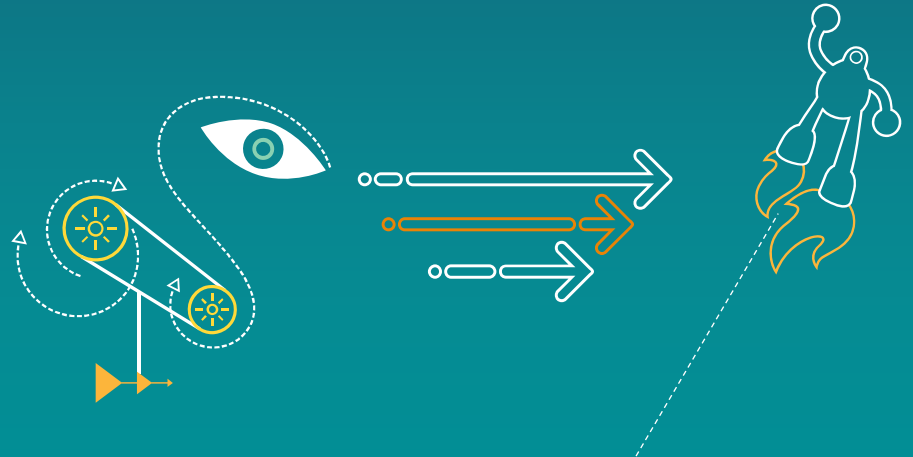# Mobile Learning Trends & Realities

Qualcomm®

Tamar Elkeles, Ph.D.
Chief Learning Officer

Qualcomm's business
Enabling the next evolution of wireless through…

- Technology licensing
- Chipsets and system software
- Wireless multimedia
- Mobile display technology

Qualcomm employee landscape

84%

Couldn't go a single day without their mobile devices in hand

65%

Opted to take their wireless mobile device with them in the morning instead of lunch

44%

Would leave their wallets at home in favor of their device

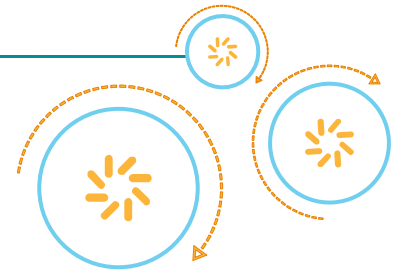# The biggest platform in the history of mankind
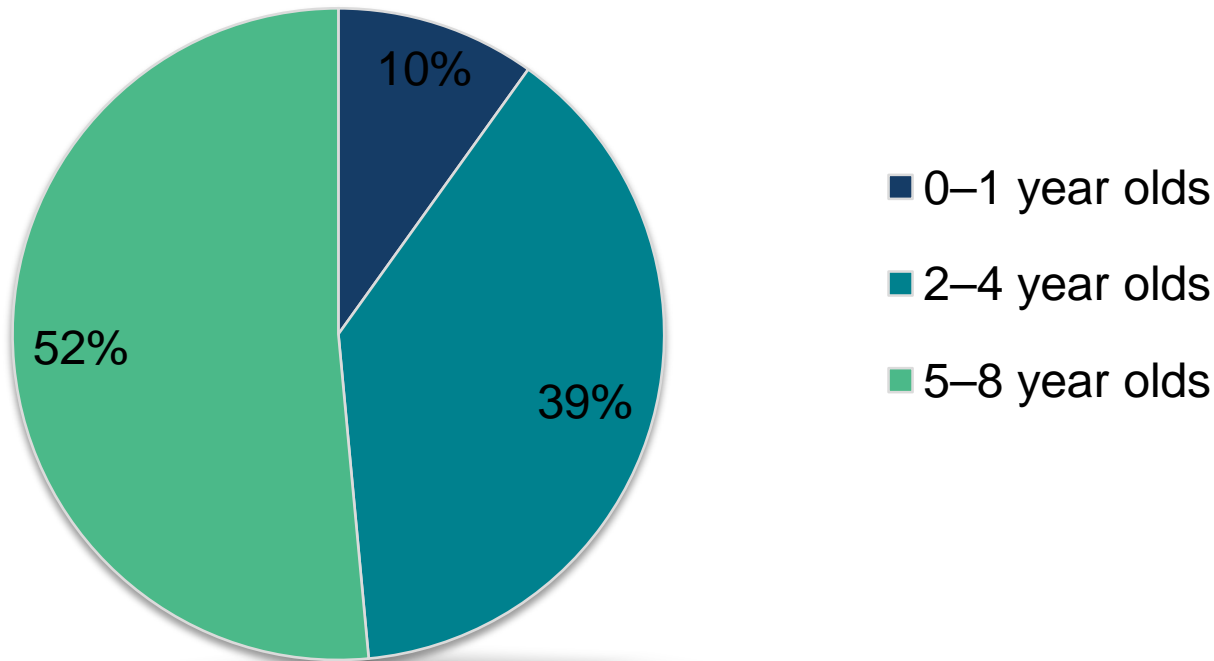
6.8B

