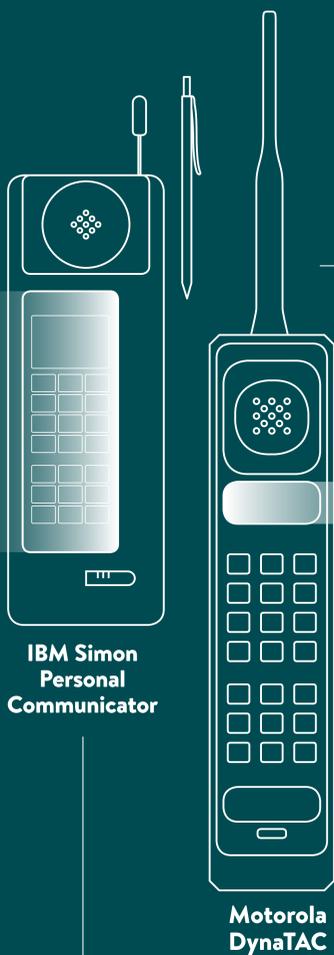


MOBILE MOMENTS THAT CHANGED THE WORLD

In just four decades, the mobile phone has rapidly evolved to become a device we can't be without, in the pockets of an estimated two billion people worldwide. We now live in an age when information, connectivity and entertainment are instantaneous, at the touch of a button or swipe

of a screen. From the 80s "brick" to the flip-phones of the 90s, to the dawn of the smartphone and the touchscreen mini computers we know today, each stage of the evolution has effected major change in the way we do business, interact socially and live our lives on a daily basis



IBM Simon Personal Communicator

Motorola DynaTAC

First-generation (1G) analogue cellular networks were launched by Nippon Telegraph and Telephone. Calls were low quality and insecure, so people were able to hack signals and eavesdrop on conversations

Motorola's DynaTAC launched as the first commercially available mobile phone, retailing for \$4,000. Talk time improved to 30 minutes, though a full charge took 10 hours. It included enough storage to save 30 phone numbers, weighed 800g and was nicknamed "the brick"

The first SMS message was sent via the Vodafone network

IBM's Simon Personal Communicator, priced at \$1,099, was one of the first attempts at a touchscreen phone with no physical buttons. It was the first to include both telephone and PDA (personal digital assistant) features in one device

Ericsson invented Bluetooth, the wireless technology for exchanging data over short distances

Nokia's 6110 gained cult status for its pre-installed Snake game. Along with an infra-red port for data transfer between compatible phones, the 6110 doubled up as a handy pager

The J-SH04, produced by Sharp and released in Japan by J-Phone, was regarded as one of the first camera phones, with an integrated 0.11-megapixel camera

Research In Motion launched its maiden phone, the BlackBerry 5810. It was the first BlackBerry to combine the PDA features of RIM's older models with a phone. It lacked a speaker and required earphones to make a call, but still cost \$500

Nokia's 7650 slider phone was its first with an in-built camera (0.3 megapixels). The handset's release was promoted in conjunction with the futuristic Tom Cruise sci-fi film *Minority Report*

Apple introduced the iPhone 3G

Apple launched the App Store with 500 native applications to download. Later that month, App Store downloads topped ten million

Apple's App Store downloads topped 100 million

The first commercially available smartphone running on the Android operating system, the HTC Dream, was released. Meanwhile, the Android Market app store (now known as Google Play) was launched

WhatsApp launched its now-onymous instant messenger app, enabling users to send messages, files, multimedia, audio and location data over cellular data

Microsoft's Windows Mobile renamed Windows Phone and revamped due to competition from rivals iOS and Android

Google's Android OS finally began to take off with the launch of Samsung's Galaxy S smartphone

Apple unveiled FaceTime in conjunction with the launch of the iPhone 4, enabling one-on-one video-calling with compatible devices

Global mobile penetration reached 19 per cent in the developed world and 5 per cent in developing nations

The global 4G connection base passed the one billion mark

Worldwide mobile advertising spending reached almost \$70 billion, accounting for more than a tenth of all advertising

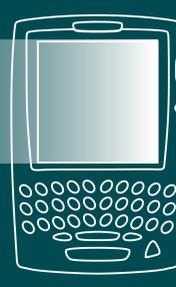
WhatsApp's user-base topped one billion, making it the world's most popular messaging app

Global mobile penetration reached 69 per cent in the developed world and 46 per cent in developing nations

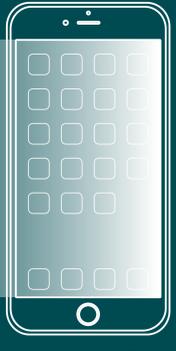
Google launched its video-chatting app called Duo, expected to compete with Apple's FaceTime and Microsoft's Skype. It includes the so-called "knock knock" feature, allowing users a glimpse of who's making the call before they answer



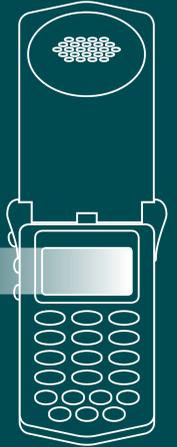
Nokia 6110



BlackBerry 5810



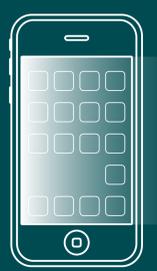
iPhone 7



Motorola StarTAC



Nokia 8210



iPhone



Samsung Galaxy

