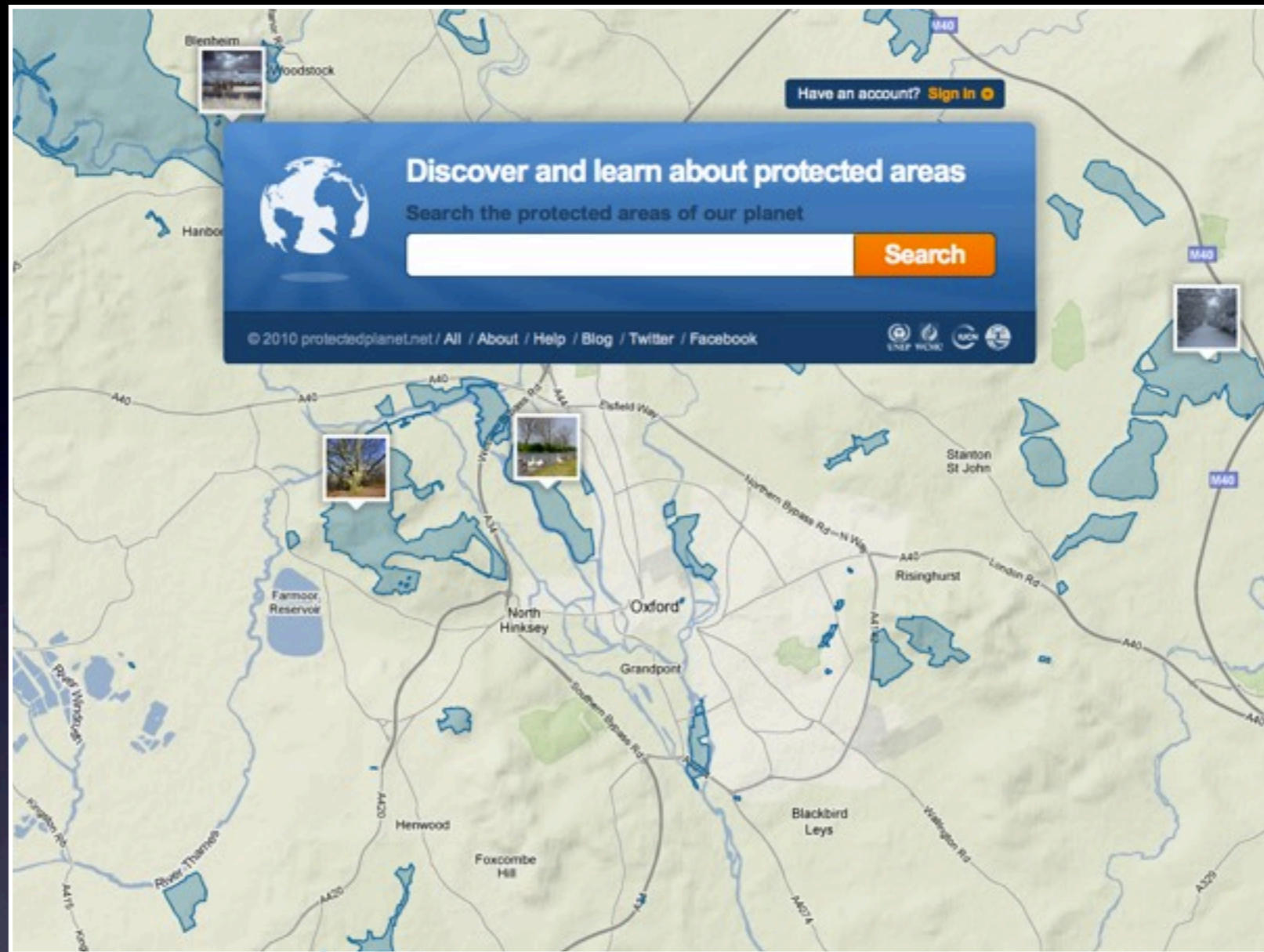


ConnectedPlanet

Future of mobile in Conservation (abridged)

