

MEX DESIGN CONTEST

# PHONEBOOK 2.0



# WHAT IS PHONEBOOK 1.0?



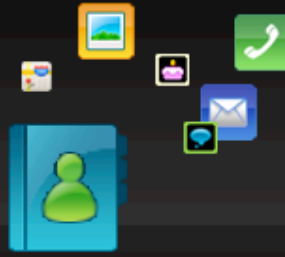
It's the current basic phonebook which only allows to call and text.

# WHAT IS PHONEBOOK 2.0?



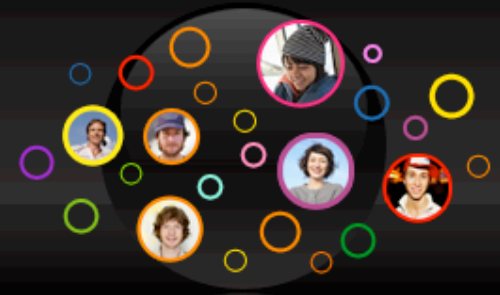
1.

A secure  
Phonebook



2.

A contextual  
Phonebook



3.

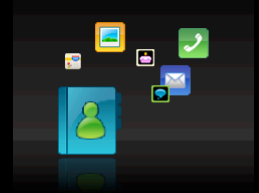
A social  
Phonebook

# 1. A SECURE PHONEBOOK



- **Backup** contacts on a secure network
- **Sync** contacts with Mobile Operator and Google Mail
- **Restore** contacts easily on new phone

## 2. A CONTEXTUAL PHONEBOOK



- Contextual information (birthday, time zone, weather, map)
- More messaging features (Email, IM, status...)
- Communication history (threaded view for sms, mms, email)

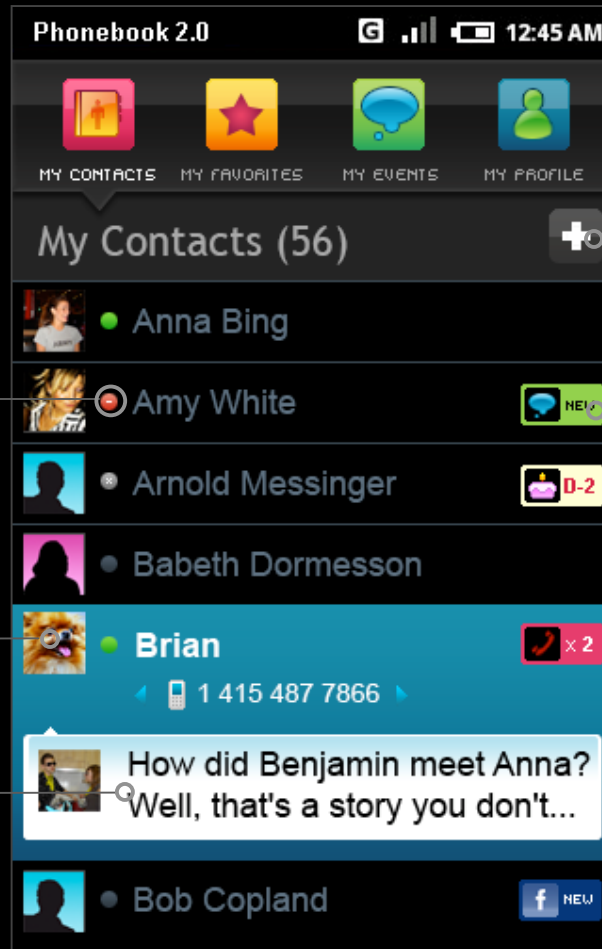
# 3. A SOCIAL PHONEBOOK



- Friends' status (mood, presence)
- Friends' activity (new pictures, videos, post, jobs, events)
- Friends' location (Google Map integration)

WHAT DOES IT LOOK LIKE?

# MY CONTACTS



Presence status

Contact or profile's pictures

Friend's mood

Add contact

Contacts activity  
(new mood, birthday reminder, missed calls, update on social network...)

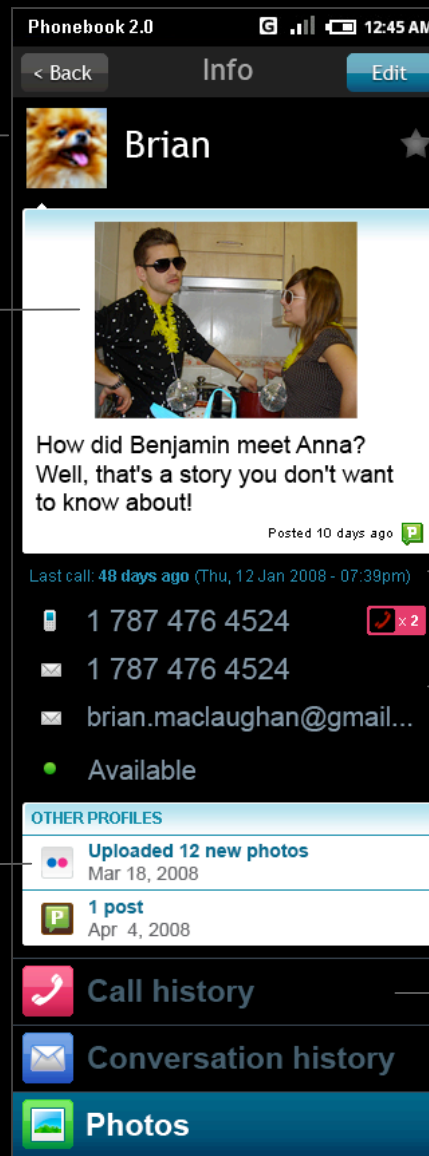


# CONTACT DETAILS

Contact profile's pictures

Contact's mood  
(with text, picture,  
location and/or link)

