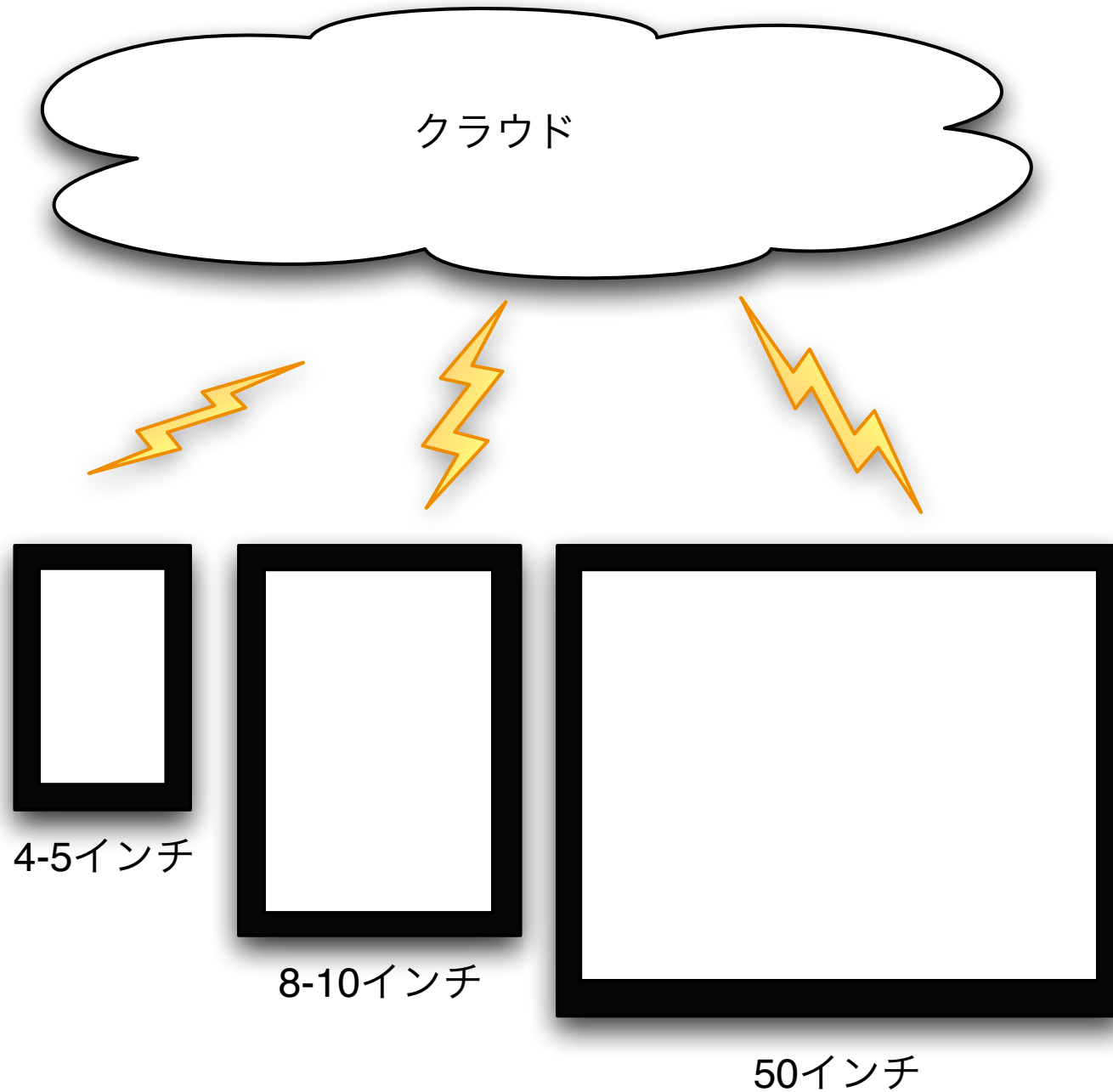
3大プラットフォーム



3Screen + Cloud



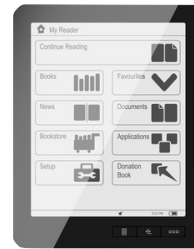
# 3 Screen + Cloud





Platform  
SmartPhone  
SmartPad  
SmartTV





# 2011



50万台/日



36.6万台/日

Android 1億8000万台/年で増加

iPhone 1億3000万台/年で増加

# SmartPhone 2012



>



2006年

MacBook白

# SmartPhone

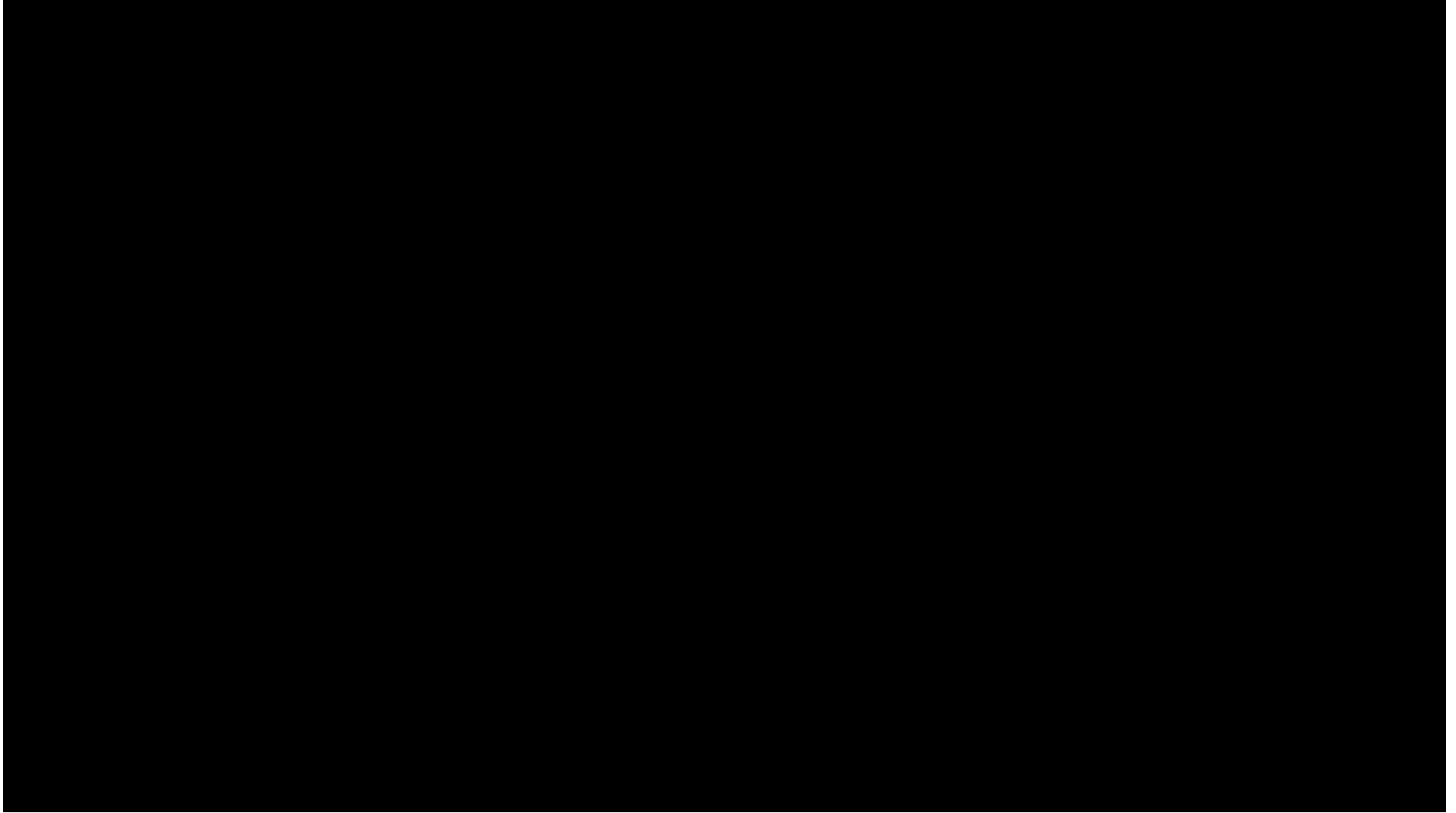
| Year | Researcher               | Download<br>(億)    | Revenue<br>(億ドル)  |
|------|--------------------------|--------------------|-------------------|
| 2010 | IDG<br>Gartner           | 109<br>82          | N/D<br>50         |
| 2011 | IDG<br>Gartner           | 177<br>N/D         | 150<br>N/D        |
| 2014 | IDG<br>Gartner<br>Getlar | 769<br>1850<br>N/D | 350<br>N/D<br>580 |

