

The New Economy – An Engineer's Perspective

Sir David Brown
Chairman, Motorola Ltd



Why understanding of mobility is changing

- Digitisation of everything



Why understanding of mobility is changing

- Digitisation of everything
- Expansion of broadband



Why understanding of mobility is changing

- Digitisation of everything
- Expansion of broadband
- Explosion of smart things



Device formerly known as the mobile phone

- Processing power of yesterday's personal computers
- The fourth screen
- Anytime, anywhere interaction
- Personalisation
- The fourth medium



Everything = Digits
Everywhere = Intelligence
Everyone = Broadband
Experience = Mobile Portal



Seamless Mobility



The future of communications

- User centric content
 - Device-sensitive and context-sensitive, driven by affordable, available broadband
- Applications explode
 - Digitisation of everything at the edge of the network
- Privacy, safety and security
 - Critical for content that is purchased and created
- Full mobility
 - Across heterogeneous networks
- Always on, always here
 - Sessions that cross networks and devices seamlessly



Seamless mobility is not continuity of bits ...

It's continuity of **experience**



Seamless mobility

- People's understanding of mobility is changing
- People value continuity of experience
- The more personalisable is the experience, the higher is the value
- Technologies to deliver continuity of experience exist

Seamless mobility is happening now



Economic effects

- Macroeconomy
- Microeconomy
- Socioeconomy



Economic effects

- **Macroeconomy**
- Microeconomy
- Socioeconomy



Macroeconomic effects

- Rate of globalisation



Macroeconomic effects

- Rate of globalisation
- Unleashing innovation on a world scale

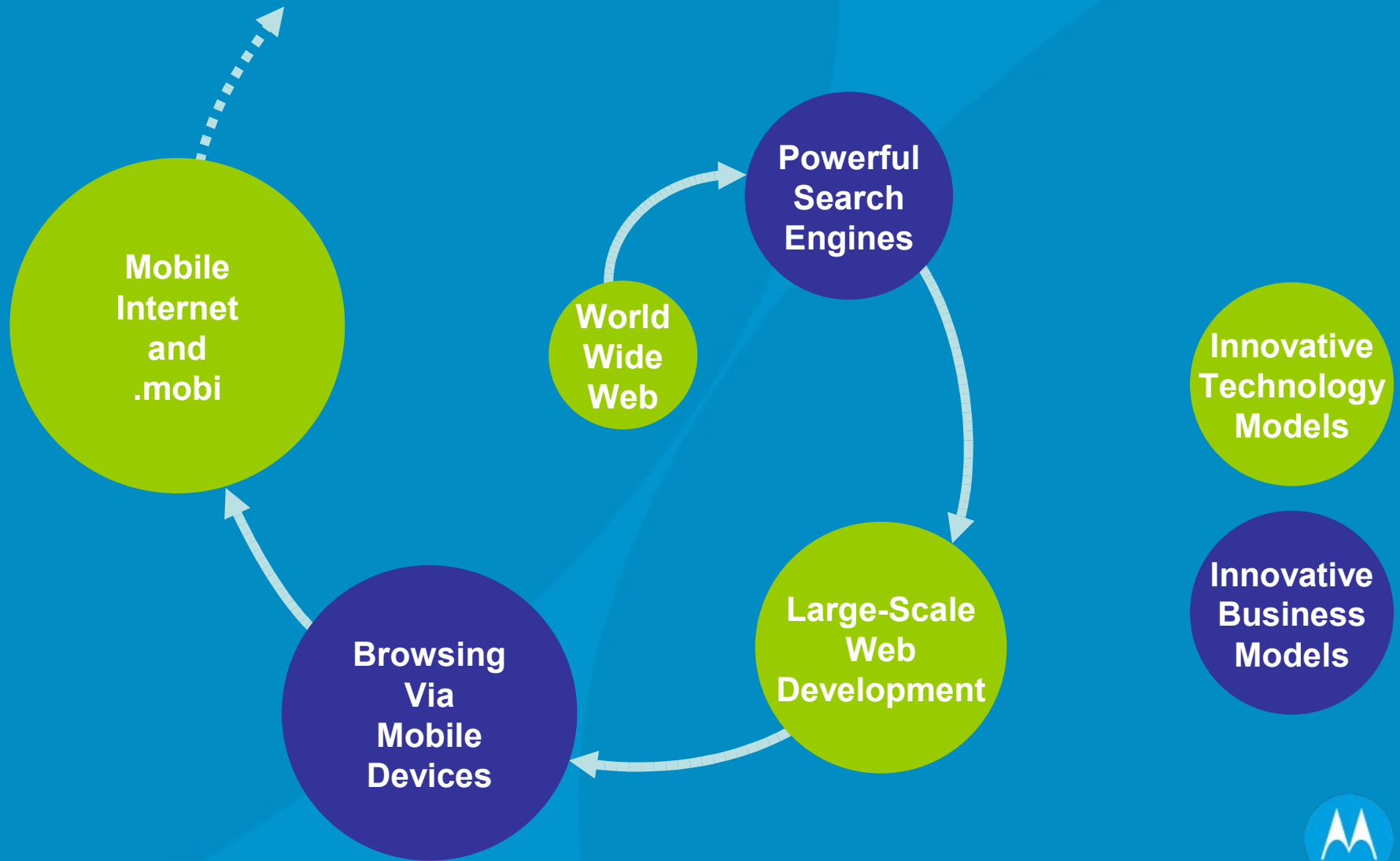


Macroeconomic effects

- Rate of globalisation
- Unleashing innovation on a world scale
- Technology models and business models



The Disruptive Spiral



Macroeconomic effects

- Rate of globalisation
- Unleashing innovation on a world scale
- Technology models and business models
- Disruption



Macroeconomic effects

- Rate of globalisation
- Unleashing innovation on a world scale
- Technology models and business models
- Disruption
- Large-scale industrial restructuring?



Economic effects

- Macroeconomy
- **Microeconomy**
- Socioeconomy



Microeconomic effects

- Race to offer more personalisable continuity of experience



Microeconomic effects

- Race to offer more personalisable continuity of experience
- Open-ness



Microeconomic effects

- Race to offer more personalisable continuity of experience
- Open-ness
- Mobile internet



Microeconomic effects

- Race to offer more personalisable continuity of experience
- Open-ness
- Mobile internet
- Service-level interoperability



Microeconomic effects

- Race to offer more personalisable continuity of experience
- Open-ness
- Mobile internet
- Service-level interoperability
- Scalability



Economic effects

- Macroeconomy
- Microeconomy
- **Socioeconomy**



Socioeconomic effects

- Bridging the Digital Divide



Socioeconomic effects

- Bridging the Digital Divide
- Regulation and taxation



Socioeconomic effects

- Bridging the Digital Divide
- Regulation and taxation
- Connecting the unconnected



Macroeconomy

+

Microeconomy

+

Socioeconomy

=

New Economy