Mobile connections in 2013

By 2015, over 300 million Pre-K–12 schoolchildren across the planet will be carrying personal learning devices.

Today more than half of all children 5–8 years old use mobile devices at home

Mobile media use among children 0–8 years old

10%

39%

52%

- 0–1 year olds
- 2–4 year olds
- 5–8 year olds

Next generation workforce
(aka "The App Generation")

- Born between 1994 and 2010
- 23 million
- Watch more than 7 hours of mobile video per week
- 58% "always" or "sometimes" look at mobile ads
- Sent an average of 3,364 texts per month
- Only talk on the phone 515 minutes per month
- 78.7% visit social networks or blogs
- Watched 23 hours 41 minutes of TV per week
- Well-educated and most technologically advanced

Source: Premise Immersive Marketing

Key characteristics

Here & now
What I want, when I want it

Real
Social networks & UGC

Technology
Independent & tech savvy

Me
Personalize it!

One
Social communities & inclusion

"BYOD" is already here

- In 2012, 50% of workers brought their own devices to work.

- Today, nearly 90% of companies are allowing employees to use personal devices at work.

- Fifty percent of workers are using three or more devices for work and nearly twenty percent are using four or more devices.

Sources: Gartner, 2013; Cisco, 2013; Fortinet, 2013; Yankee Group, 2012; Forrester Research, 2013