UNEP-WCMC



ProtectedPlanet.net



Mobile



The future

There's a lot of it

2 years 

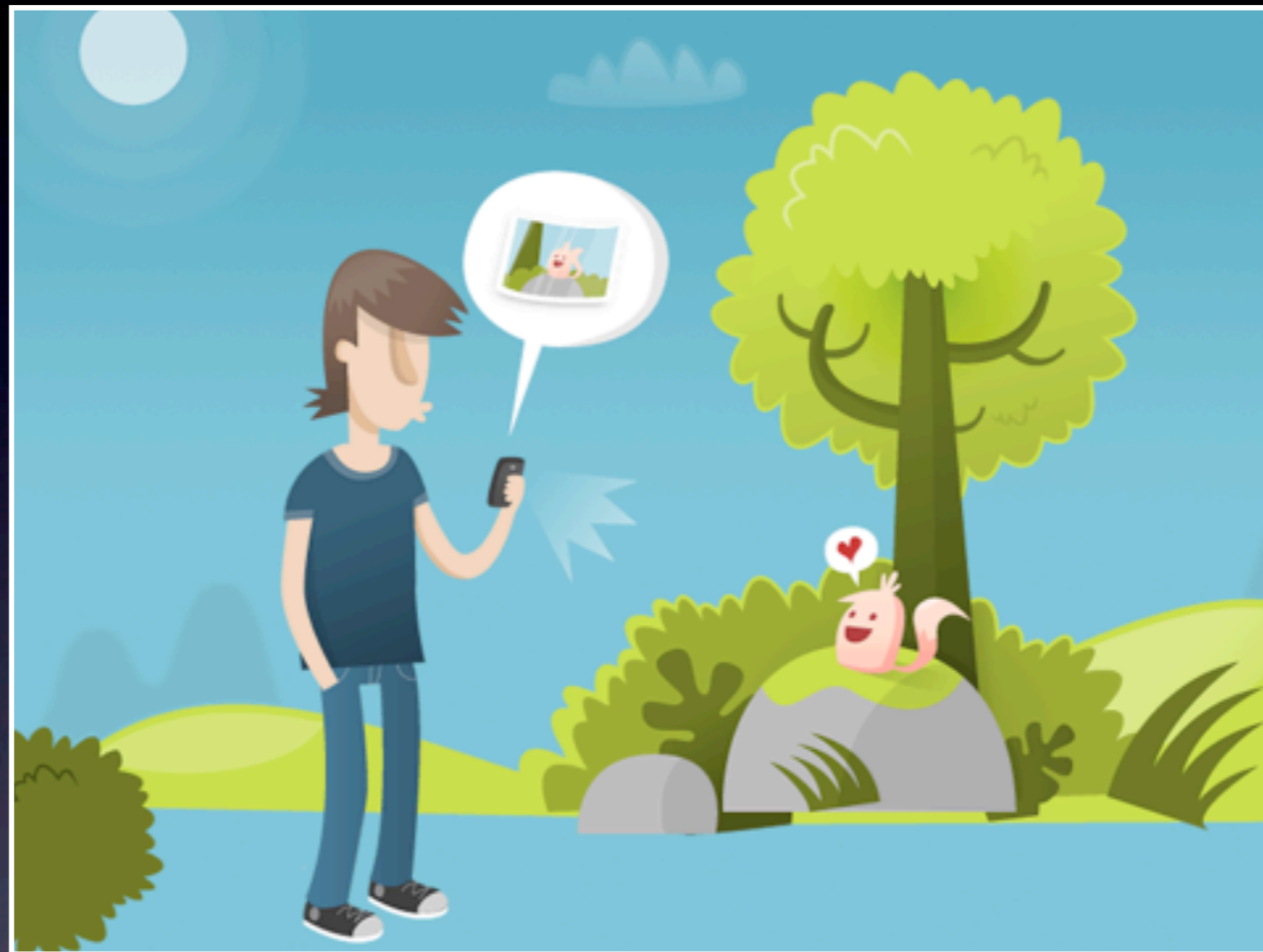
There's a lot of it

Next 2 years

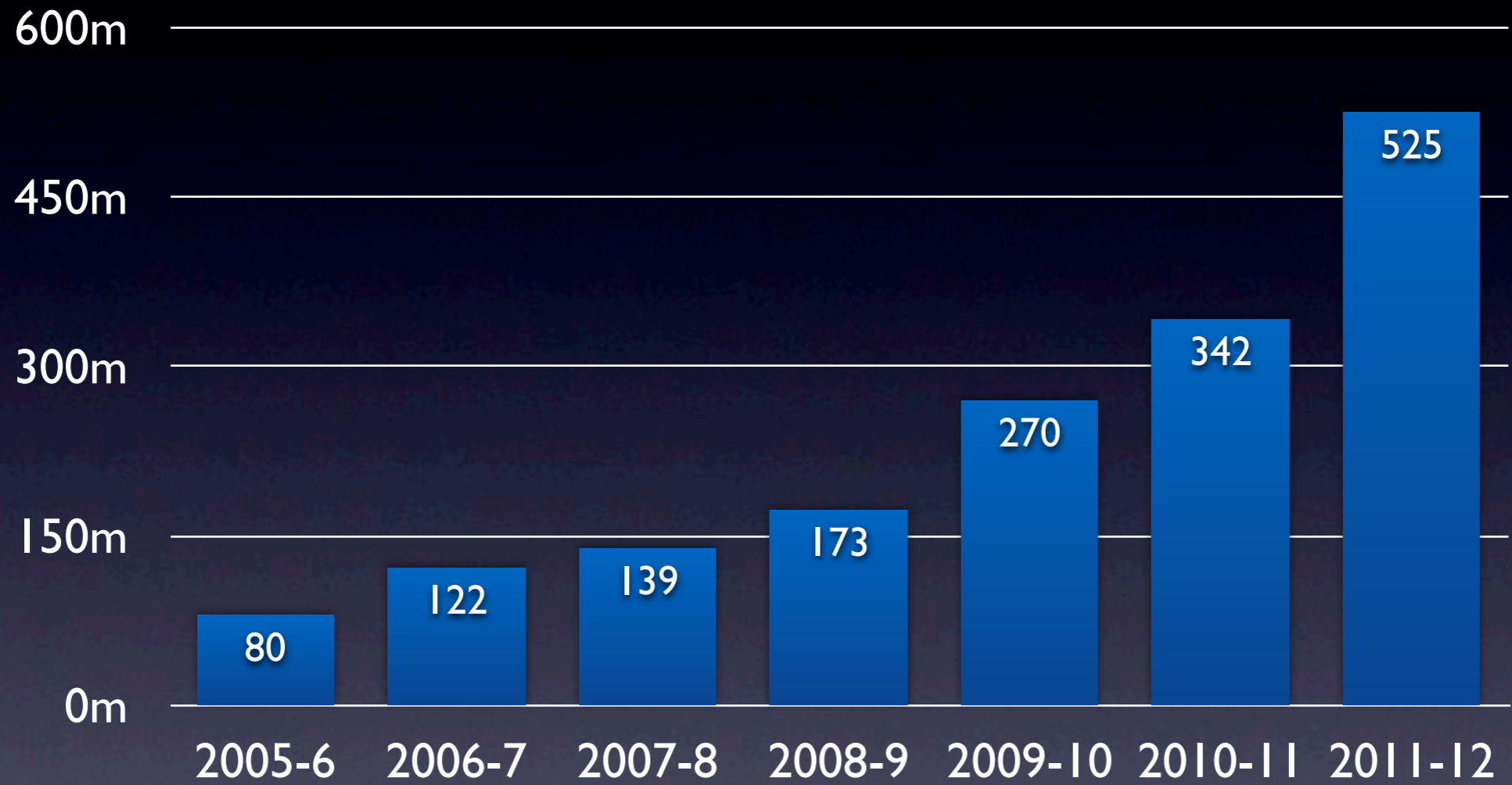
- reasonable forecast
- devise mobile strategy
- find funding
- implement
- iterate