# アプリケーション経済の誕生



# Music

# Apple Girl Band

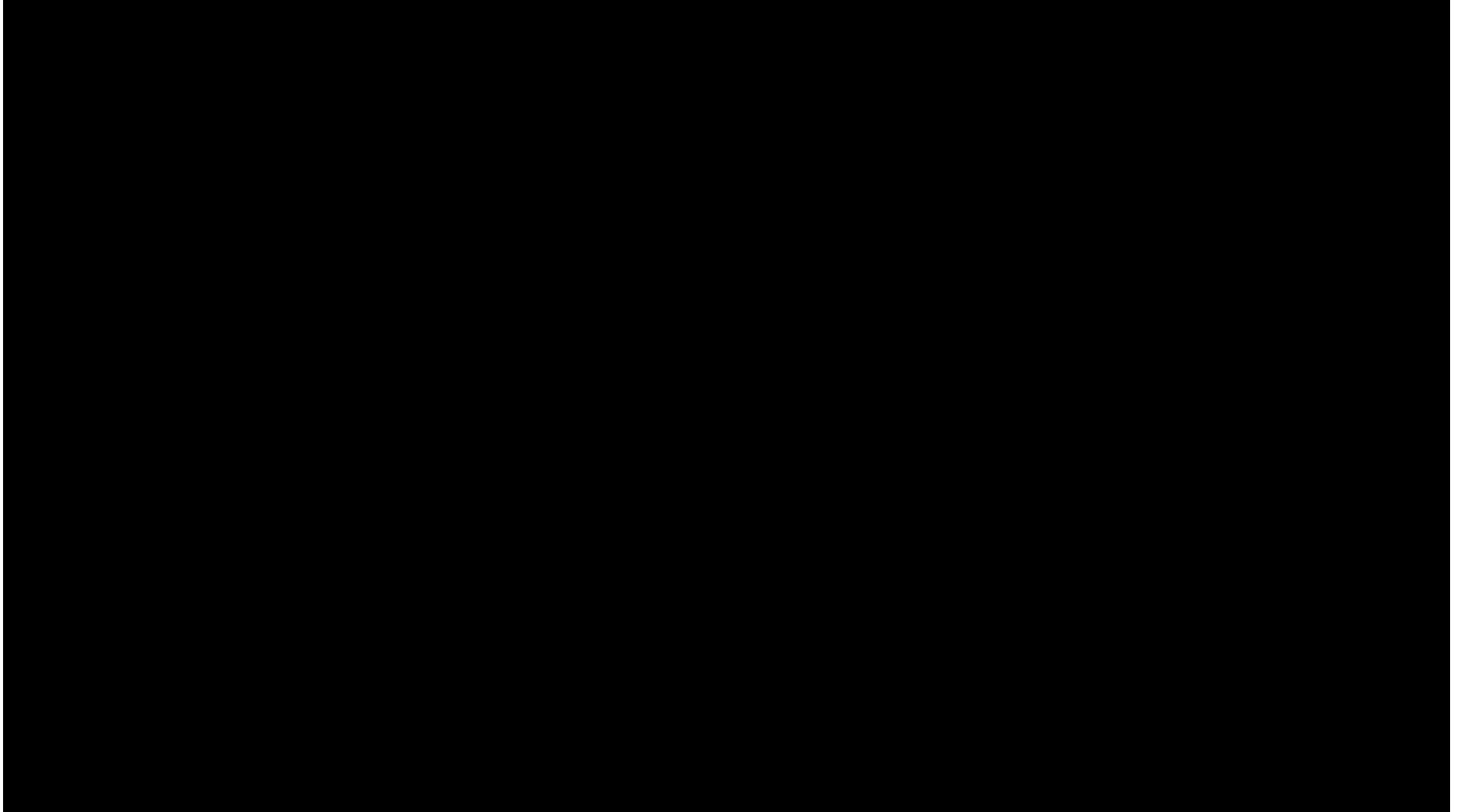




# Payment

# Square

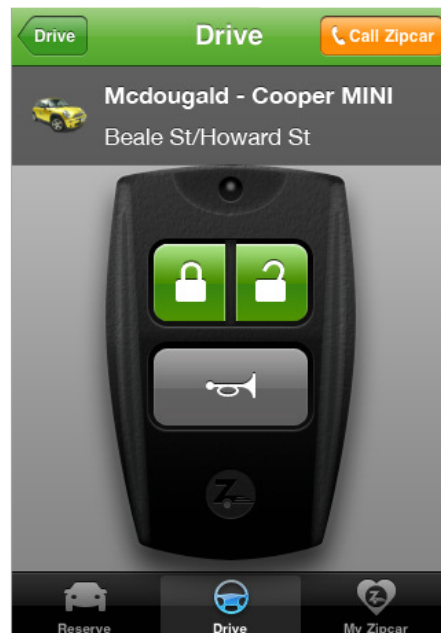
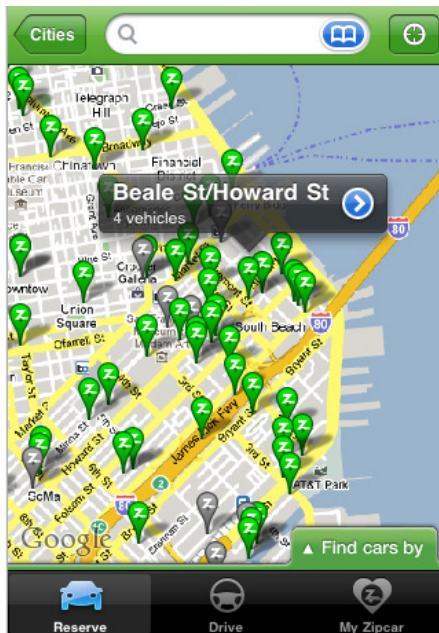
<http://www.squareup.com>



