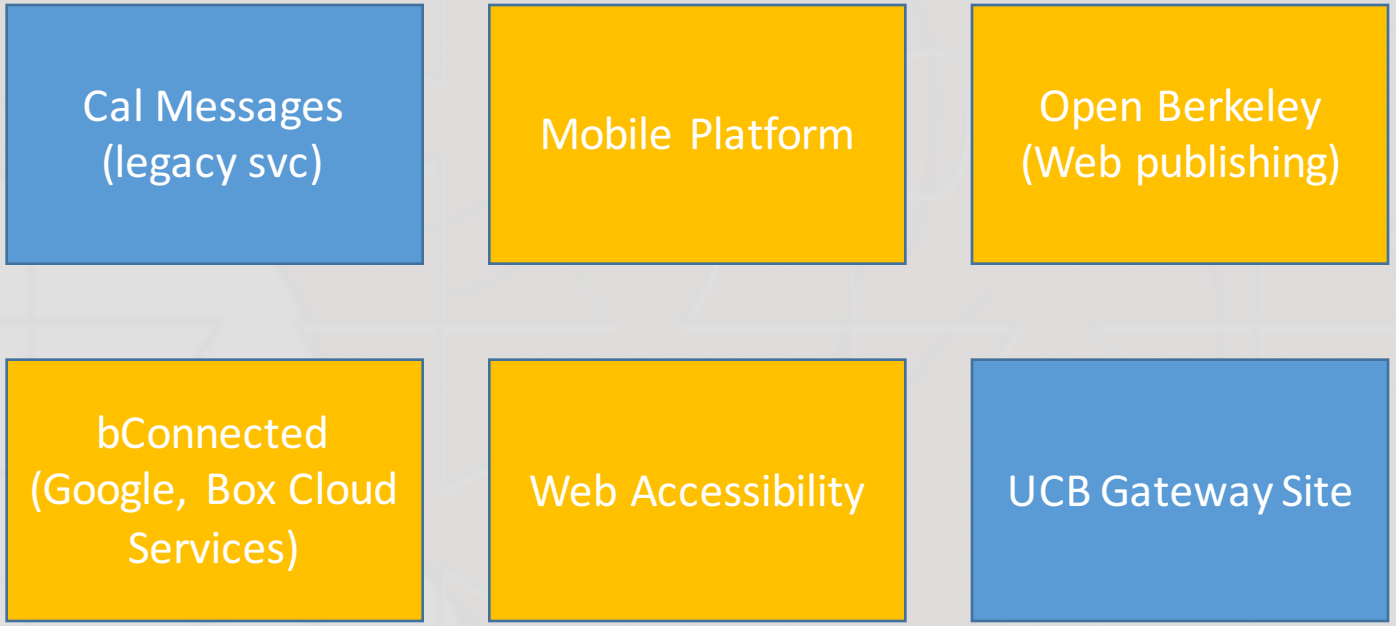
Digital Arts Engagement

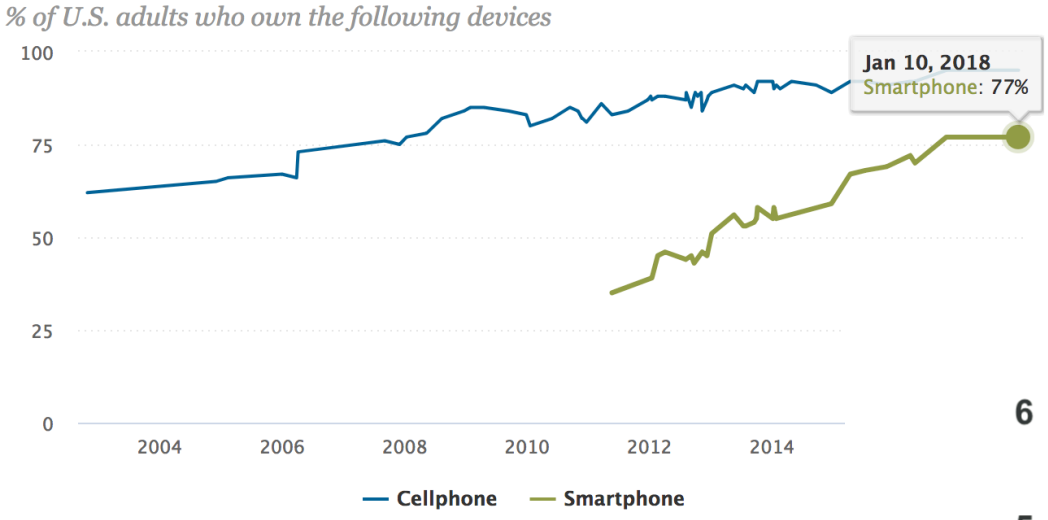
Arts+Design 2018 Mobile Think Tank

Bill Allison
University Chief Technology Officer
April 30, 2018

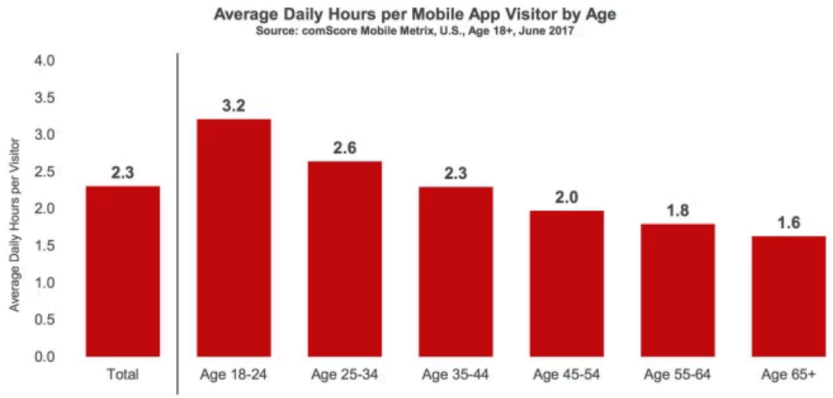
Public Affairs & IT
Campus Digital Communications Strategy

