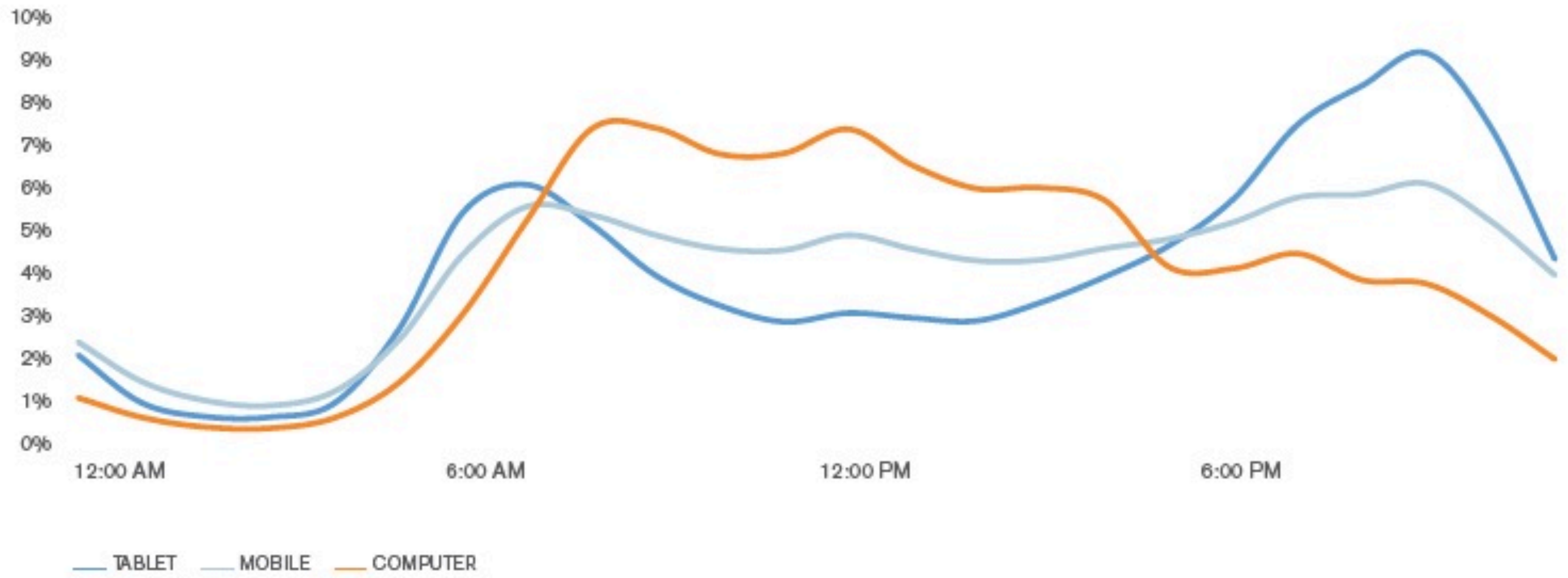


ASNE Mobile Monday

Val Hoepfner

Freedom Forum New Media Training





- **Computer** traffic stays strong through the morning, peaks again at lunch time, and falls sharply in the evening.
- **Tablet** traffic sags through the afternoon, but surges to its highest point from about 8 p.m. to midnight (notably, tablets account for more news traffic than either computers or smartphones during that period).
- **Smartphone** traffic is remarkably even throughout the day. This seems to be because people carry them at all times and use them for a variety of brief tasks wherever they are.

Post-PC world

- Touch devices like tablets and smart phones are increasingly favored over personal computers
- Post-PC devices are “intimately connected to individual users” and provide data on user habits to companies like Amazon, Google and Apple
- 25 billion apps have been downloaded for Android and iOS in 2011, the most popular are those providing regular updates on news, weather, sports and stocks.

Nearly 50 percent of US mobile subscribers have
a smartphone

Studies tell us **smart phones are used more like a PC** when it comes to news consumption...quick check-ins for breaking updates.

The average time on a mobile news app is about **2.4 minutes.**

The **iPhone 4** is the most popular camera on **Flickr...** There are 6 billion images hosted on Flickr

Tablet readers spend nearly **121 percent** more time reading news than smart phone users.
Tablets are used more like newspapers.

