"Mobile Disruption: The Technologies and Applications that are Driving the Mobile Internet," Jeffrey Funk, Hitotsubashi University, 2-1 Naka, Kunitachi, Tokyo 186 Japan

Chapter 1. Introduction

- 1.1 Network Effects
- 1.2 Disruptive Technologies
- 1.3 Disruptive to Whom
- 1.4 Network Effects and Communication Channels
- 1.5 Competition in the Mobile Internet

Chapter 2. The Origins of the Mobile Internet

- 2.1 Model of Industry Formation
- 2.2. Initial Applications and Users
- 2.3 Virtual Communities
- 2.4 KDDI, J-Phone, and Western Service Providers

Chapter 3. Key Technological Trajectories

- 3.1 Ringing tones
- 3.2 Color Displays and Cameras
- 3.3 Display Size
- 3.4 Network Speeds
- 3.5 Faster Microprocessors
- 3.6 Memory
- 3.7 Improved User Interface

- 3.8 Other Network Technologies
- 3.9 Summary

Chapter 4: Phones as Portable Entertainment Players

- 4.1 Ringing tones
- 4.2 Games
- 4.3 Screen savers.
- 4.4. The New Value Chain
- 4.5 Independent Portals
- 4.6 Summary: Multi-media and the future of entertainment contents

Chapter 5. Phones as the New Contact Point for Customers

- 5.1 Discount coupons
- 5.2 Free samples and giveaways
- 5.3 Surveys
- 5.4 Brand image
- 5.5 Attracting mobile members
- 5.6 Linking databases
- 5.7 Phones as mileage and membership cards
- 5.8 Summary

Chapter 6. Mobile shopping and multi-channel integration

- 6.1 Pure Online Shopping
- 6.2 Catalogues and Magazines

6.3 Radio Stations

- 6.4 Television Programming
- 6.5 Summary

Appendix: Payment methods

Chapter 7. Portable Navigation Guide

- 7.1 Car navigation systems
- 7.2 Train and bus information services
- 7.3 Destination Information Services
- 7.4 Maps
- 7.5 B2C Integrated Services
- 7.6 B2C and B2B integrated services
- 7.7 Business services
- 7.8 GPS and location-based services
- 7.9 Summary

Chapter 8. Phones as tickets and money

- 8.1 Competing Technologies
- 8.2 Transportation tickets and reservations
- 8.3. Concert and Other Entertainment Tickets

8.4 Money

- **8.5 Biometrics**
- 8.6 Other applications
- 8.7 Summary: The end of cash?

- Chapter 9. Mobile Intranets
- 9.1 First Stage Systems: Mail
- 9.2. Examples of Second Stage Systems
- 9.3 Second stage systems: Groupware
- 9.4. Stage 3 systems: Maintenance Applications
- 9.5 Stage 3 Systems: Construction
- 9.6 Stage 3 Systems: Report preparation
- 9.7 Stage 3 systems: SFA applications
- 9.8 Summary

Chapter 10. Platform Strategies

- 10.1 Power Brokers
- 10.2 Conventional platform management
- 10.3 Key role of technological trajectories
- 10.4 The Evolution of the Mobile Platform in Japan
- 10.5 The Evolution of the Mobile Platform in the West