Next 2 years

- Users
- Infrastructure
- Hardware

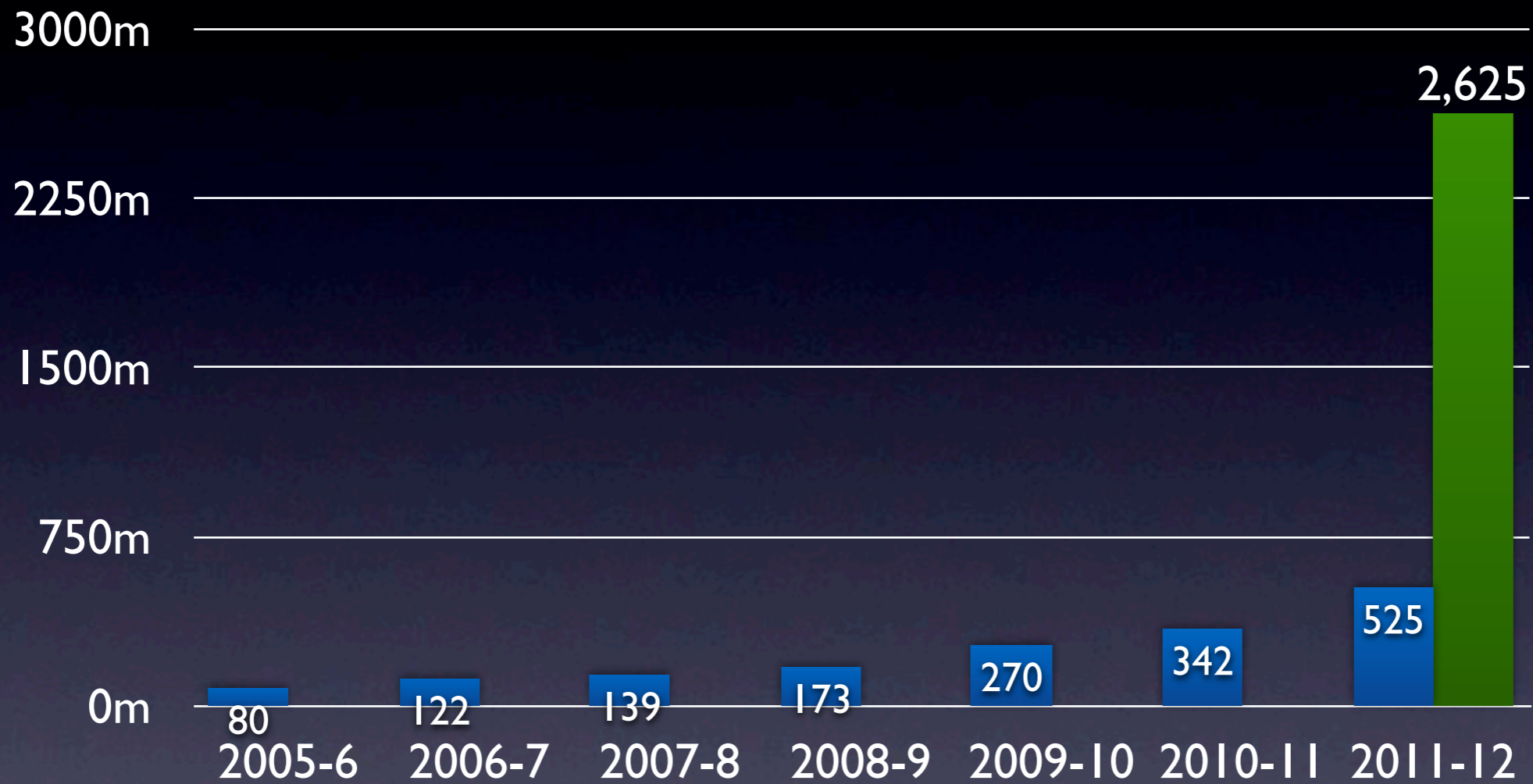


Users



Smartphone growth

(Gartner)