Enterprise mobile learning opportunities

NEW EMPLOYEE ORIENTATION

LEADERSHIP DEVELOPMENT

MANDATORY TRAINING

AUDIO/LANGUAGE TRAINING
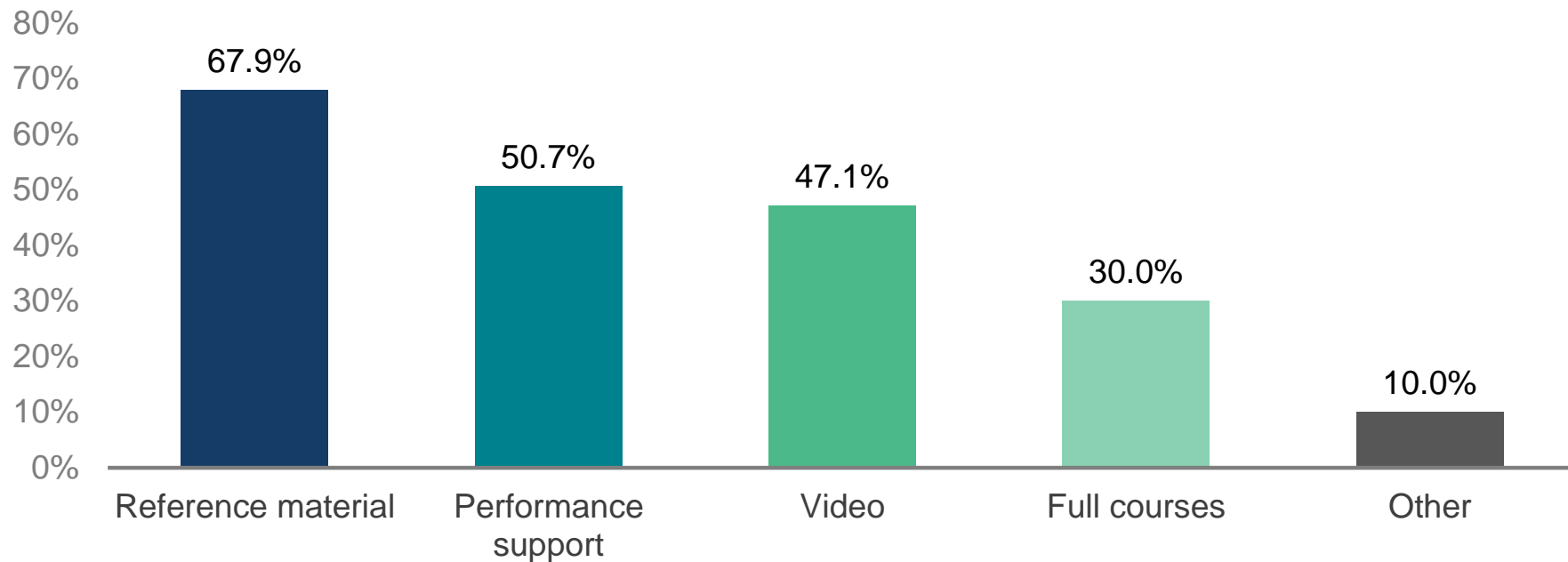
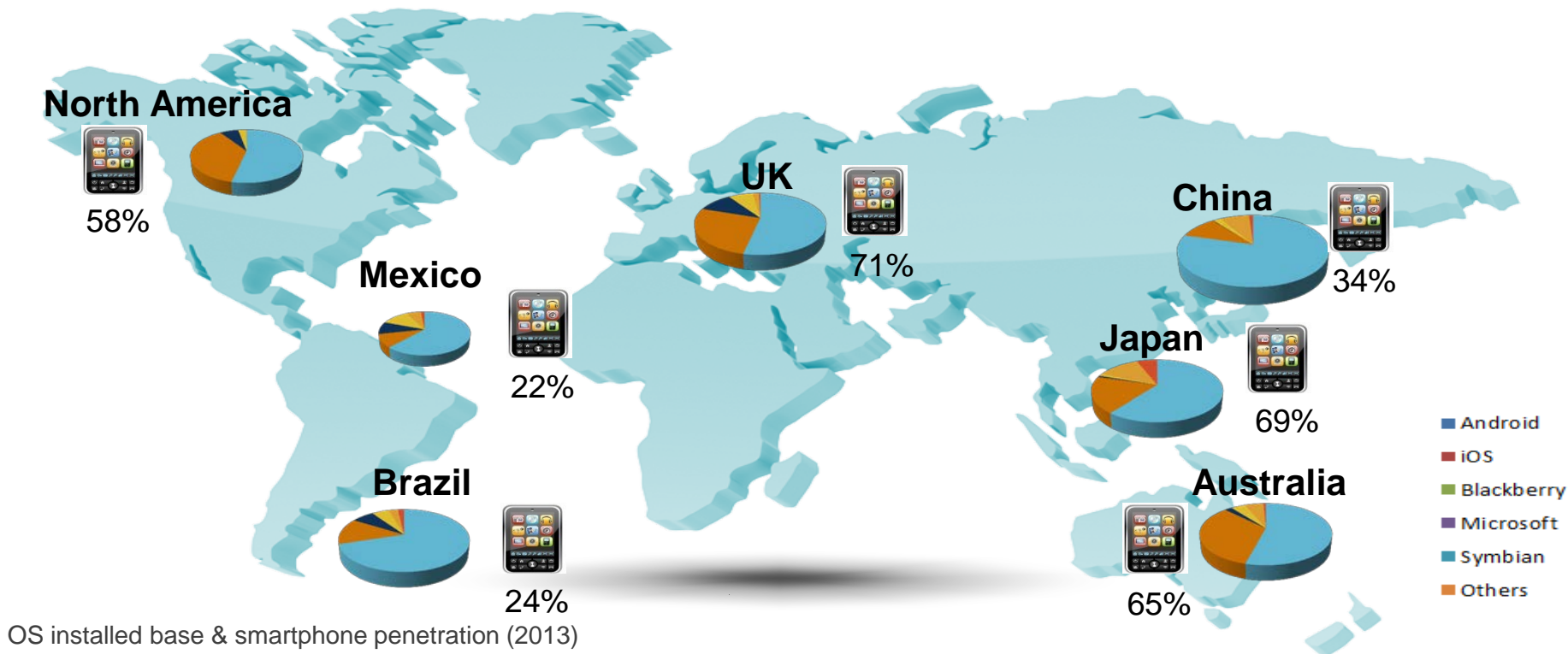**ENGAGED LEARNERS**

