

SKOPOS Wishes Everyone A Merry Digital Christmas 2010

And from our research, rather than snow, we know you're dreaming of...

A/. The Smellyphone

A phone that gives out smells, for instance for certain web pages/pictures/video

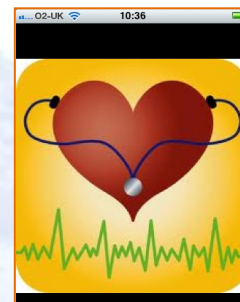


8% of the UK's Active Digital Society looks forward to the Smellyphone.

B/. The Pulse-rate-phone

A phone that measures your heart-rate

26% of the UKADS looks forward to the Pulse-rate-phone.



C/. The Moodyphone

A phone that knows your mood

14% of the UKADS looks forward to the Moodyphone.

D/. The Atmosphone

A phone that measures pollution in the air

17% of the UKADS looks forward to the Atmosphone.



E/. The Shoppaphone

Bar-code scanning (for sourcing products and the best prices, etc) on your mobile



45% of the UKADS looks forward to the Shoppaphone.

NB: SKOPOS has also confirmed recent findings from Tesco Mobile, reporting that just under 1 in 5 of the UK Active Digital Society (UKADS) say they have or will use their mobile to help with Christmas shopping this year (2010).

SOURCE for all data: SKOPOS DigiTrak including MTrack™ and ChatTrack™: looking forward to the impact of mobile and social on commerce, connections and content.

Let's look forward...

SKOPOS DigiTrak including MTrack™ and ChatTrack™...

Every quarter starting Q4 2010 SKOPOS are surveying 500 UK digital citizens on their awareness and usage, opinions and evaluations, drivers and barriers for the mobile and social networks **as channels for buying, shopping, connecting, socializing, entertaining, etc.** All the aspects beyond simple communication (texts and voice calls). Analysis and Reporting will be prioritized for Founder Members, but also available at a very reasonable £749 for one wave (analysis/report), reduced significantly for multiple wave subscriptions. Ad hoc questions can also be included, just ask.

SKOPOS MTrack™



SKOPOS ChatTrack™



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About SKOPOS market insight

SKOPOS market insight & consultancy Ltd. is part of **The SKOPOS Group** headquartered in Cologne, with offices around the world. SKOPOS delivers actionable customer insight generated from precision market research (using traditional methods as well as more modern online/mobile surveys and qualitative techniques). Applications in the Digital arena include website and SEO evaluation, customer satisfaction, market sizing/profiling; e-mail campaign evaluation, etc... all from a customer/user perspective with **the strongest analysis, interpretation and holistic market knowledge.**

Let's look forward...