35 percent of iPad owners use them in the
bathroom...according to Staples B2B survey

30 percent take them to a **restaurant**, 60 percent take them on **vacation** and 78 percent use them in **bed**.

FROM PRINT TO TABLET

U.S. readers of the Economist
expect to abandon the print
edition within two years in favor
of the tablet version

The readership of USA Today's
iPad app is equal to 200 percent
of the print circulation

iPad 12:48 PM 49%

Contents

Leaders

The Economist November 26th 2011

The euro zone

Is this really the end?

Unless Germany and the ECB move quickly, the single currency's collapse is looming

EVEN as the euro zone hurtles towards a crash, most people are assuming that, in the end, European leaders will do whatever it takes to save the single currency. That is because the consequences of the euro's destruction are so catastrophic that no sensible policymaker could stand by and let it happen.

A euro break-up would cause a global bust worse even than the one in 2008-09. The world's most financially integrated region would be ripped apart by defaults, bank failures and the imposition of capital controls. The euro zone could shatter into different pieces, or a large block in the north and a fragmented south. Amid the recriminations and broken treaties after the failure of the European Union's biggest economic project, wild currency swings between those in the core and those in the periphery would almost certainly bring the single market to a shuddering halt. The survival of the EU itself would be in doubt.

Yet the threat of a disaster does not always stop it from happening. The chances of the euro zone being smashed apart have risen alarmingly, thanks to financial panic, a rapidly weakening economic outlook and pigheaded brinkmanship. The odds of a safe landing are dwindling fast.

Markets, manias and panics

Investors' growing fears of a euro break-up have fed a run from the assets of weaker economies, a stampede that even strong actions by their governments cannot seem to stop. The latest example is Spain. Despite a sweeping election victory on November 20th for the People's Party, committed to reform and austerity, the country's borrowing costs have surged again. The government has just had to pay a 5.1% yield on

three-month paper, more than twice as much as a month ago. Yields on ten-year bonds are above 6.5%. Italy's new technocratic government under Mario Monti has not seen any relief either: ten-year yields remain well above 6%. Belgian and French borrowing costs are rising. And this week, an auction of German government Bunds flopped.

The panic engulfing Europe's banks is no less alarming. Their access to wholesale funding markets has dried up, and the interbank market is increasingly stressed, as banks refuse to lend to each other. Firms are pulling deposits from peripheral countries' banks. This backdoor run is forcing banks to sell assets and squeeze lending; the credit crunch could be deeper than the one Europe suffered after Lehman Brothers collapsed.

Add the ever greater fiscal austerity being imposed across Europe and a collapse in business and consumer confidence, and there is little doubt that the euro zone will see a deep recession in 2012—with a fall in output of perhaps as much as 2%. That will lead to a vicious feedback loop in which recession widens budget deficits, swells government debts and feeds popular opposition to austerity and reform. Fear of the consequences will then drive investors even faster towards the exits.

Past financial crises show that this downward spiral can be arrested only by bold policies to regain market confidence. But Europe's policymakers seem unable or unwilling to be bold enough. The much-ballyhooed leveraging of the euro-zone rescue fund agreed on in October is going nowhere. Euro-zone leaders have become adept at talking up grand long-term plans to safeguard their currency—more





SPECIAL HOLIDAY DOUBLE ISSUE

The Economist

DECEMBER 23RD 2006 - JANUARY 5TH 2007 www.economist.com

The Palestinians at war

Reviving America's small towns

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Happiness

(and how to measure it)



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 The etiquette of bribery • Pentecostals • Jinn • Shopping and philosophy • Popular press



The Economist view

- Economist CEO Andrew Rashbass told *The Guardian*, there is a difference between, “snacking on the net as against the gourmet meal of reading in print”
- The Economist plays to the strengths of print and tablet...the “lean back, immersive, ritual pleasure” of reading
- The tablet version is interactive, has an audio function and generally amps up the print version
- The website is a “lean forward” approach, readers are given an entirely different experience through community building--people eager to participate in discussions with the magazine’s journalists and each other