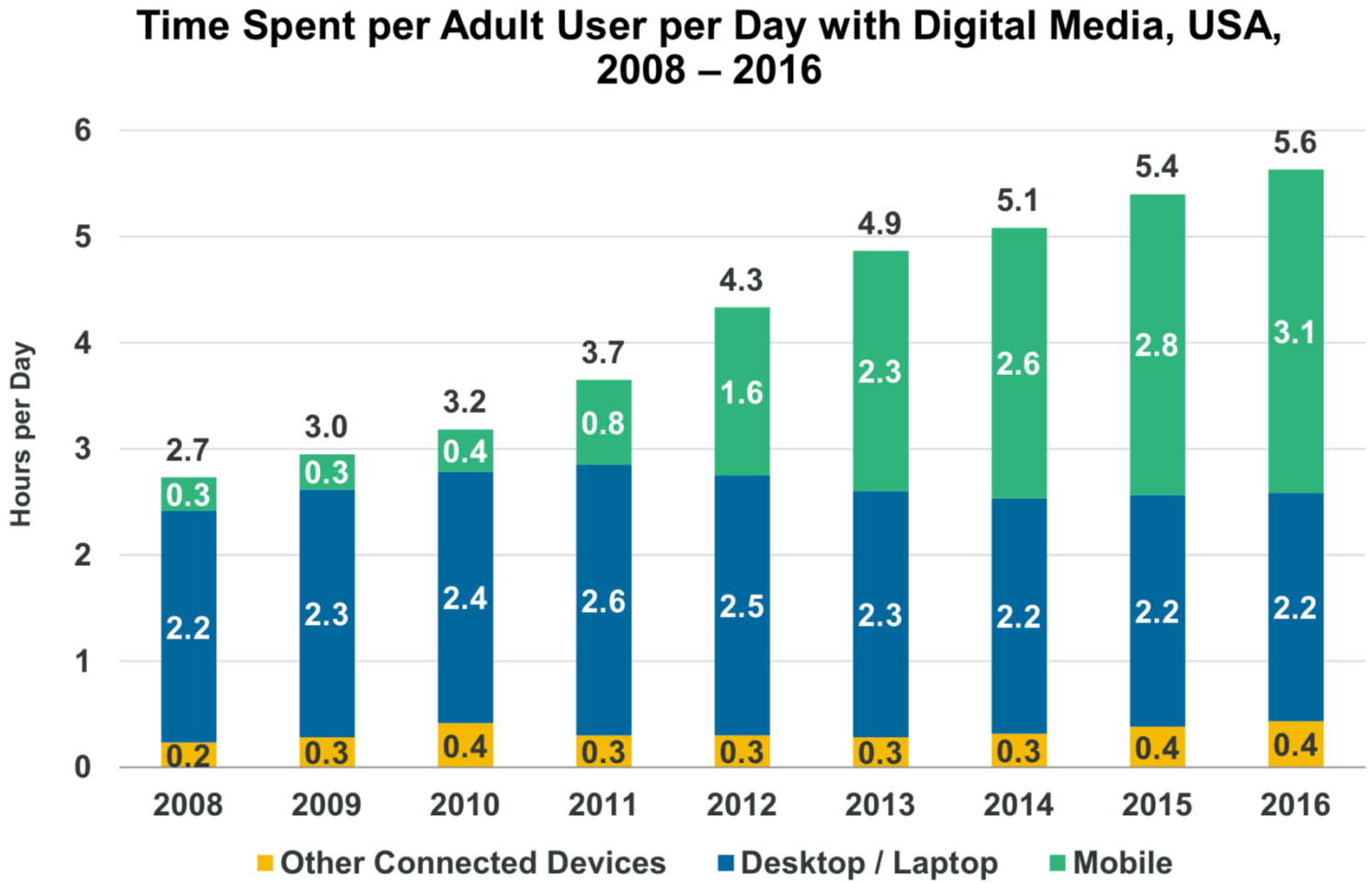


Mobile Trends



Source: Surveys conducted 2002-2018.





KLEINER PERKINS

Source: eMarketer 9/14 (2008-2010), eMarketer 4/15 (2011-2013), eMarketer 4/17 (2014-2016). Note: Other connected devices include OTT and game consoles. Mobile includes smartphone and tablet. Usage includes both home and work. Ages 18+; time spent with each medium includes all time spent with that medium, regardless of multitasking.

