
Tablets: Diving In

WAUGP April 21, 2012

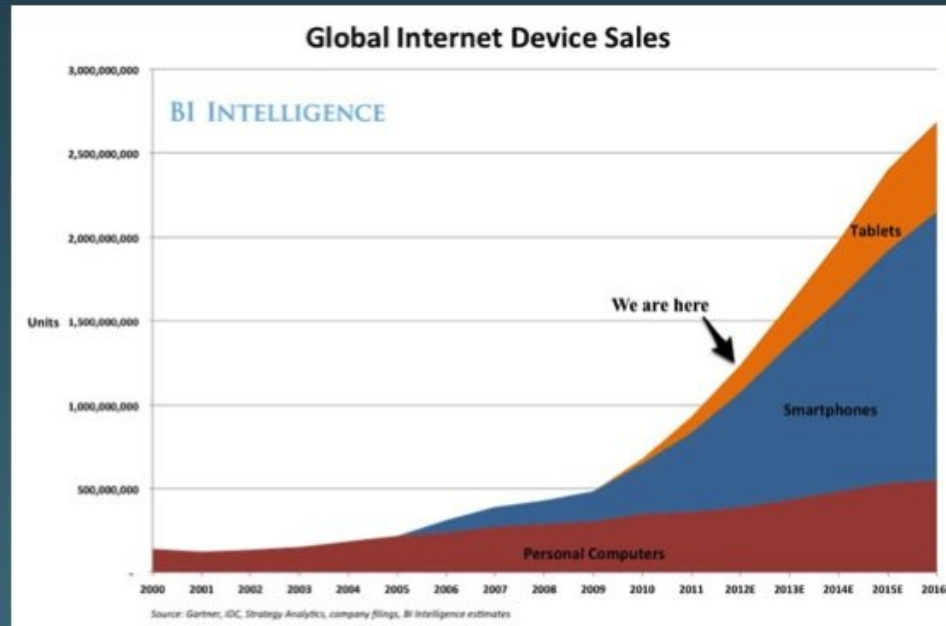
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Why Tablets are important

- Tablets are the gateway drug for the Internet.
- The Internet is not optional.
 - Benefits & applications
 - Medical information & communications
- Connect with friends & family.

Why Tablets are important

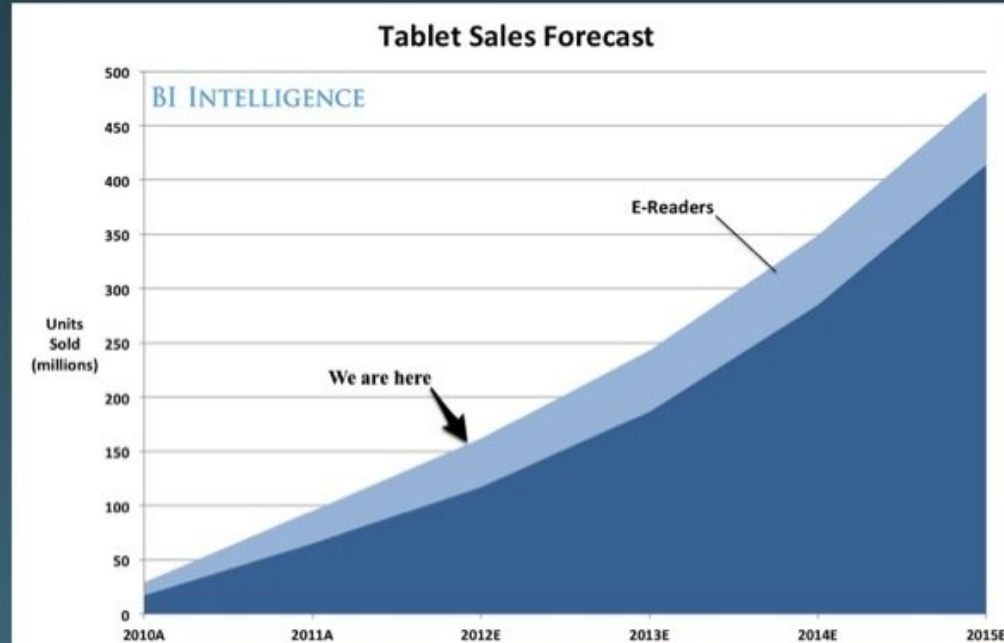
In a few years, the number of mobile devices will DWARF the number of PCs



BUSINESS
INSIDER

Why Tablets are important

And then there are tablets. Tablets alone should pass PC sales in 2-3 years.