Car

# ZipCar

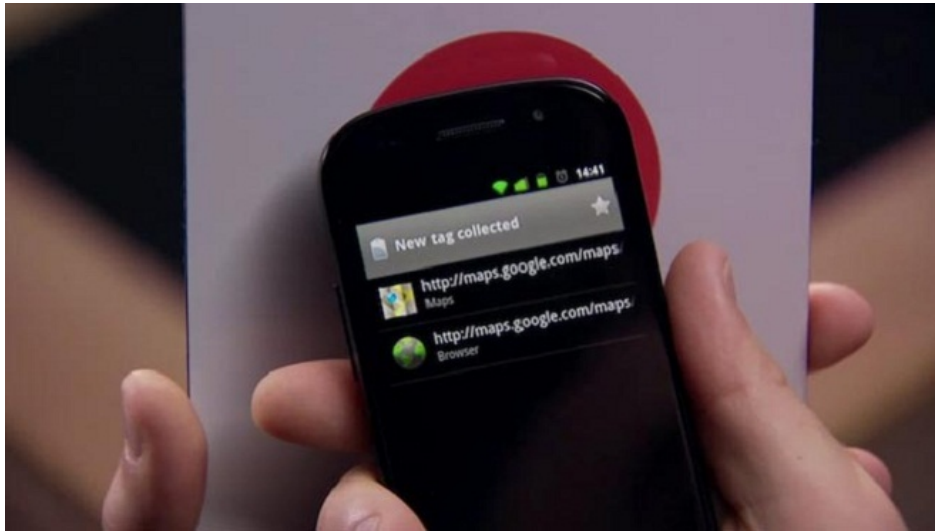
<http://www.zipcar.com/>