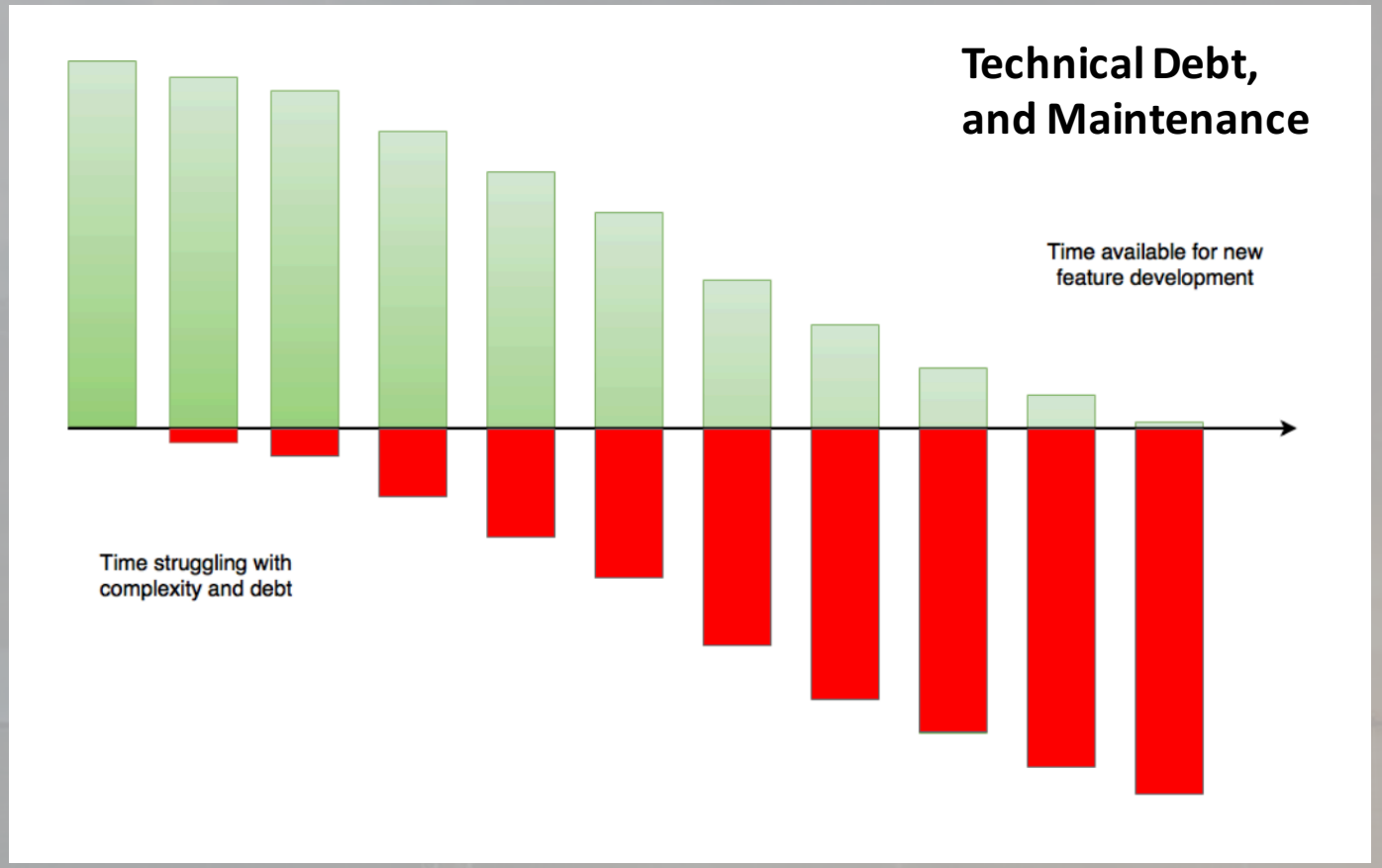
Infrastructure: Last Week Tonight with John Oliver (HBO)

INFRASTRUCTURE

18:16 / 21:13

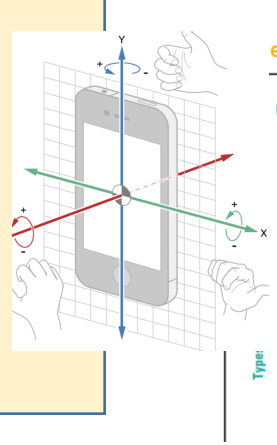
Cal
Parking &
Transportation

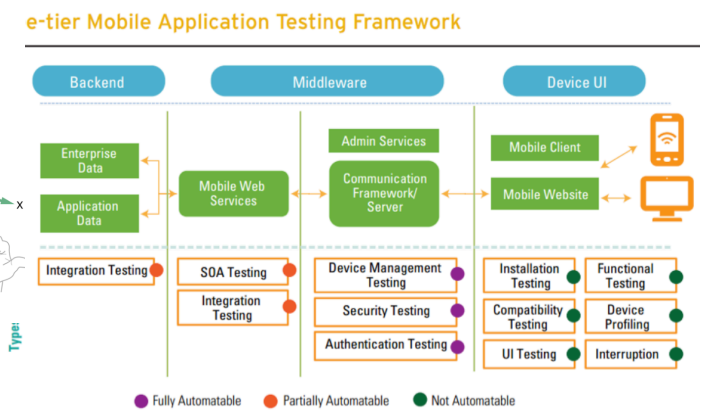
Building custom applications is expensive.



