News release

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**Next-generation Technology to Dramatically**

**Transform Mobile Systems’ Capabilities**

***Capturing and Modelling the Contextual Situation of Mobile Users to Result***

***in Applications That Predict Consumer Choices, PwC Forecasts***

The next generation of mobile innovation will focus on capturing and modeling consumers’ contextual situations, according to a new forecast from PwC. Drawing from users’ three main environments—physical, virtual and social—such information will become the primary resource for predictive mobile applications and services that will dramatically enhance mobile capabilities and enable devices to become true digital assistants.

PwC's *Mobile Innovations Forecast (MIF) Phase II: New technological capabilities* report showcases how user experiences are set to change with advances in next-generation mobile technologies.

"We are now entering a new, dynamic phase of mobile technology where there is a shift from a limited set of communication and computing functions to intellectual analysis and rationalisation of device owners’ physical, virtual and social environments,” said Raman Chitkara, Global Technology Leader, PwC. “Soon, mobile devices will analyse and anticipate human needs using platforms that engage the user based on data pulled from multiple sources to create ever more intuitive mobile experiences.”

The forecast predicts that contextual intelligence in mobile computing will draw situational information from three main sources, including:

1. Device environment (e.g., available power, operating system, storage. etc.)
2. Physical environment (location, weather, etc.)
3. User environment (ID, applications, stored data, etc.)

Articles in the forecast highlight the capabilities needed for the next generation of mobile devices, networks, applications and services to collect and process users’ data from sources such as device sensors, wearable computers and an electronic ecosystem of transponders on other people and objects. These capabilities include:

* Location and navigation
* Device sensors and user interfaces
* ID and security technology
* Next-generation networks and clouds
* Mobile operating systems

Future MIF Phase II articles will evaluate location and navigation as the leading contextual inputs. The series will also explore the role of device sensors and new user interfaces, which will capture information about the user and the user’s surroundings. With a focus on ID and security issues, the articles will also examine how next-generation networks and computing clouds will allow data to be stored and accessed in real time. Finally, the MIF will look at how contextually focused services will affect mobile operating systems.

For an introduction to this series go to: <http://pwc.com/mobileinnovations>

**Notes to editors:**

To schedule interviews, contact Alayna Francis at Alayna.Francis@us.pwc.com.

For copies of the Mobile Innovations Forecast articles, go to

<http://pwc.com/mobileinnovations> or contact [Alayna.Francis@us.pwc.com](mailto:Alayna.Francis@us.pwc.com)

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