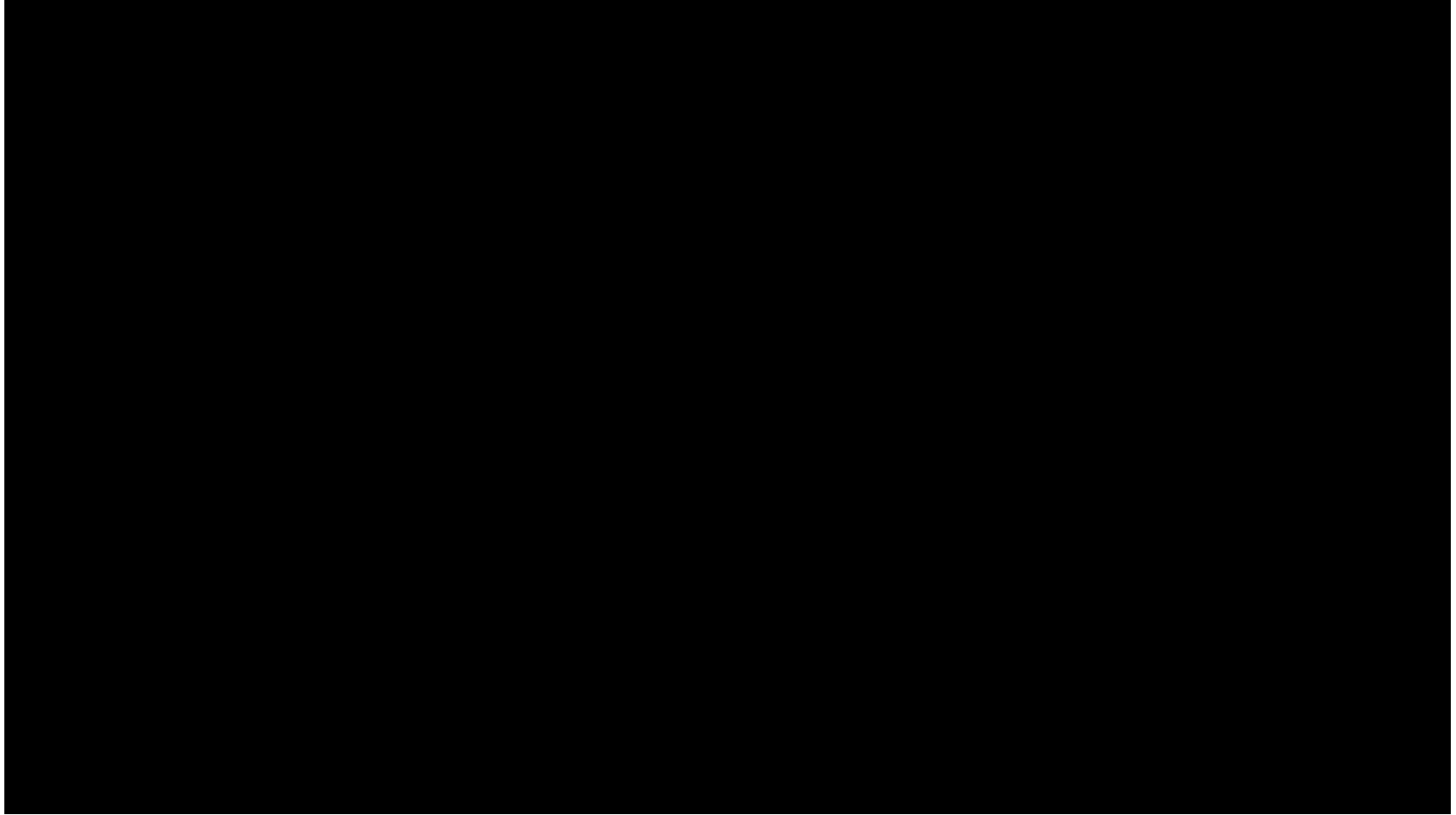
NFC

# NFC



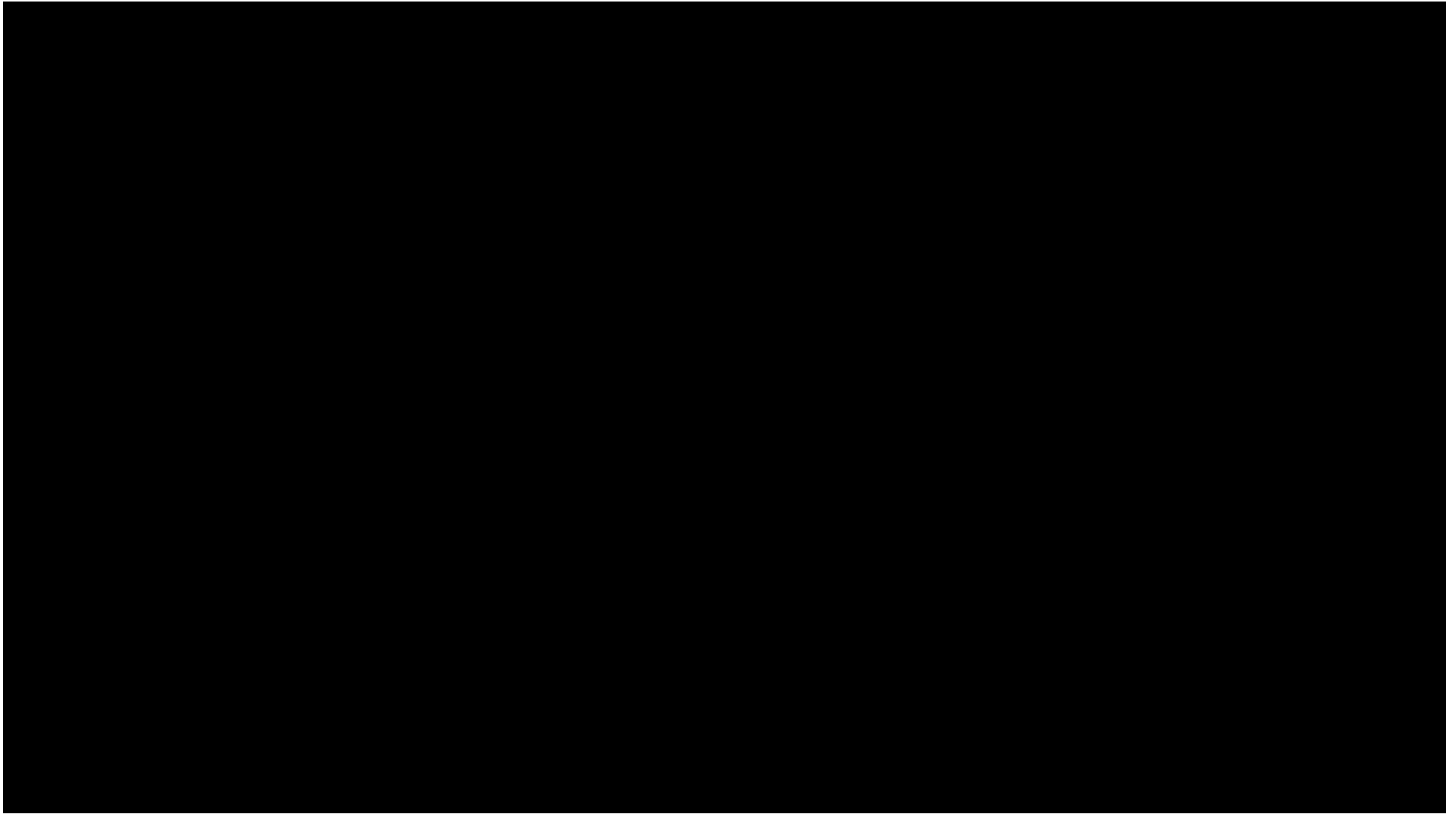
NFCで10cmで物体や  