BROAD UTILIZATION

CAPTURED AUDIENCE

SPECIFIC, PERSONAL CURRICULUM

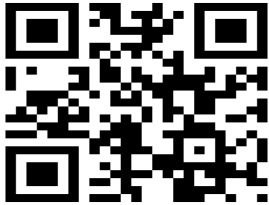# Types of content delivered to employees via mobile devices

Mobile + Web = Truly Global Platform

North America 58%

Mexico 22%

Brazil 24%

UK 71%

China 34%

Japan 69%

Australia 65%

Legend:
- ■ Android
- ■ iOS
- ■ Blackberry
- ■ Microsoft
- ■ Symbian
- ■ Others

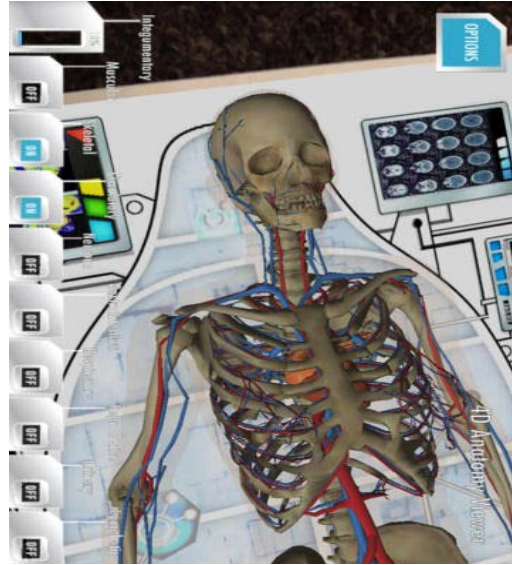OS installed base & smartphone penetration (2013)

Real + Digital + Virtual

You already do this . . .

Real + Digital + Virtual

Augmented Reality, Smart Terrain, Proximity

Vuforia™ Smart Terrain™

http://www.youtube.com/watch?v=UOfN1pIW_Hw

Creating the next generation of mobile technologies

Qualcomm vuforia	AllJoyn	Gimbal	Qualcomm snapdragon
Augmented reality	Peer-to-peer communication	Context awareness	Faster performance, longer battery life
Connecting the physical to the virtual	Collaborating between devices, without going online. Sharing files. Collaborative apps and games.	Your phone understands where you are, and offers appropriate content	Redefining computing
qualcomm.com/vuforia	alljoyn.org	gimbal.com	