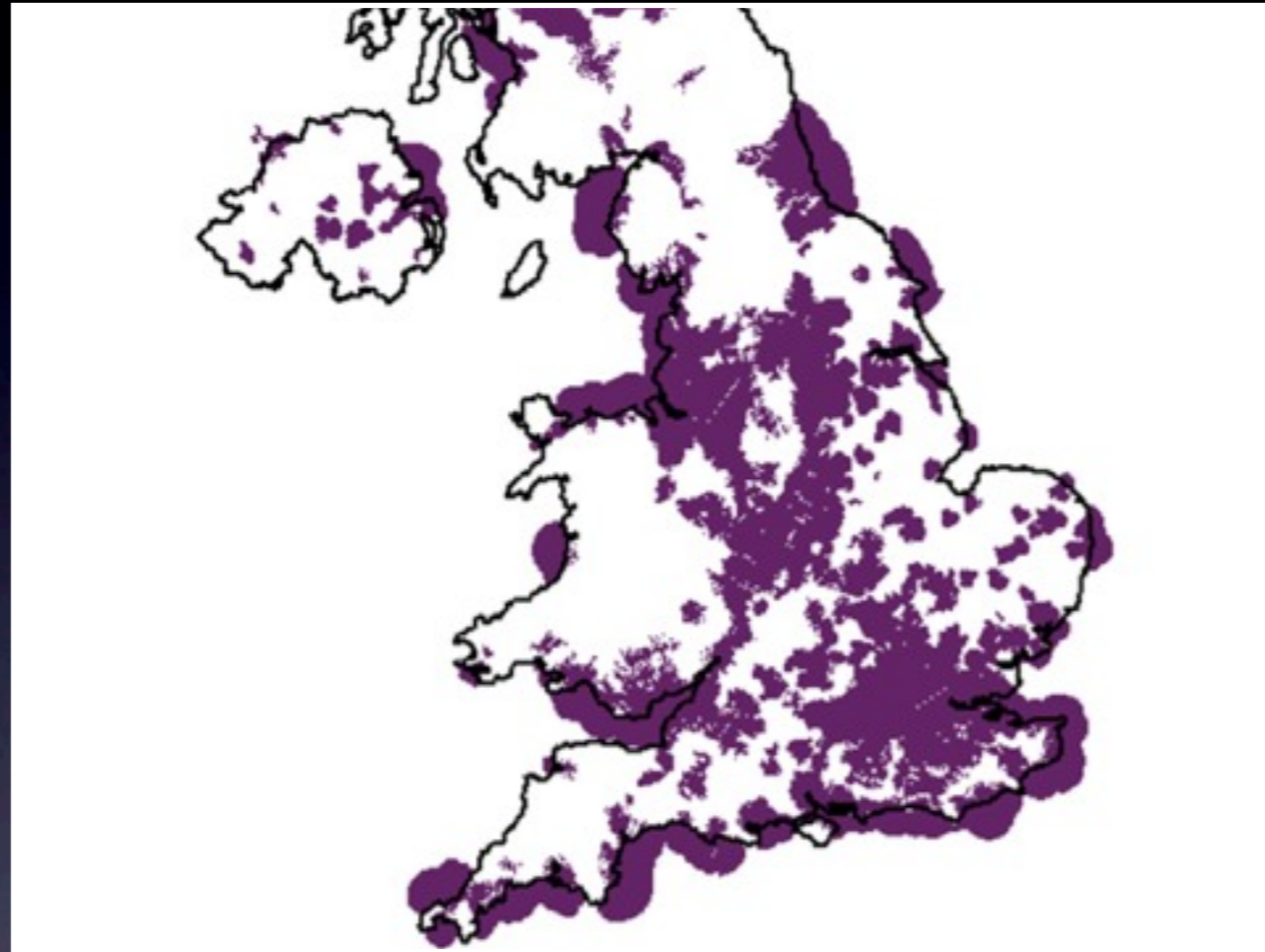


Smartphone growth

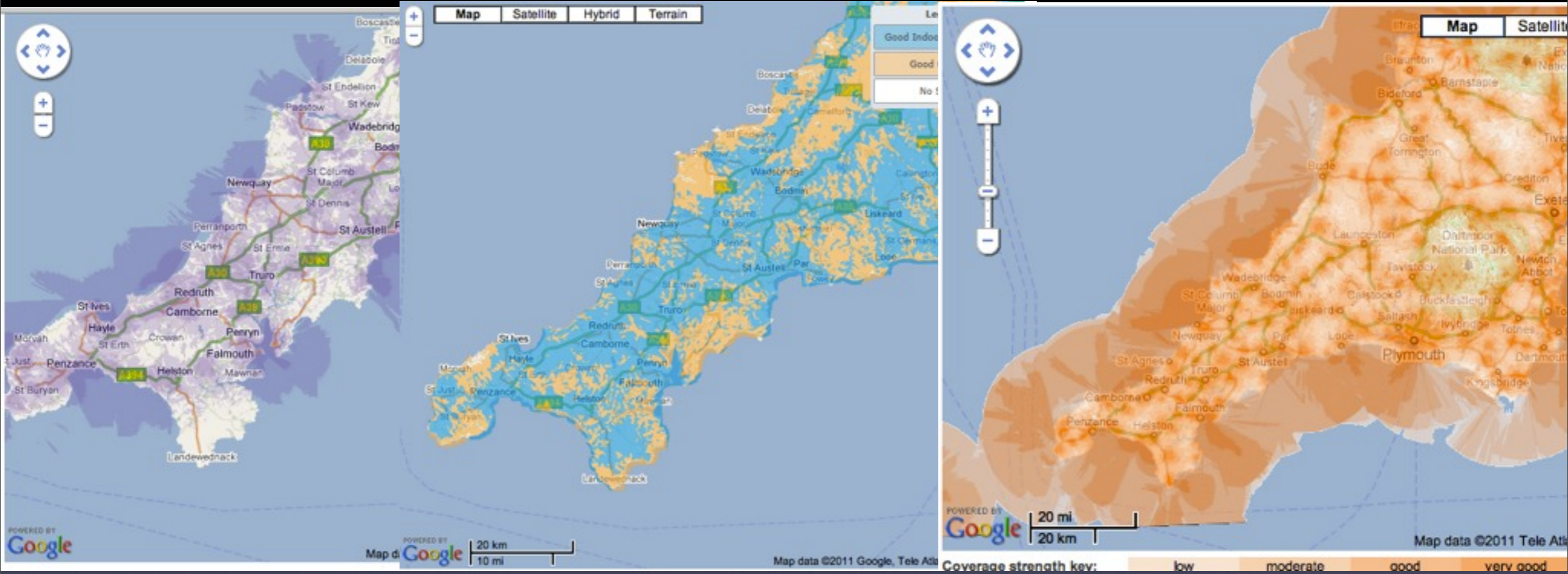
(Gartner)