位置を認識

# NFC

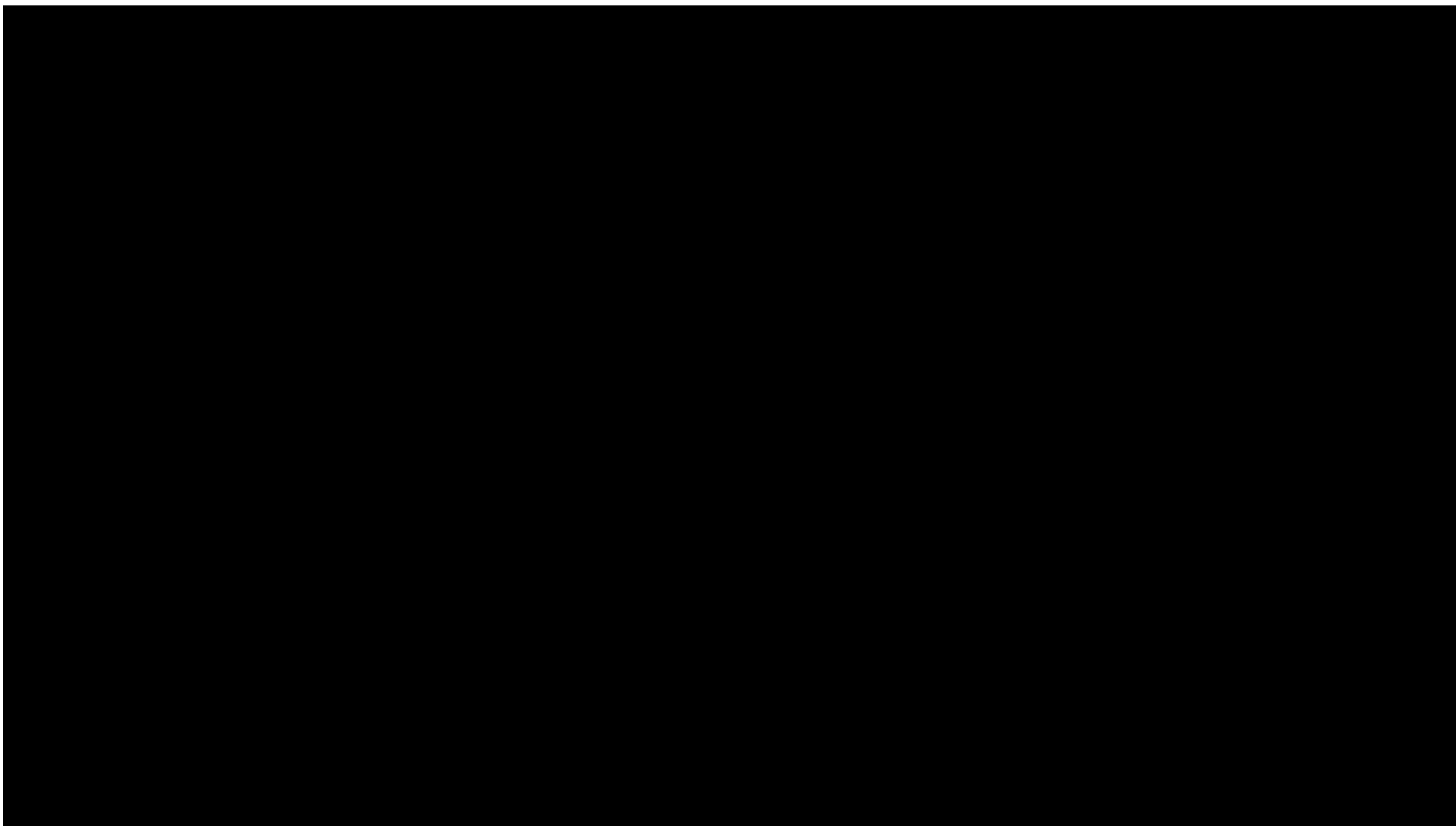




# Nokia 360

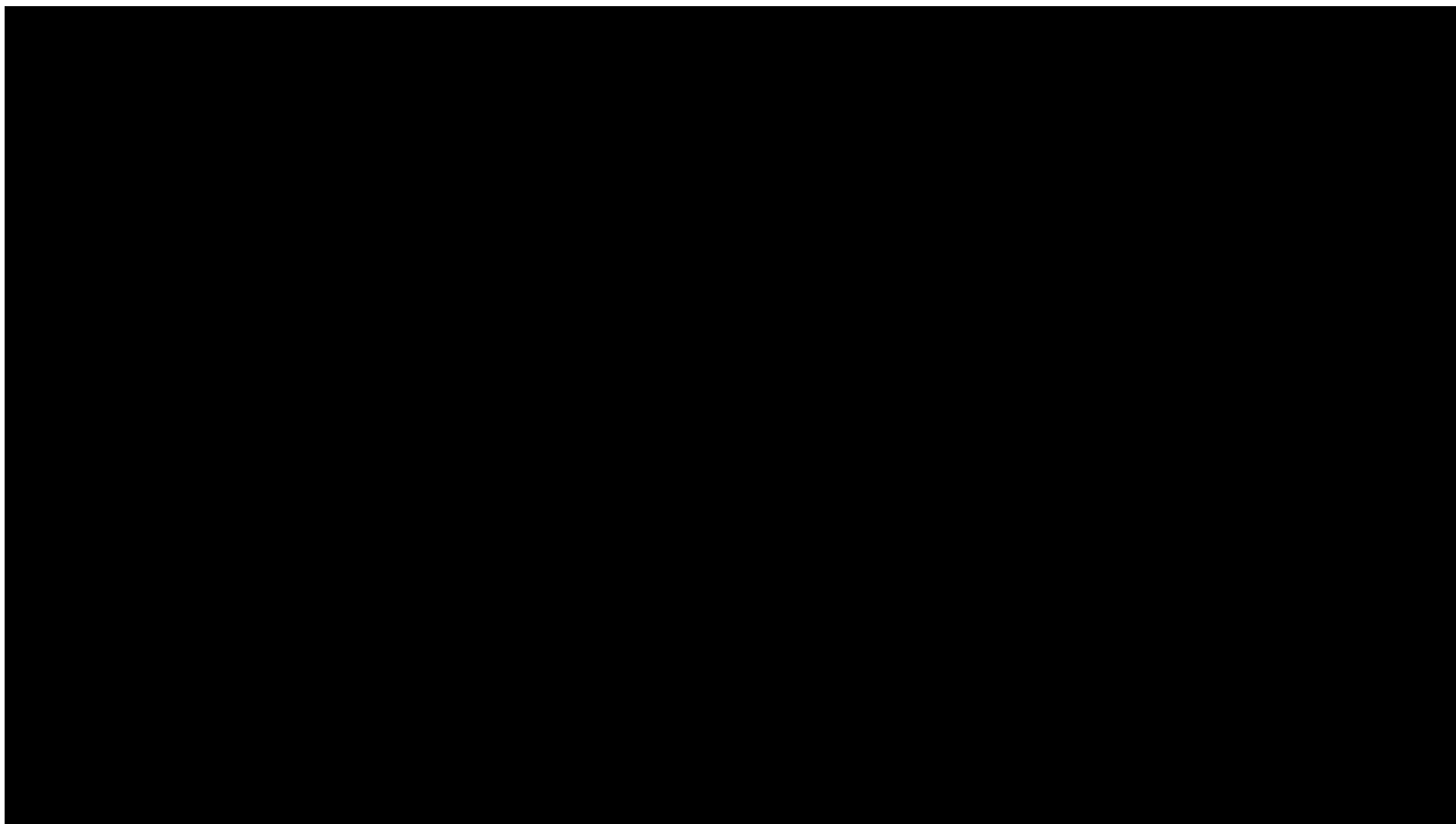