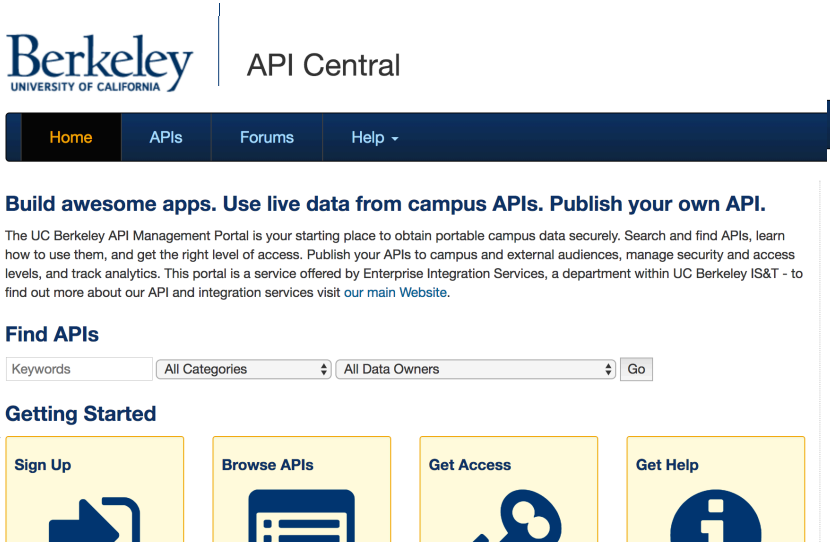
Building custom applications is expensive.

Custom Mobile App

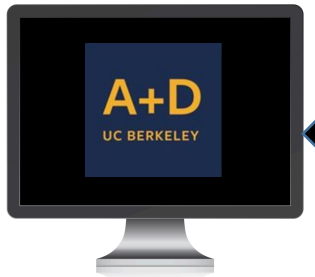




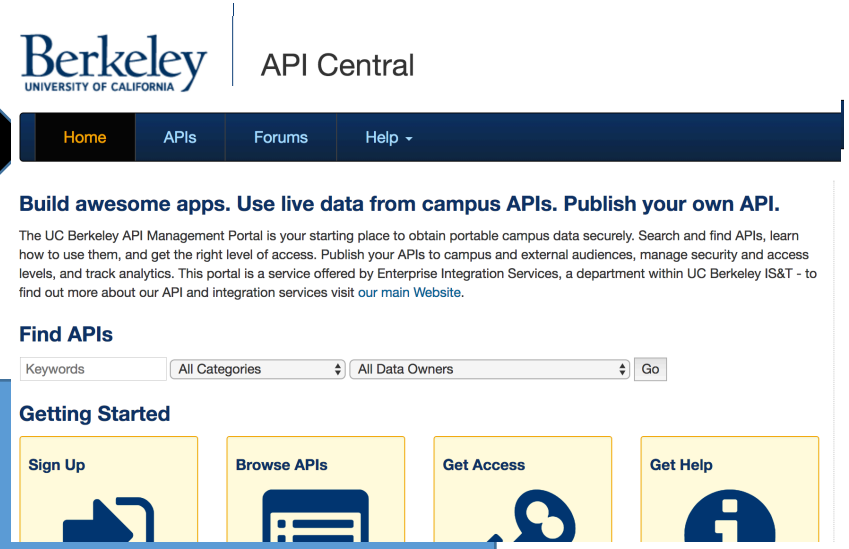
Other applications



Use a Platform (and the cloud)
To lower costs & focus on what matters.



Other applications



A+D UC BERKELEY

Cal Parking & Transportation

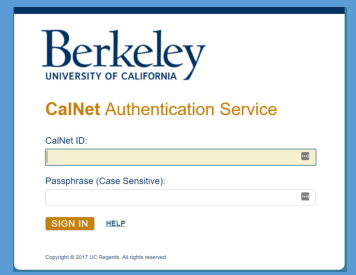
Bk

BERKELEY Library UNIVERSITY OF CALIFORNIA

Campus directory

MODO LABS

Mobile Platform: Integrates with campus infrastructure
Provides native apps for iOS and Android, plus web app
Provides most campus features out of the box
Can delegate management widely to campus units