Cuban-Americans The Miami mirror

Lexington
A lament for America's Jews

Daily chart
The battle for the Elysée

Economist Debates

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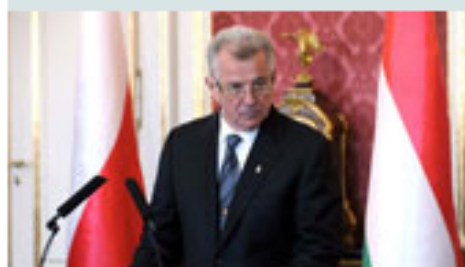


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Hungary's president

He copied, but he's not a plagiarist

A committee finds that the president was not to blame for copying other people's work



Obamacare and the Supreme Court

A guide to the health-care case

All you need to know about the Supreme Court's health-care reform case [\(304\)](#)

- No matter what happens to Barack Obama's law, American health care is changing for good [\(76\)](#)
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A series on structural reform

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The Economist

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MARCH 24TH-30TH 2012Economist.com

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The perils of online passwords

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A 10-PAGE SPECIAL REPORT

The Economist March 24th 2012

Change is coming to Cuba at last. The United States could do far more to encourage it

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User guide

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8 iPad11:28 AM85%

Contents

United States

The Economist March 24th 2012

American diplomacy

What Hillary did next

WASHINGTON, DC

Since failing to win the Democratic nomination, Hillary Clinton has loyally served Barack Obama as secretary of state. We assess her record and ponder her plans

"WHY extremists always focus on women is a mystery to me. But they all seem to. It doesn't matter what country they're in. They want to control women. They want to control how we dress, they want to control how we act, they want to control everything about us." So said Hillary Clinton last month to a young Arab woman who had asked her at a public meeting about wearing the *hijab*. This encounter was in Tunis, where Mrs Clinton had just taken part in

an international summit on Syria. She had come straight from London, where she attended a meeting on Somalia, and went on to Algeria and Morocco before making the nine-hour hop back to Washington, DC.

If Barack Obama is re-elected in November, one big thing is going to be different in his second term. He will no longer have his relentlessly globe-trotting former presidential rival at his side. As the frazzled aides and

“In the U.S. the top 100 grossing publications distributed within Apple’s Newstand app are making more than **\$70,000 per day**”

*From GIGAOM and
Distimo*

The purpose of **mobile media** is to quickly add **MULTIMEDIA** to your reporting

How the LA Times increased page views 20 percent in 2011

- 20 percent increase in page views in 2011
- 22.8 percent increase in uniques according to com.score
- More **real-time reporting** and immediacy
- All stories are “**built out**” according to online editor Jimmy Orr. All stories get photos, video and related items like maps, data visualization, graphics, links, etc.
- **More social media** including using Facebook for story commenting. Facebook traffic has doubled in the past year

Indystar.com mobile goals

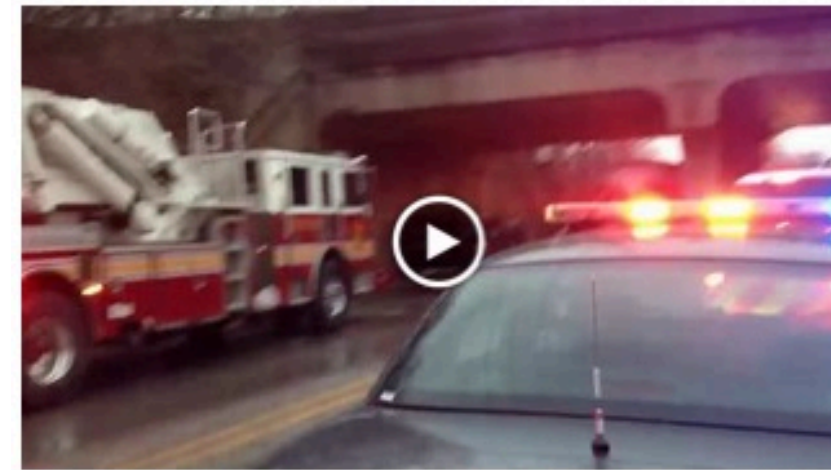
- Tweet story links, facts, photos and video clips
- Quickly post photos to Indystar.com
- Quickly add multimedia to articles on Indystar.com
- Post both raw video clips and short, edited videos

School bus crash kills at least 2 on Indianapolis' Southeastside

2:32 PM, Mar. 12, 2012 | 27 Comments

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Bus crash scene on Indianapolis' Southeastside: See the accident scene of this morning's school bus crash that killed one student and a bus driver on Indianapolis' Southeastside. (Michelle Pemberton / The Star).