Other profiles  
information



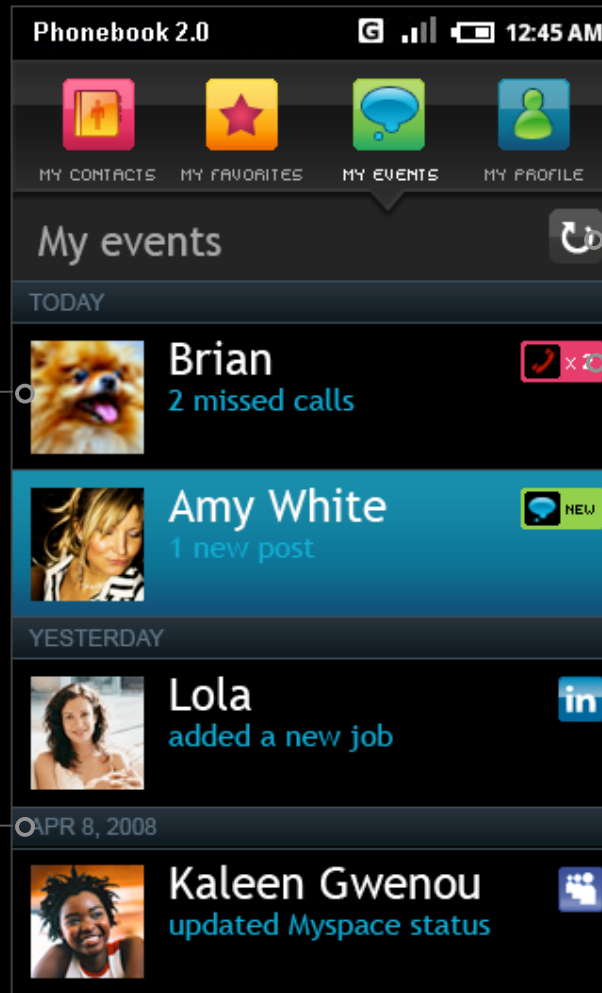
Favorite info

Last call details

Contact's details

Access to call history,  
conversation history (sms),  
and photo gallery

# MY EVENTS



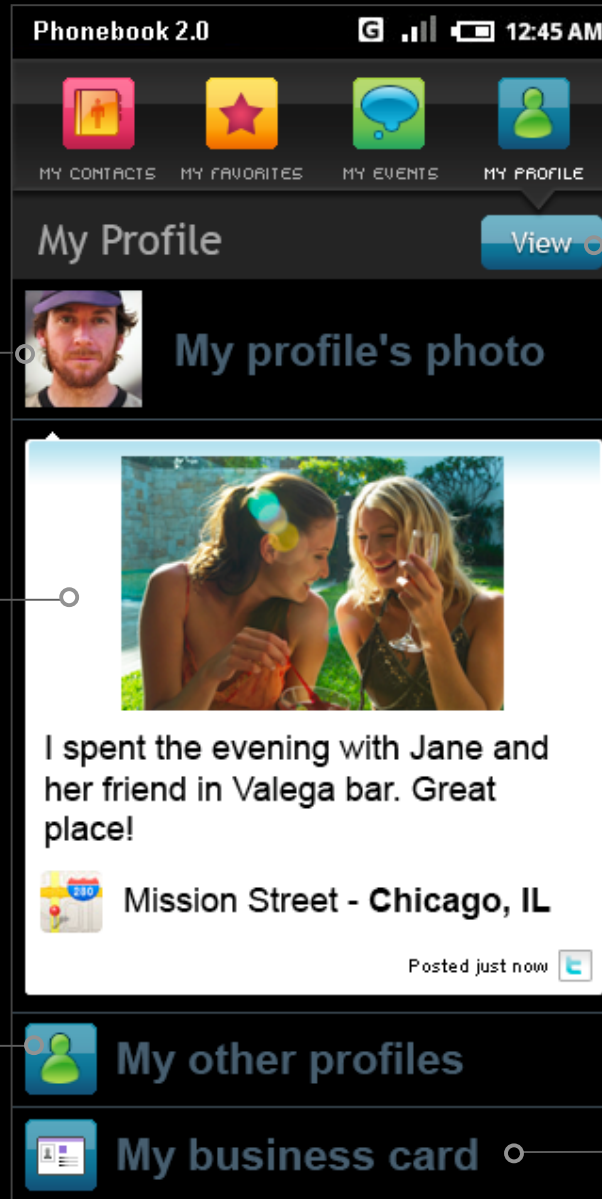
Friend's profile picture

Refresh

Contacts activity  
(new mood, missed calls, update on social network...)

Date filter

# MY PROFILE



User's profile picture

User's mood (with text, picture, location and/or link)

Other social network profiles set up

View profile as others see it

User's business card

WHO ARE WE?

# VOXMOBILI # INNOVATION TEAM



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# THANK YOU



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