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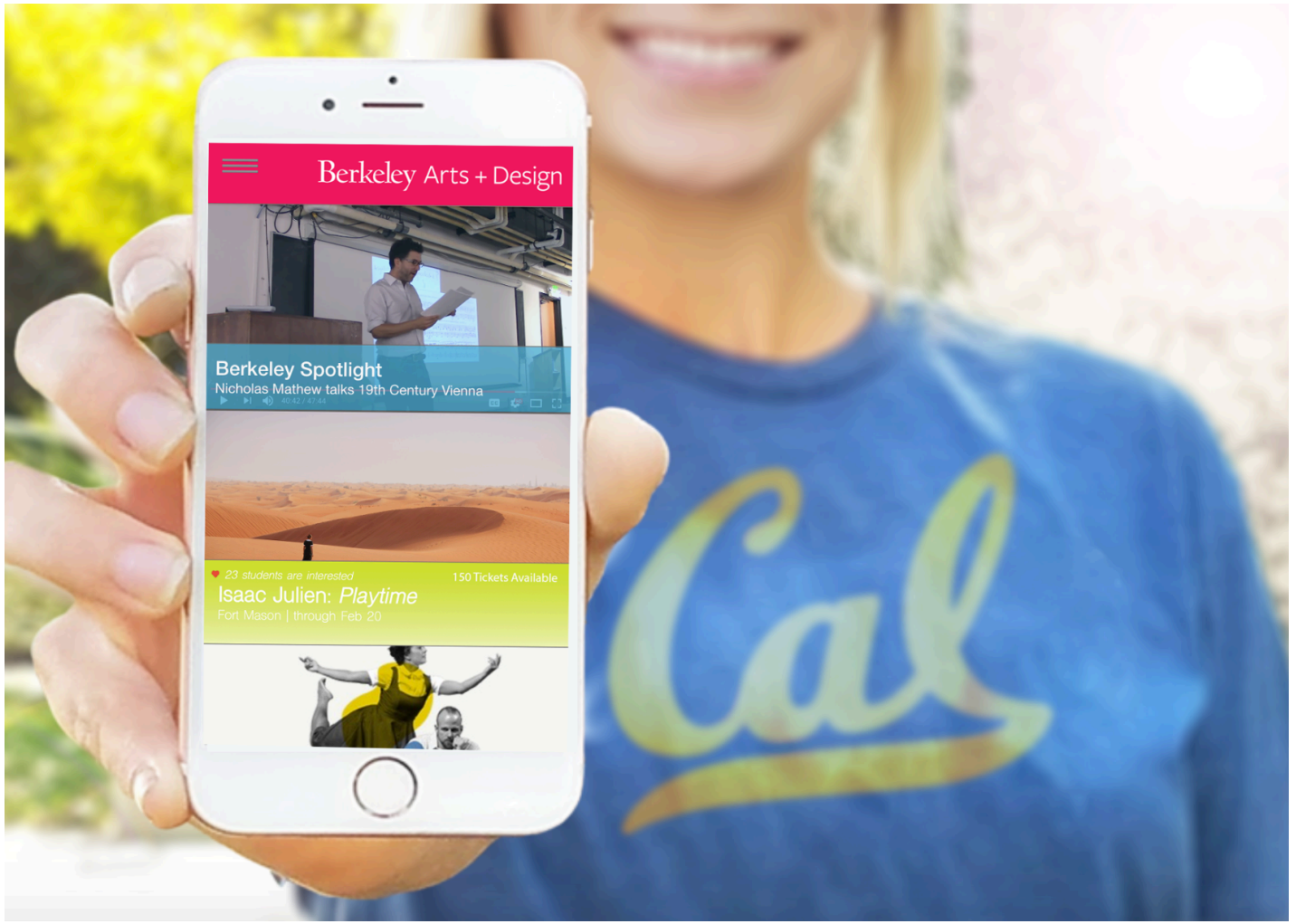
UNLOCKING MOBILE INNOVATION