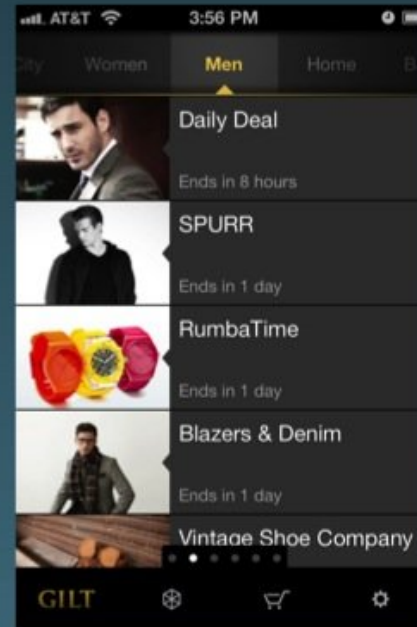


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What people doing on tablets?

They shop...

- 30% of Gilt's Black Friday revenue was from mobile sales
 - Boston Globe, Dec 2011
- 38% of U.S. consumers have used smartphones to buy products or services
 - comScore, Dec 2011



BUSINESS
INSIDER

Overview of this presentation

*Please fill out and hand-in your survey
so we can speak to your interests.*

- Introduction to tablets
- Social networking
- Requested apps & questions

Introduction - many sizes

- smartphone: 3.5"-4.7"
- tween: 5"-6"
- tablet: 7"-8"-9.7"-10.1"-13"
14 oz - 1.7 lbs



All share: multi-touch, colorful icons and
lean-back & cradle in your hands use

Introduction - User Interface

Natural+Minimalist = Hard to figure out!

Natural+Minimalist = Easy to use!

Ex. demo: Clear, a note app

Introduction - some unique features

- shape



- stylus



- keyboard



- voice

Introduction - OS and Apps

There are different operating systems:

iOS, Android, Windows and Playbook

It's only personal preference...like with PCs.

But it's really all about the...

Apps!

Introduction - OS and Apps

How do you get **Apps**?

From an **Apps** Store on your tablet
and many are free!

Introduction - Apps

Example categories:

Communications, Entertainment,
Information, Record Keeping, Social
Media, Photo Sharing, Shopping,
Productivity, Investment

Introduction - Apps

Example uses with entertainment:

Reading - books, articles, news

Media - music, pictures, art, TV,
- movies, podcasts, video

Games - single player, group
- mind, card, board, adventure

Introduction - Apps

category: **Entertainment**

example use: **reading**

sample App: **Kindle**

Introduction - Apps

category: **Entertainment**

example use: articles - news and views

sample App: Currents

Introduction - Apps

category: **Entertainment**

example use: movies

sample App: **Flixter**

Introduction - Apps

category: **Information**

example use: **medical**

sample App: **iTriage**

Social Media



If you are still worried that Social media will make you one of these...