The Qualcomm Employee App Store

Diverse Content

- Engineering Development
- Leadership Development
- Performance & Productivity
- Culture & Orientation
- Reference & Information
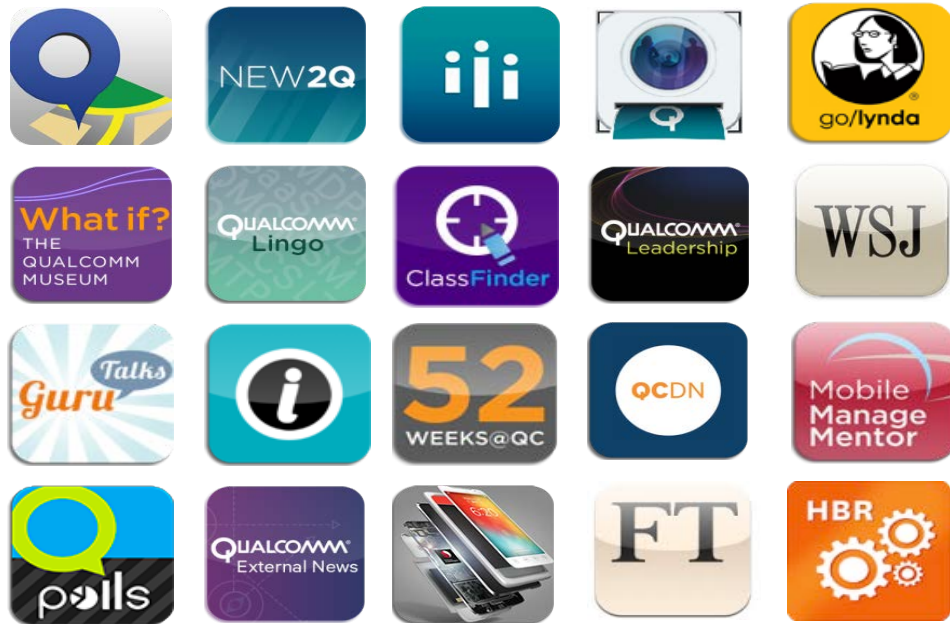
Web apps   Android apps   iOS apps

Homemade apps   Vendor apps

A Look at the Apps…

Qualcomm Virtual Photo Booth App

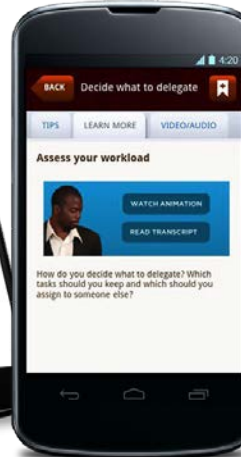https://vimeo.com/77199241

Qualcomm Museum Tour App

https://vimeo.com/77198641
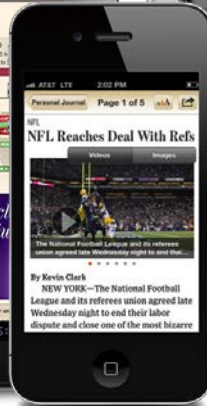
Encourage Vendors to "Go Mobile"

Don't allow corporate learning to be left behind...

- Mobile is driving innovation

- Mobile devices and digital content are already being used in schools around the world

- Mobile is here to stay…and is continuing to grow

- Use mobile as a way to enhance the way employees teach, learn & work

Recommendations

- LAUNCH…then learn

- Design for all mobile platforms and devices
- Find opportunities to use mobile devices as productivity tools in the workplace
- Put content in employees hands
- Utilize mobile applications to make work easier for employees

Exclusive Program: *Mobile for Learning Leaders*

*A unique program covering everything you need to plan,
create and deliver mobile learning in your organization*

**Program Date: April 29, 2014
Location: Qualcomm Offices in Santa Clara, CA**

Join us for expert advice & mobile learning strategies from Qualcomm's mobile learning team. Learn how to:

Evaluate Current and Emerging Mobile Technologies

Plan Your Mobile Learning Strategy

Create an Enterprise-wide Mobile Learning Ecosystem

Implement Mobile Learning Successfully

Work
Learn
Mobile .org

www.worklearnmobile.org/events

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Resources

Links to m-learning info