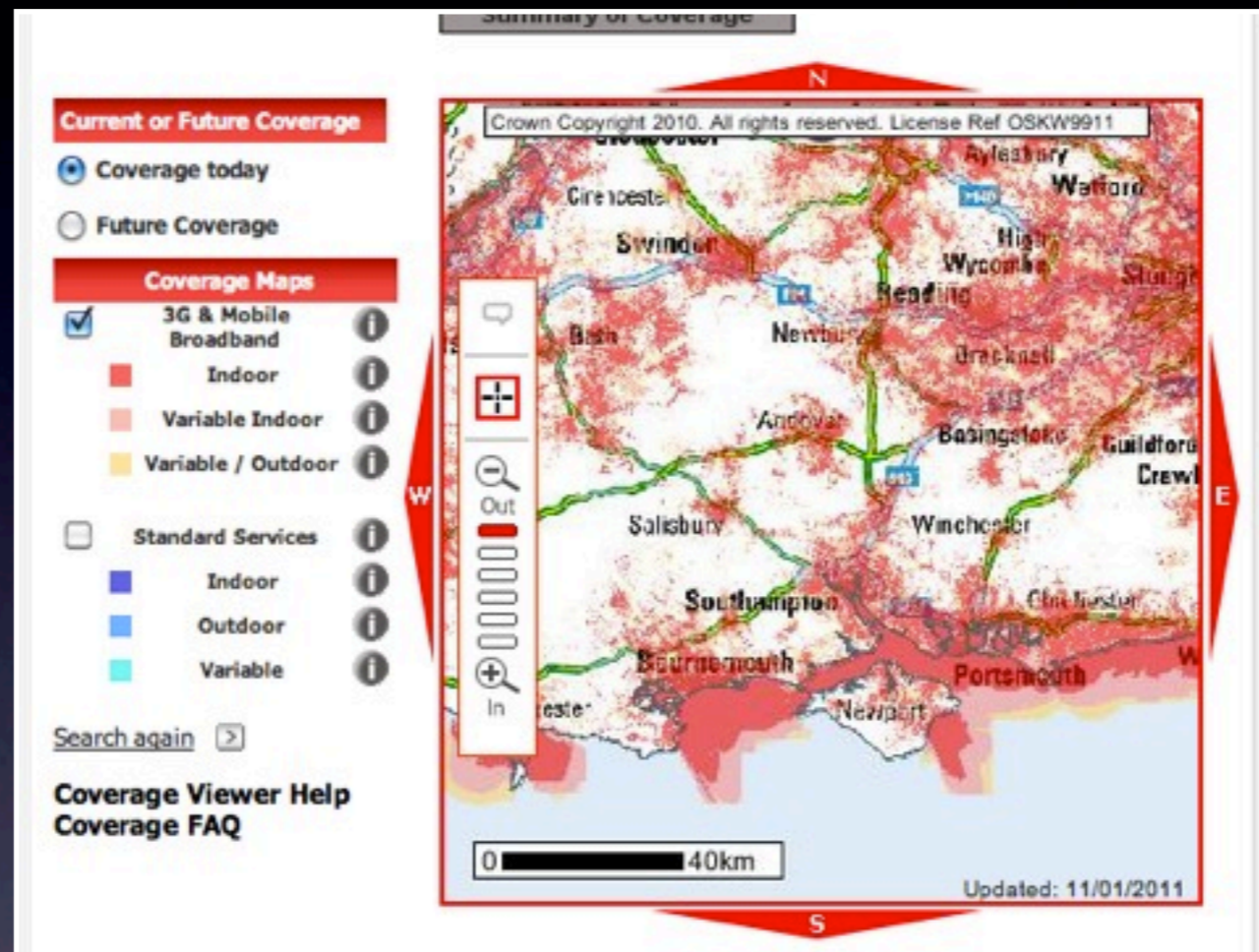
Infrastructure



3G analysis UK



Most carriers bend truth



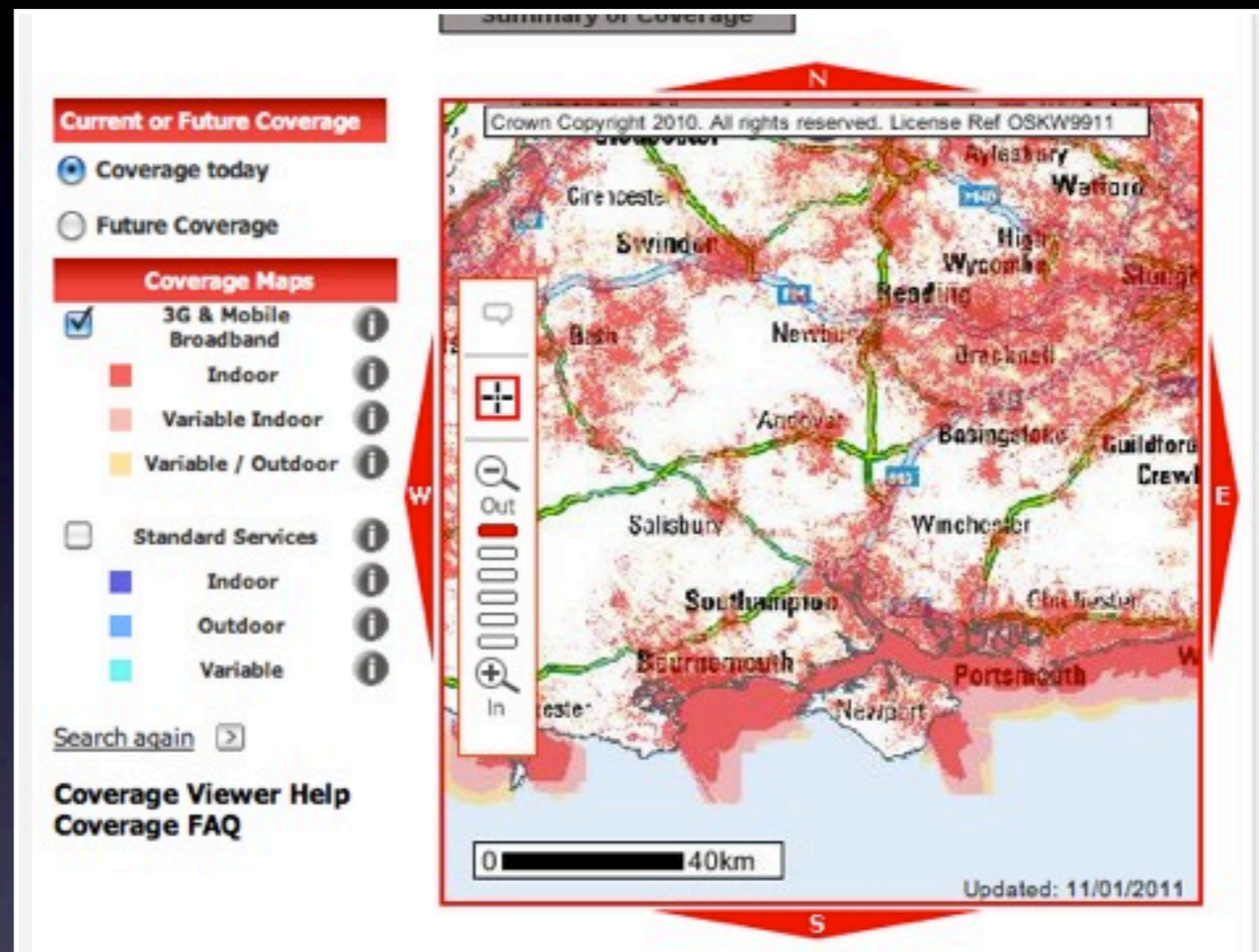
Vodafone

UK coverage map

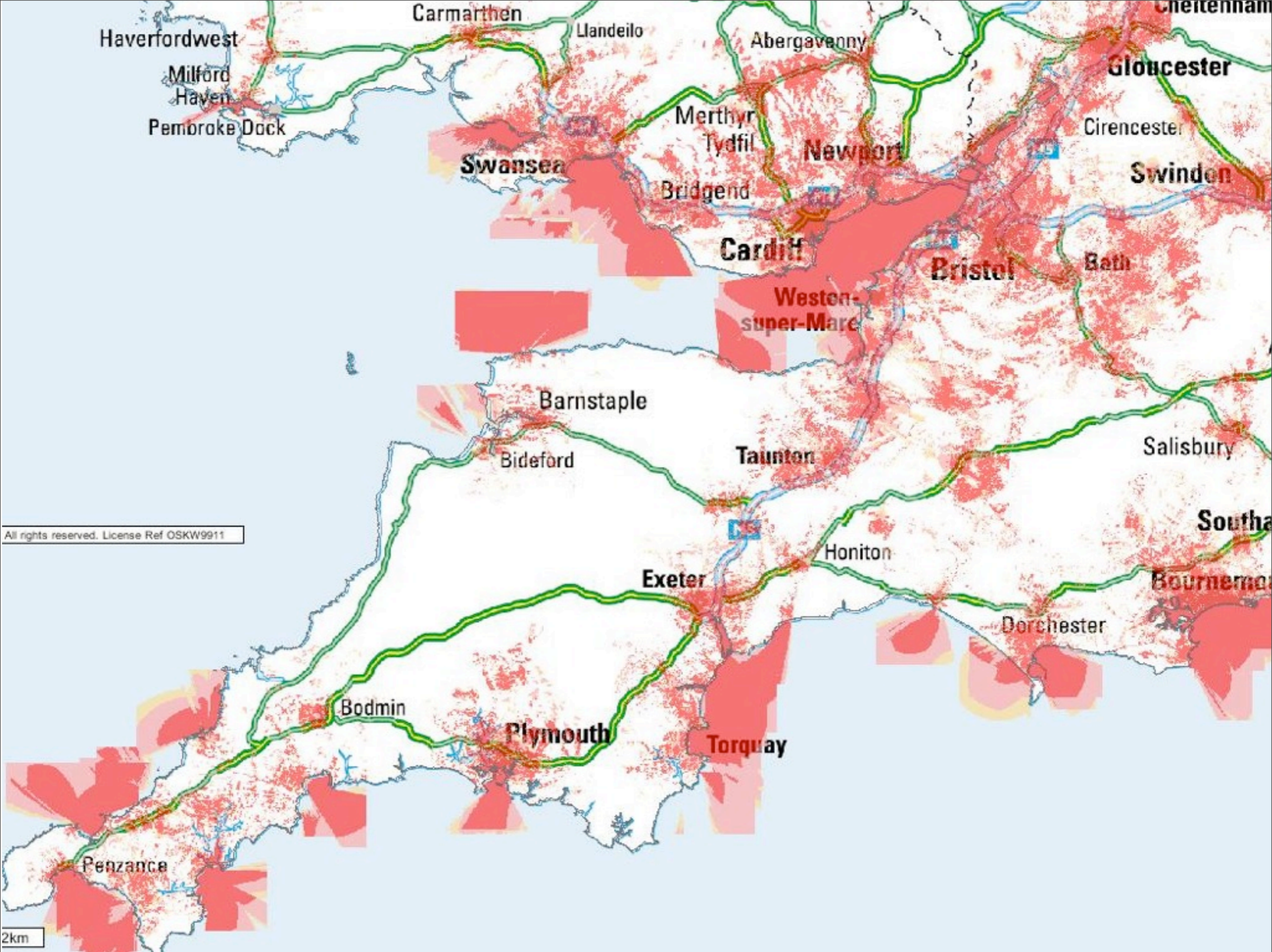
We believe in giving you all the facts about our network we:

