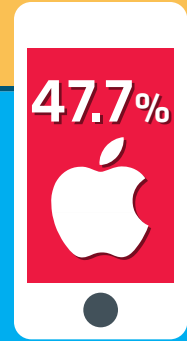


## The Battle of Operating Systems:

**Android leads mobile traffic through the Usablenet Platform**

Traffic from iPhone 6 users jumped **13%**



**FAST FACT:**

“Mobile devices are increasingly becoming the go-to device for communications and content consumption. By 2018, more than 50 percent of users will go to a tablet or smartphone first for all online activities.”

– GARTNER

**FAST FACT:**

By 2019, smartphone and tablet users will make 195 billion mobile commerce transactions annually, up from 72 billion in 2014.

– JUNIPER RESEARCH

**IN THIS ISSUE:**

## What We're Reading



### The Mobile Forecast for 2015

Following a year of speculation about the fate of wearables, mobile payments and connected technology, the verdict is in for 2015. Now that 90% of consumers own a mobile phone and 30% own a tablet, the number of mobile devices has “surpassed the global human population” ([Mashable](#)). 2015 will be the year of mobile-first and omnichannel thinking, alongside a rise of technologies like mobile wallets, phablets and fitness trackers ([PC Magazine](#)). Digital will complement but not replace the physical, and both products and brands that can marry the two will win in 2015. Find further insights into this year's trends at [Betanews](#).



## The Future of the 'Internet of Things'

The Internet of Things is among the hottest predicted trends of tomorrow, and the phenomenon expected to be “just as revolutionary as the smartphone” is seemingly too focused on impressive gadgets, and not enough on user adoption ([Ad Week](#)). Samsung CEO BK Yoon has noted that IoT “must be and should be human-centric,” emphasizing the importance of naturally integrating into and enhancing consumers’ lives. Read more on the shortcomings of the IoT [here](#).



## Task-Oriented App Usage Rocks 2014 and Beyond

The tremendous growth in the usage of mobile apps in recent years, particularly in shopping and productivity apps, may be pointing to a greater mobile consumer shift ([BI Intelligence](#)). Users are increasingly turning to mobile for tasks that have typically been conducted on desktops. Looking ahead, positive attitudes toward mobile apps have the potential to grow, opening the doors to an “app-first movement.” A deeper look at the possible future of a mobile app takeover is available at [BizReport](#).



## Team Insights and Client Achievements

[Hilton CEO on being everything to every guest, everywhere](#)

[American Airlines' magazine takes flight on mobile to extend reach](#)

[The nuts and bolts of building a successful mobile site](#)

[Virgin Atlantic using augmented reality to entice customers and train crew](#)

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