# Social Game

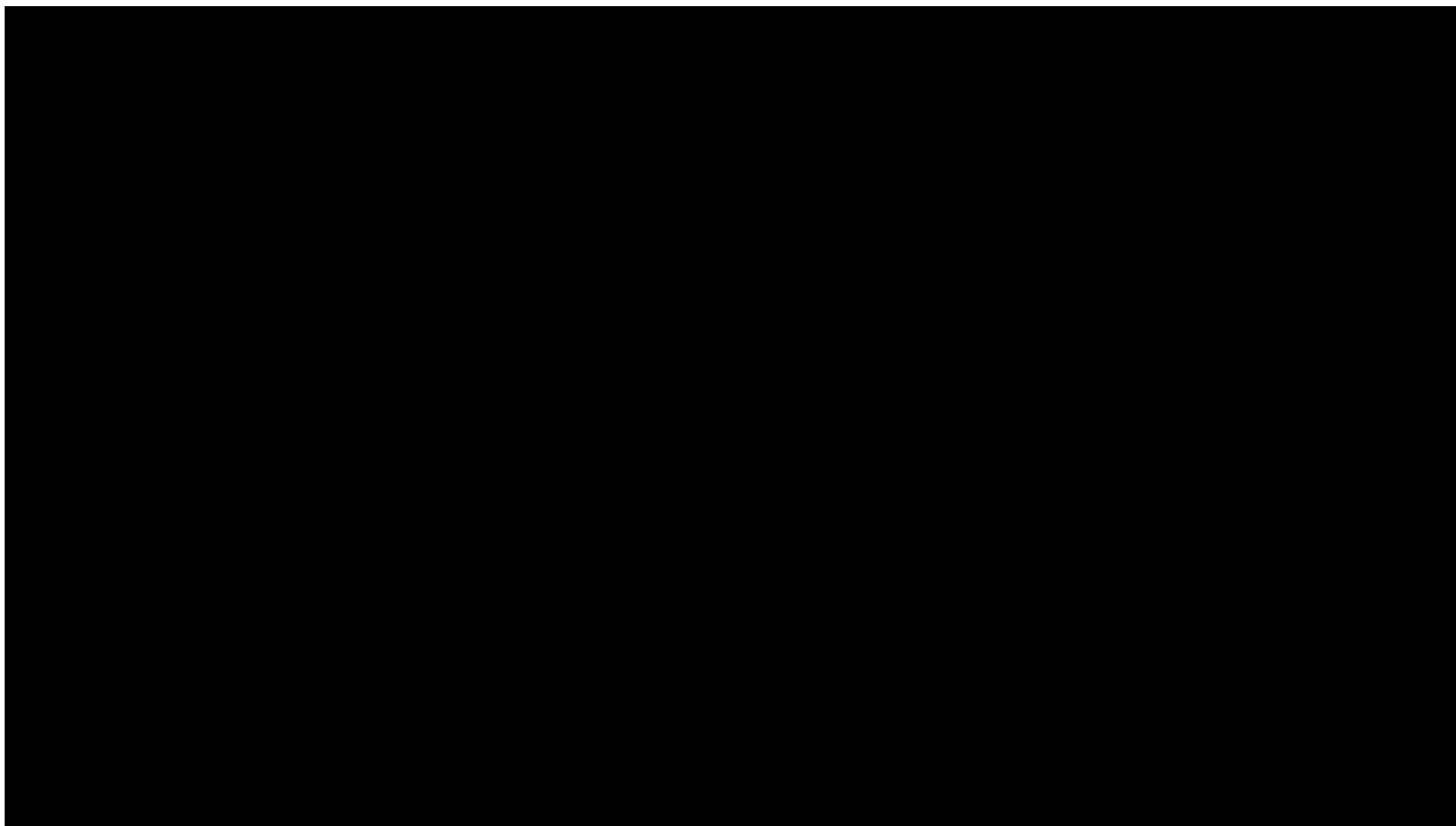


[Redacted Content]