Bus crash scene on



Mayor Greg Ballard's



School bus crash on



911 call audio of bus crash

Written by
Kristine Guerra
and **Bill McCleery**

A school bus driver and one student died this morning in an accident on the city's Southeastside. Two people were critically injured.

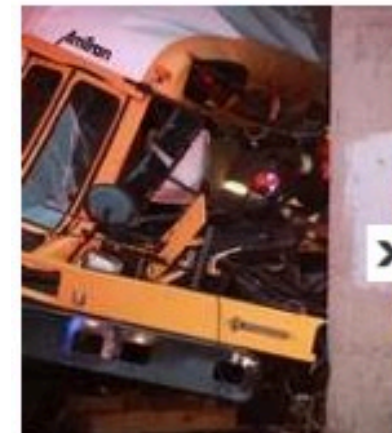
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The accident occurred about 7:40 a.m. in the 900 block of South Emerson Avenue near English Avenue, two miles away from Lighthouse Charter School. The bus involved, No. 43, apparently struck a railroad bridge abutment, peeling back one side of the bus in the collision.

Capt. Rita Burris, a spokeswoman for the Indianapolis Fire District, said fire department crews spent about 45 minutes extricating four people from the bus, which is owned by Miller Transportation and contracted by Lighthouse.

WISH (Channel 8) reported that one of the injured was a child whom emergency crews had to rescue from under the front wheel of the bus.



Burris said that two students were critically injured and eight sustained non life-threatening injuries. Students were brought to Wishard Memorial Hospital and Riley Hospital for Children. The rest of the students have been released to their parents.

Lighthouse administrators decided to release the rest of the student body early, beginning at 12:30 p.m. Buses were dispatched to pick up the kids.

The student who died was a girl Burris

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PHOTO GALLERIES



Bus crash kills driver, student



Indiana Will Face New Mexico State Thursday



Milwaukee Journal Sentinel Mobile

- Mobile video from the iPhone is a staple of Journal Sentinel online coverage
- Reporters do the majority of their tweeting from their iPhone
- Photo updates and breaking news photos and video come from the iPhone
- ASNE/Diversity Institute training Sept. 2011





Mobile Media Starter Kit:

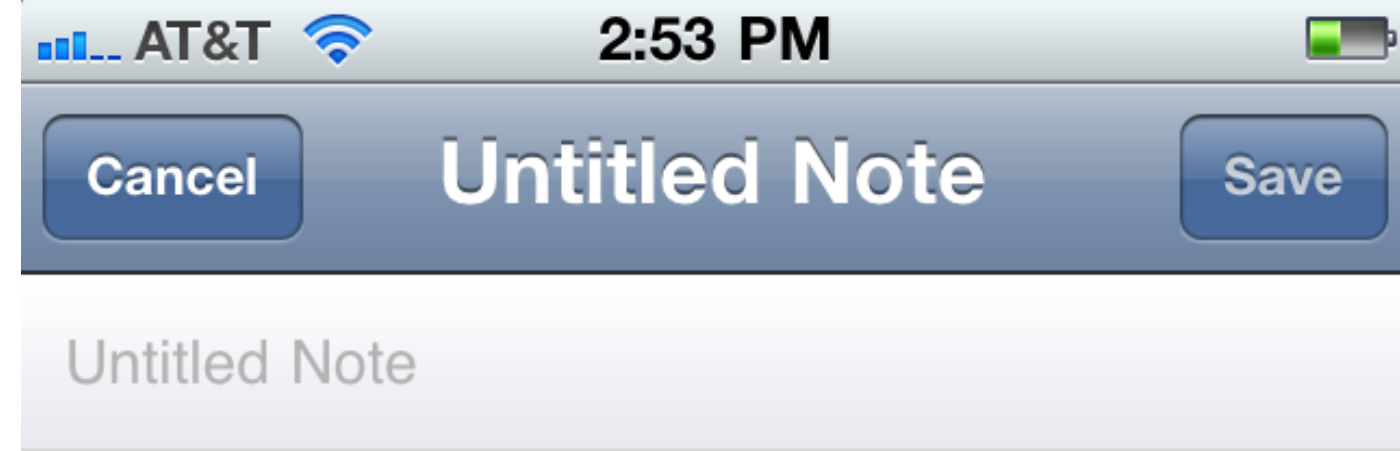
Apps every journalist should have



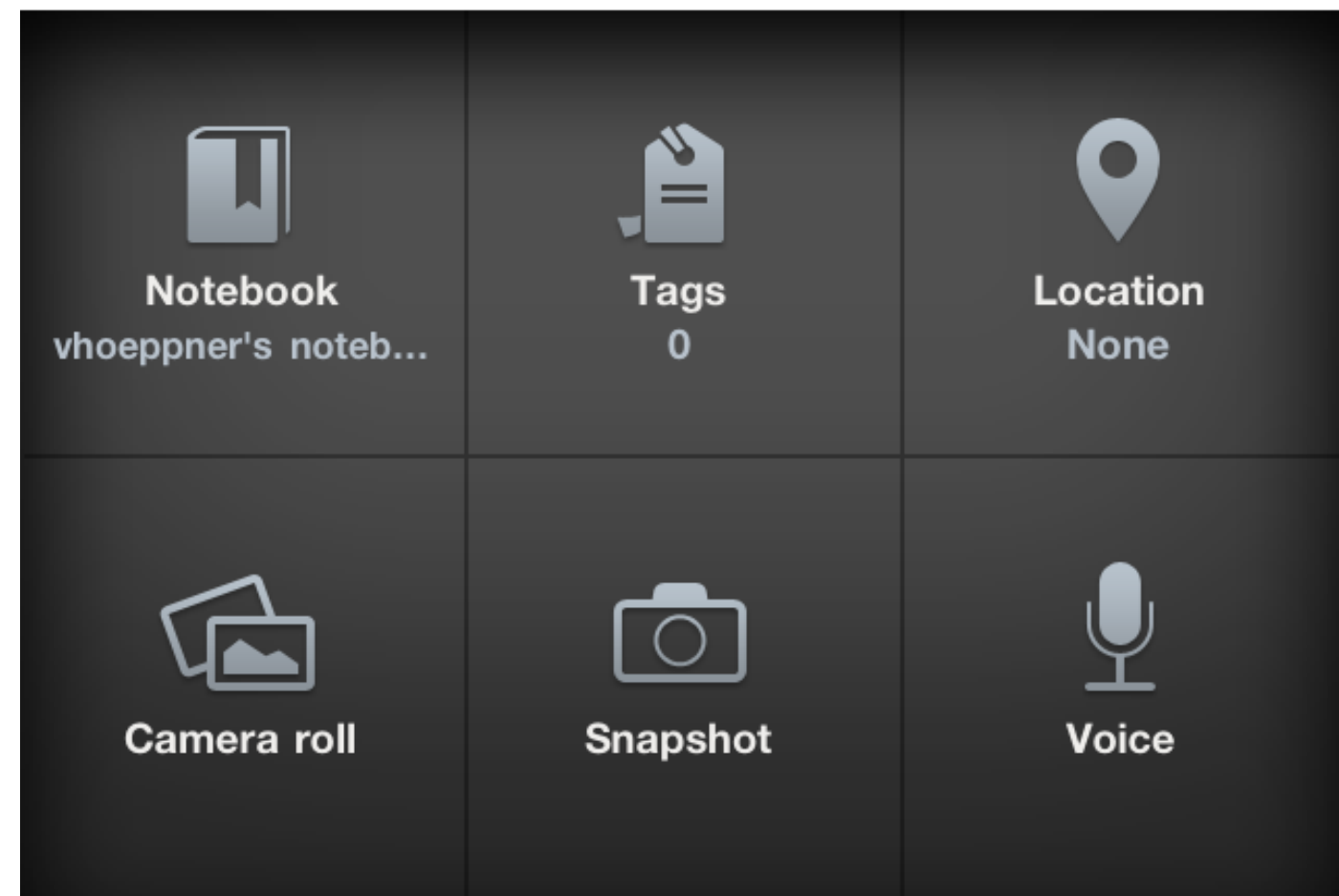
Evernote

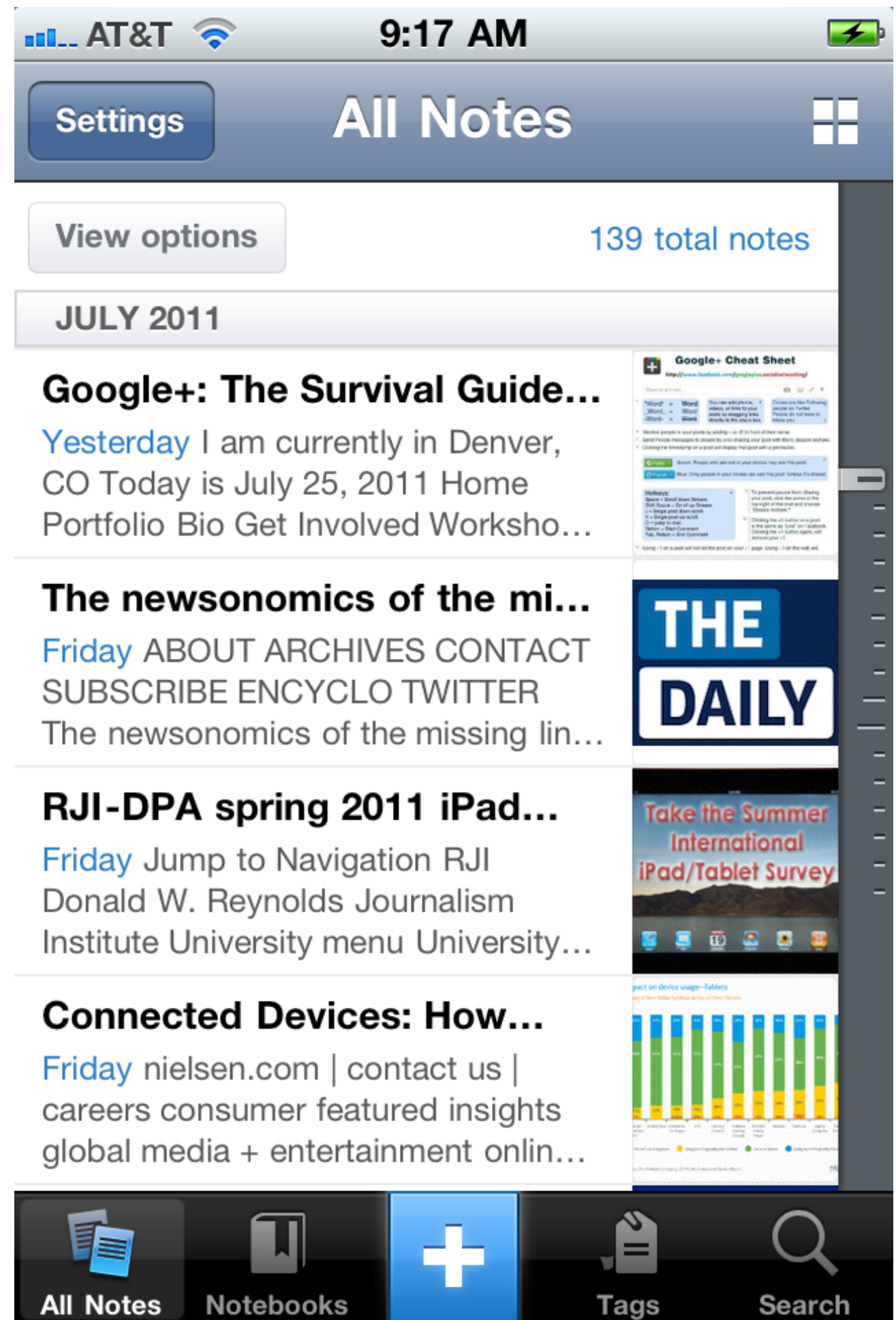


- A note-taking app that syncs text, photos and audio to Internet connected devices.
- You can file a story, photograph or audio interview from Evernote.
- Take notes or record a voice interview.
- Evernote is a cloud app, meaning it syncs your notes on a cloud server.