- Update it weekly
- Show the difference between i
- Show existing and future plan

pretty good data!



Hmm...



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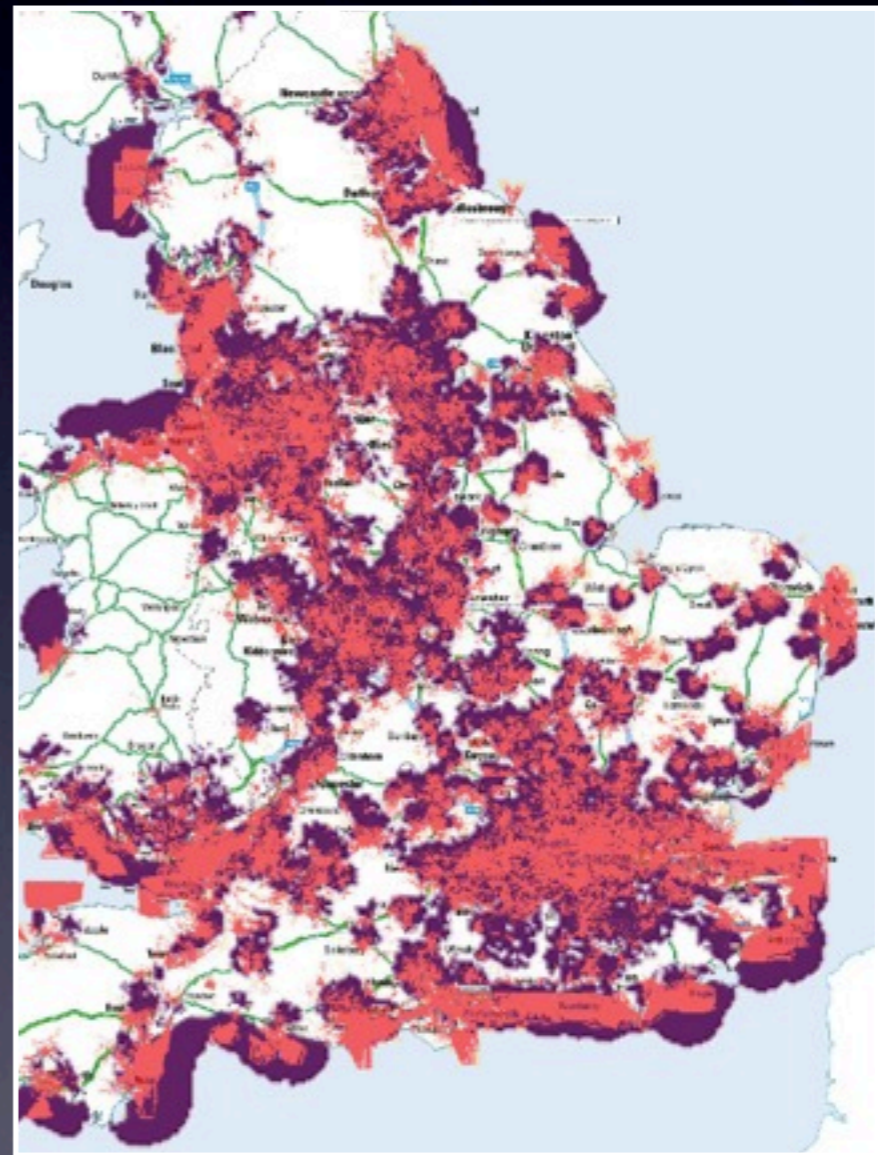
Vodafone 3G