# Hardware



Ikea



# Realtime





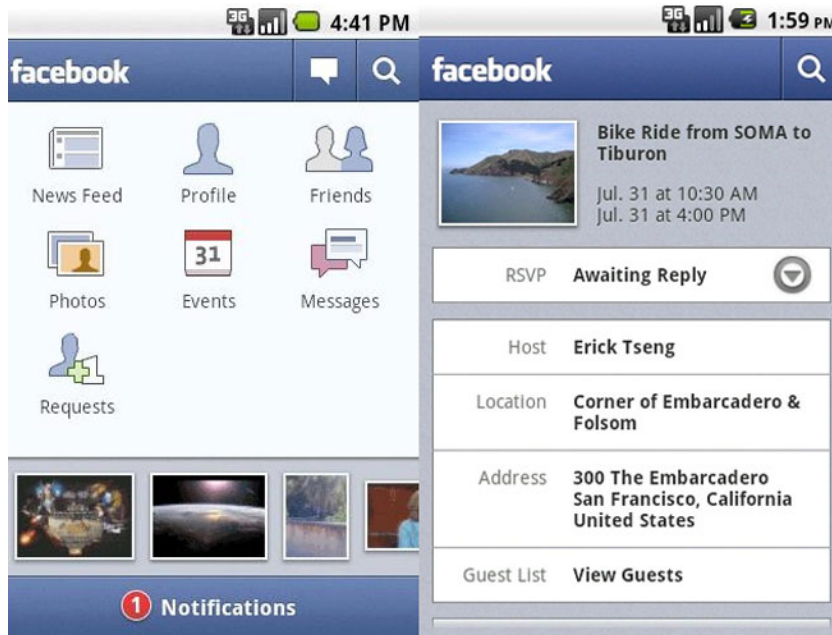
# Twitter



iPhone/Android  
=  
Twitter Client

# Communication

# Facebook



クリスマスの3日だけで250万ダウンロード

# Promotion

# Book Reader



# iBook



Apple純正Book Reader



# Kindle



## Amazon製Book Reader

# Elements

<http://theodoregray.com/PeriodicTable/Posters/index.html>



原子記号図鑑



# Real-Hub

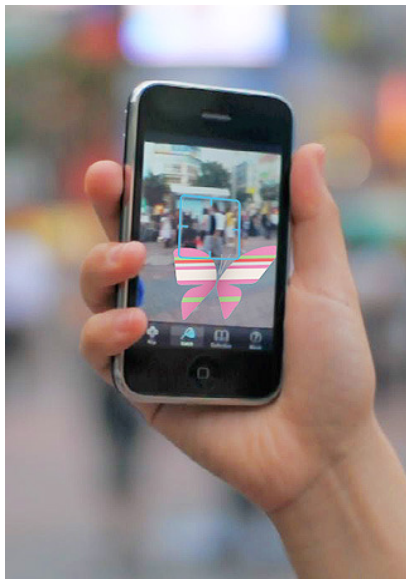
# Goggles



画像認識でリアル空間を認識

# iButterfly

<http://www.mobileart.jp/ibutterfly.html>



ARで蝶を捕獲

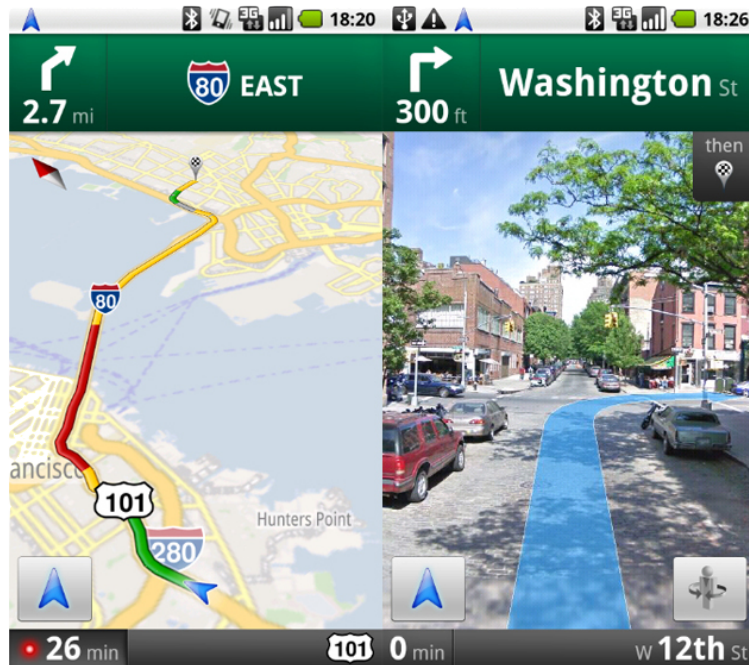