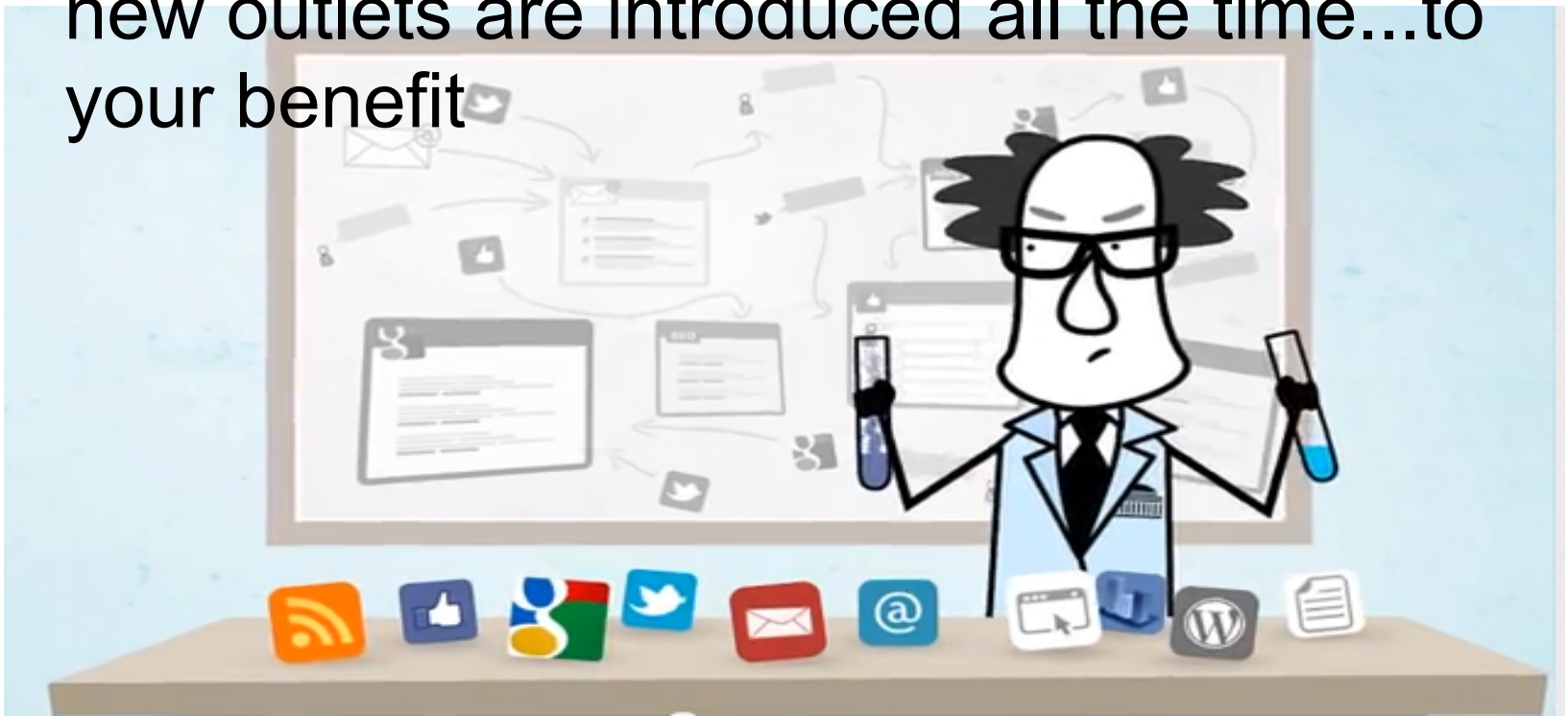
Social Media

You are missing the boat...



Social Media

The social experiment is here to stay and new outlets are introduced all the time...to your benefit



Social Media: TABLETS, SMARTPHONES

- Facebook
- Twitter
- LinkedIn
- Skype
- Google +
- Pinterest
- Email
- Photos/Albums



Mobile = use almost anywhere

Social Media

with



your tablet can launch your
favorite social media APPS

IMMEDIATELY

Social Media



facebook Home Profile Friends Inbox

Jahnnav Kamal Bhatnagar

Wall Info Photos Video Note

Update Status Share Link Add Photo

Hello World! I'm here! :)

Jahnnav is attending Kindergarten Class of 2017 and ASU Class of 2033

Jahnnav has checked in @ Scottsdale Healthcare Hospital - Osborn on July 24th, 2011 at 7:17 pm

Jahnnav likes Milk, Sleep, Jersey Shore, J Lo, Monkeys and Soft Cuddly Things

Jahnnav updated his profile photo, status and family information

[View Photos of Me](#)

Who doesn't like getting good news.....

Social Media

Always having a "camera/video" with you



Social Media

Cherie T Lejeune
@revoiceamerica
Global interest all the time: who, what, where, when; humorist/ storyteller. Purpose and passion for boomer/senior engagement #1 follow me at @clubdigiboom too.
Washington DC area ·

[Edit your profile](#)

467 TWEETS
1,229 FOLLOWING
402 FOLLOWERS

Tweets

- Following
- Followers
- Favorites
- Lists
- Recent images

Tweets



- Cherie T Lejeune** @revoiceamerica 17 Apr
I want to win a ticket to Social Media Success Summit!
bit.ly/winSMSS12 via @smexaminer #winSMSS12
- Cherie T Lejeune** @revoiceamerica 13 Apr
Don't miss these facts about Friday the 13th! Never worried about it, did you?: on.msnbc.com/IBaOi6 via @msnbc
- Cherie T Lejeune** @revoiceamerica 12 Apr
Stealing dreams...<http://blog.appboy.com/2012/04/psychologist-takes-the-whole-theres-an-app-for-that-too-far-aims-to-manipulate-dreams/>


Smart to you

- Jon Gordon @AngeloJGordon
Follow
- Megan Emily Ackerman @MissMeg...
Follow

Twitter--Real Time News...tablet/smartphone you can get it FAST--weather, traffic, accidents.....




Social Media

Search  **Pinterest** Add + About ▾  Cherie ▾





Cherie Lejeune









Pinning life in real time, so sorry about thin pinning but love seeing everyone else's boards and pins. The world is bursting with so much to follow and appreciate.

Repins from

 **Erin Palmer**

6 Boards 10 Pins 5 Likes Activity [Edit Profile](#)  30 followers 81 following

Current Events 2 pins	Passionate about 3 pins	Creative Juices 2 pins	Something Old but Fun 2 pins	Something New 0 pins
  Edit	  Edit	  Edit	  Edit	Edit Board Cover Edit

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Social Media

TAKEAWAY: Tablet mobility allows you to share in many settings with family and close friends OR a wider network where YOU control the audience--