- Vodafone 61k km²



Ofcom 09 vs Voda 3G

- Pattern unchanged
- Minimal growth
- Models getting better?
- Overestimation



Protected Areas

- Pa's 71k km²



3G, Protected Areas



3G + Protected Areas

- 11k km²
- 18% overlap



3G + Protected Areas

- 11k km²
- 18% overlap



3G + Protected Areas

Remote areas, poor 3G

Ourdoorsy apps *have*
to work offline

Mobile web apps hard

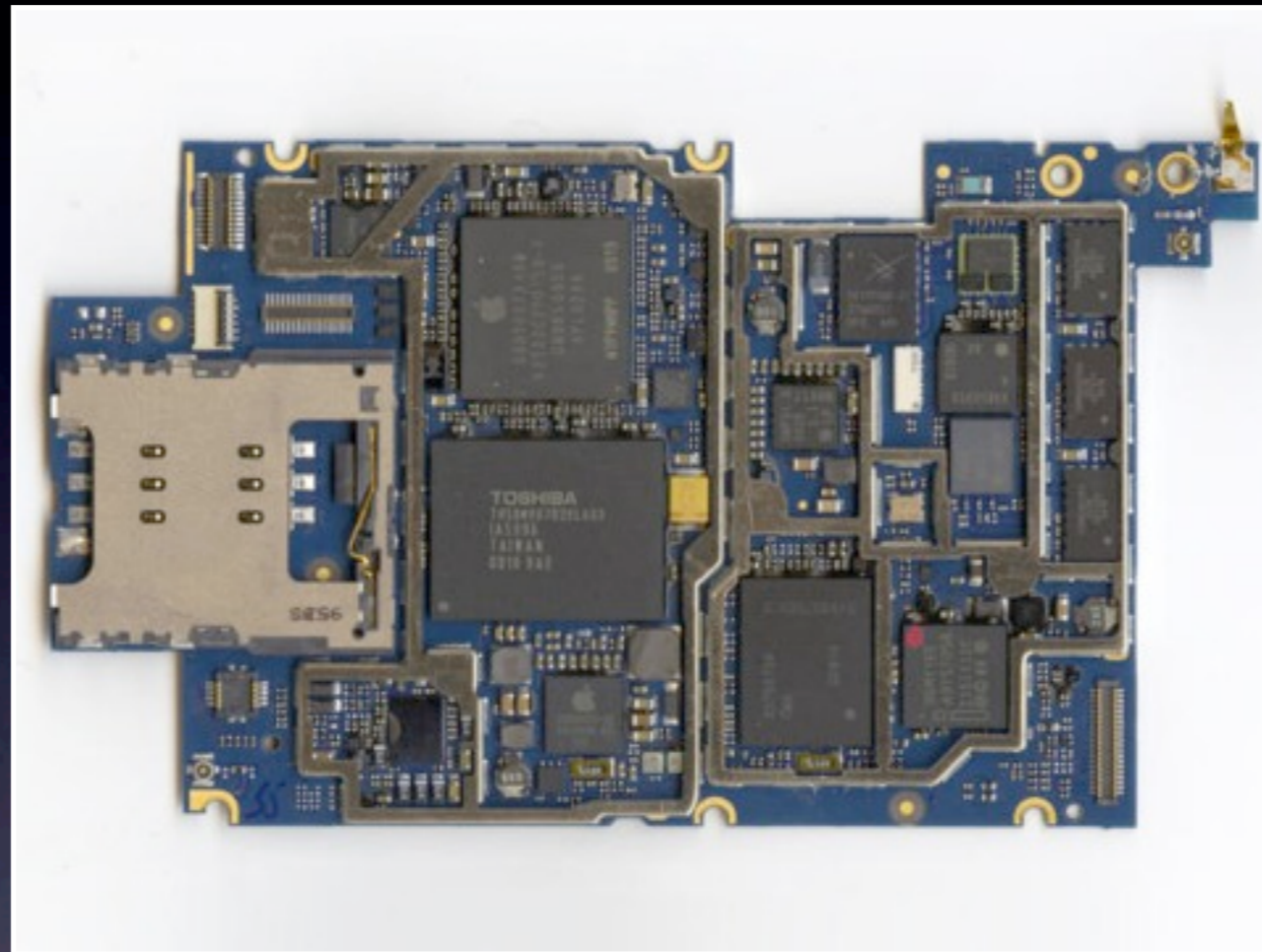
UK has “good” coverage

Global pattern?