# VIPER

<http://www.viper.com/SmartStart/iPhone/>



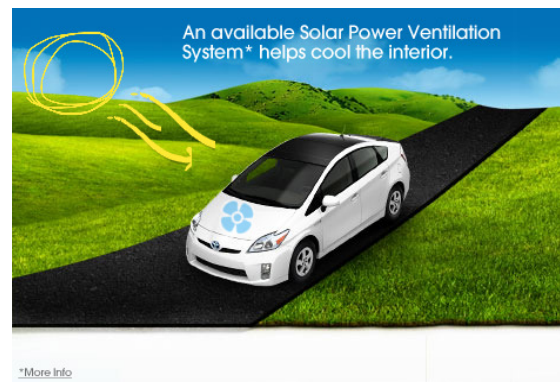
# Google Navi



カーナビもSmartPhone  
で代用

企業アプリ

# Toyota



車内の疑似体験



# Toyota

<http://www.youtube.com/watch?v=Vix2GkK1FJU>

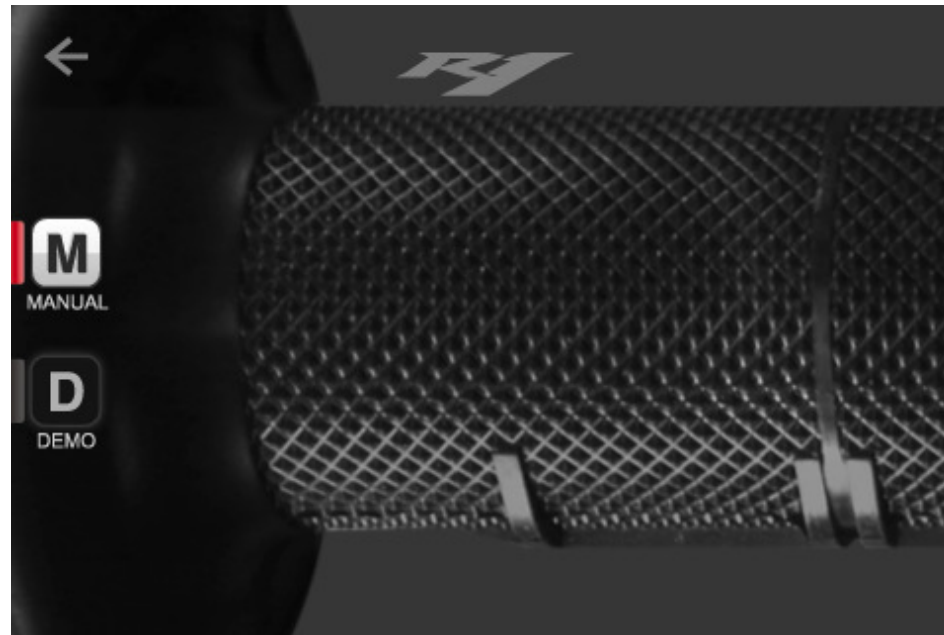




# @トイレ



# Ride Yamaha



# アパマンショップ



# Ikea AR Catalog



# フアーファ



mHealth

# Whithings

<http://www.withings.com/>



体重を計測



# iHealth

<http://www.ihealth99.com/>

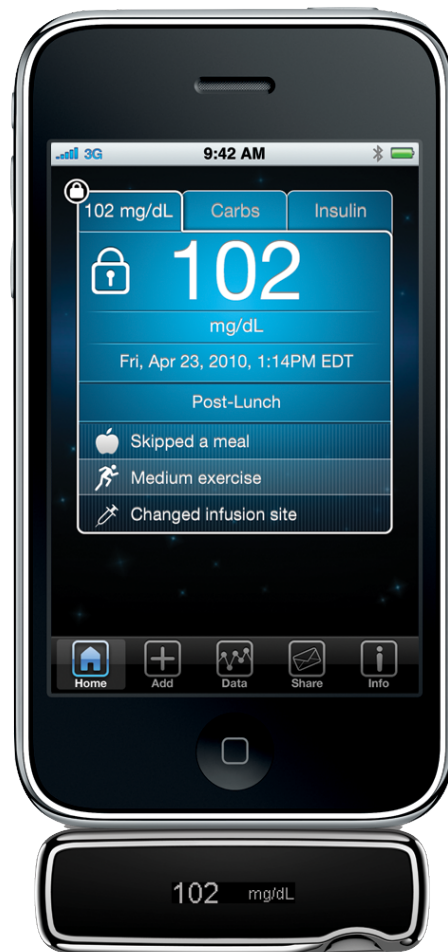


脈拍を計測



# iBStar

<http://www.bgstar.com/web/ibgstar>



シリアル端子を利用した  
血糖値計測アプリ