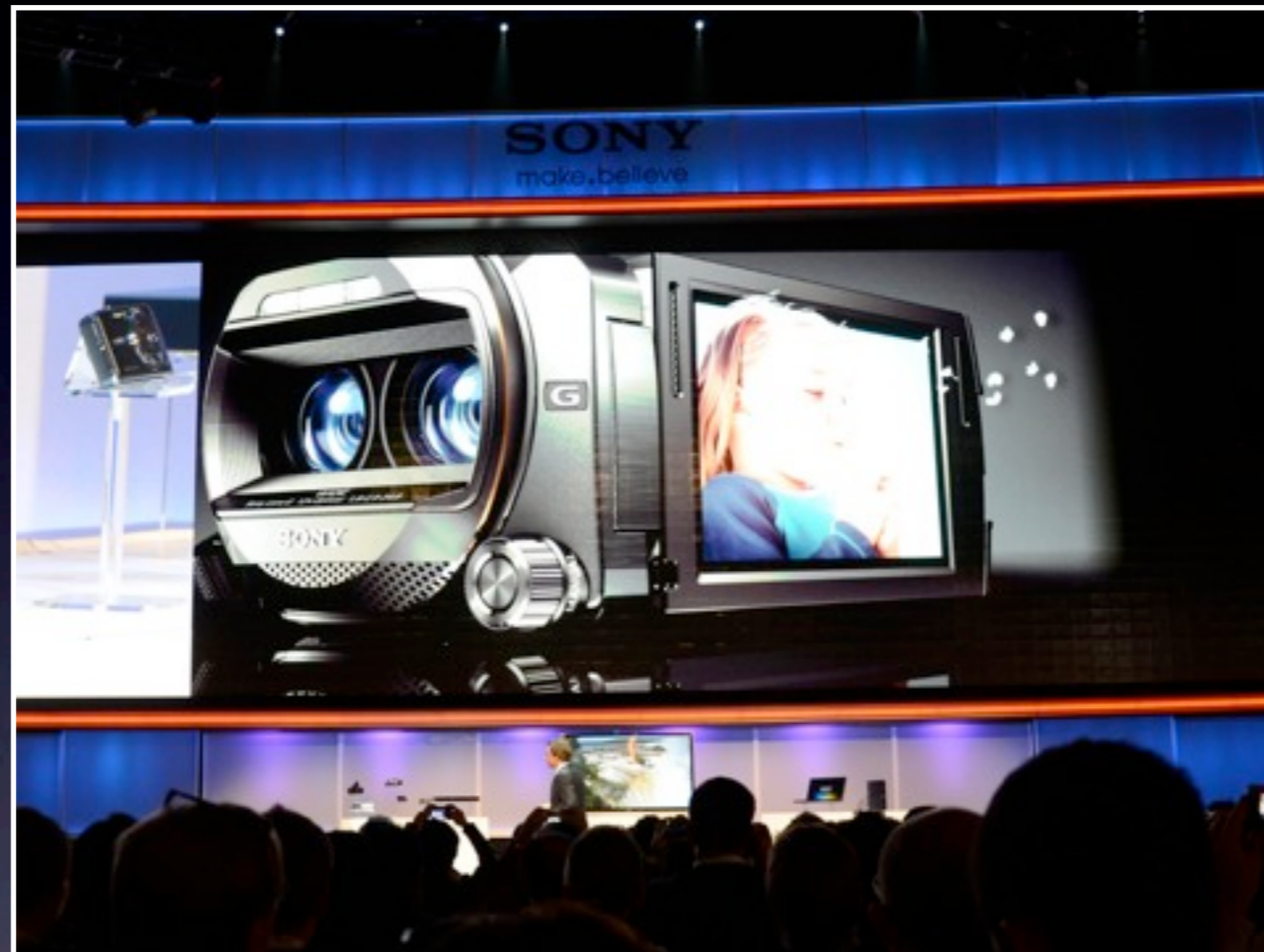
coverage lessons



Hardware



3D



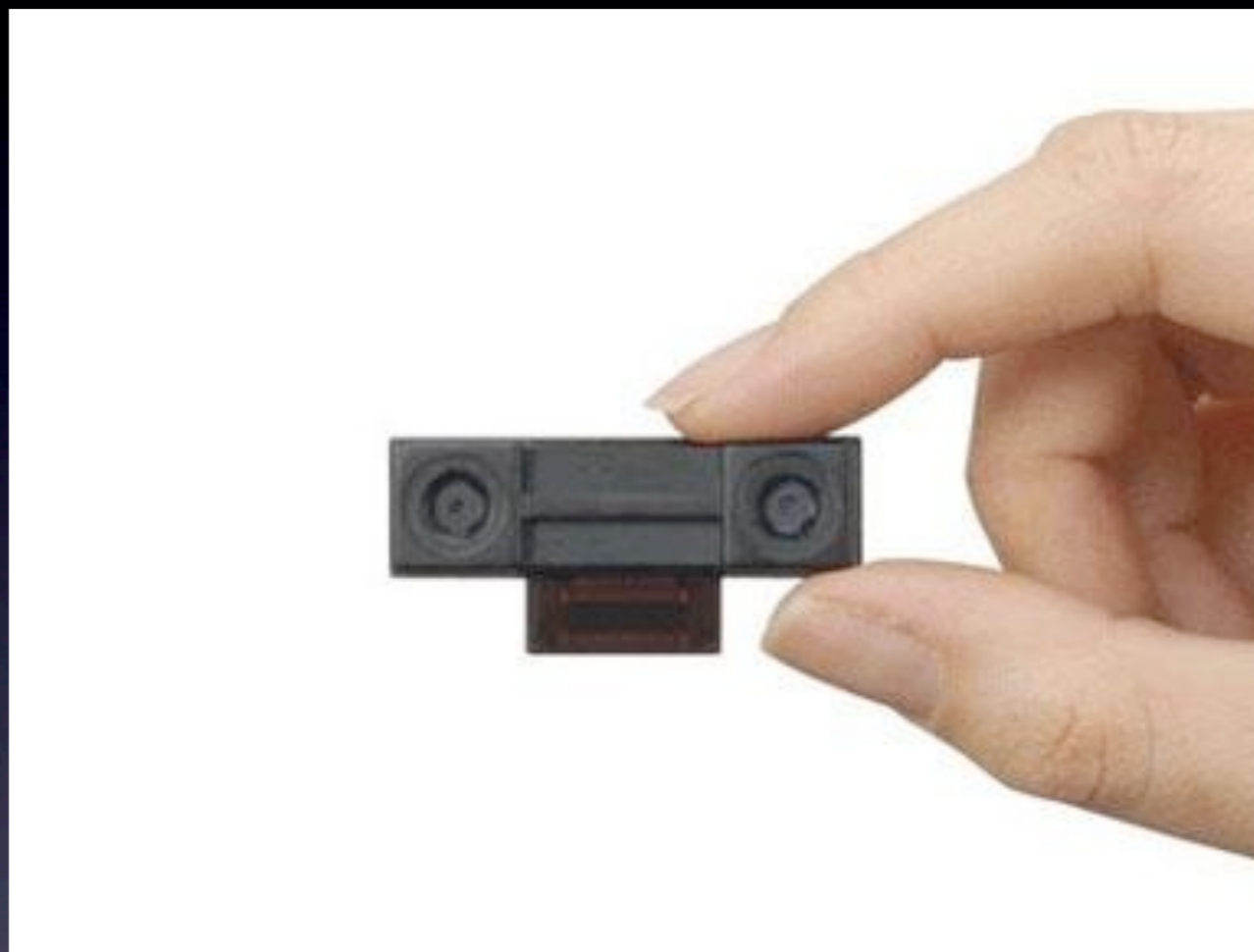
non-contact passive 3D scanners



Taxonomy & ID



But 2 years?



3D capable Mobiles

- Users
- Infrastructure
- Hardware

Questions?