tap to edit body text

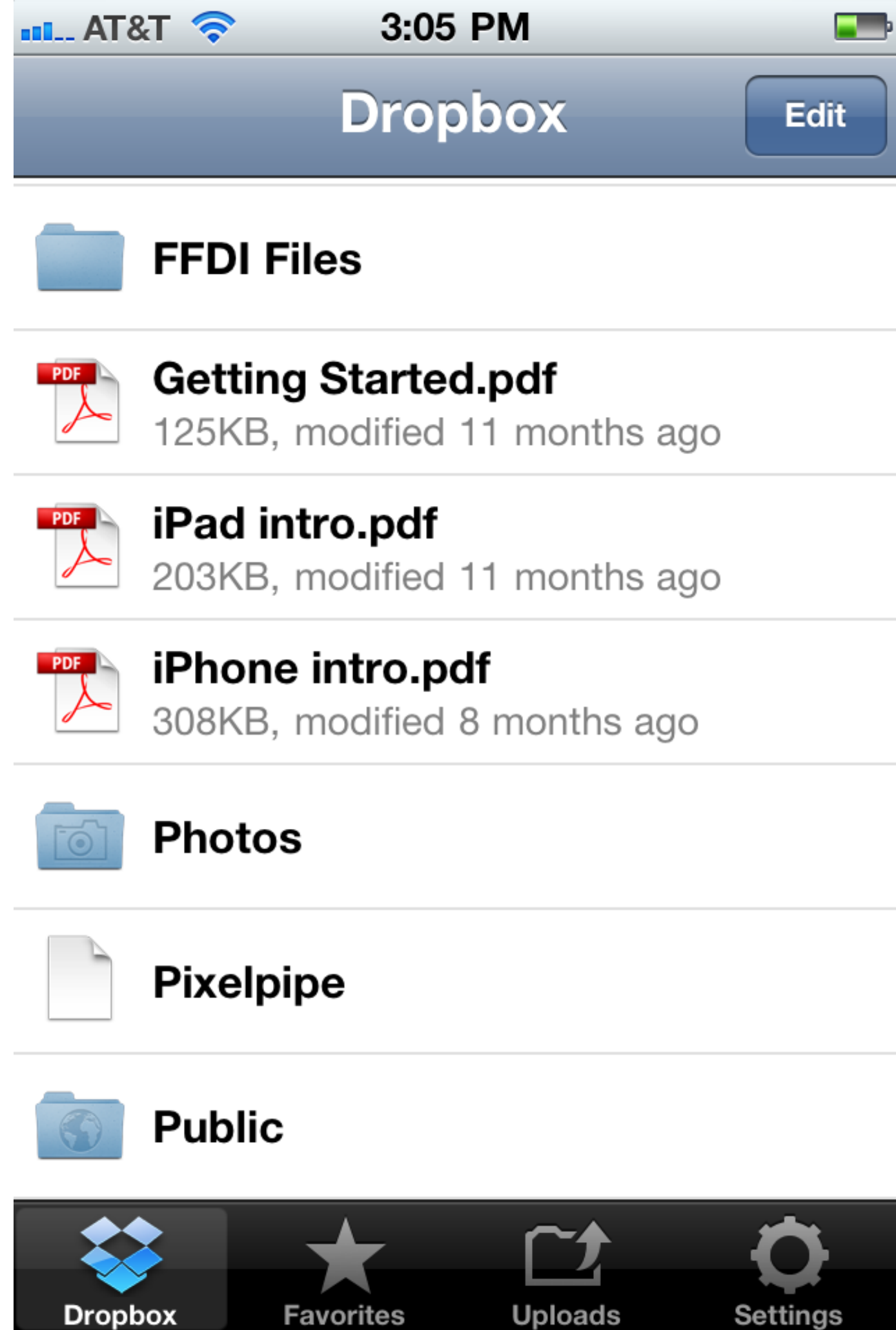


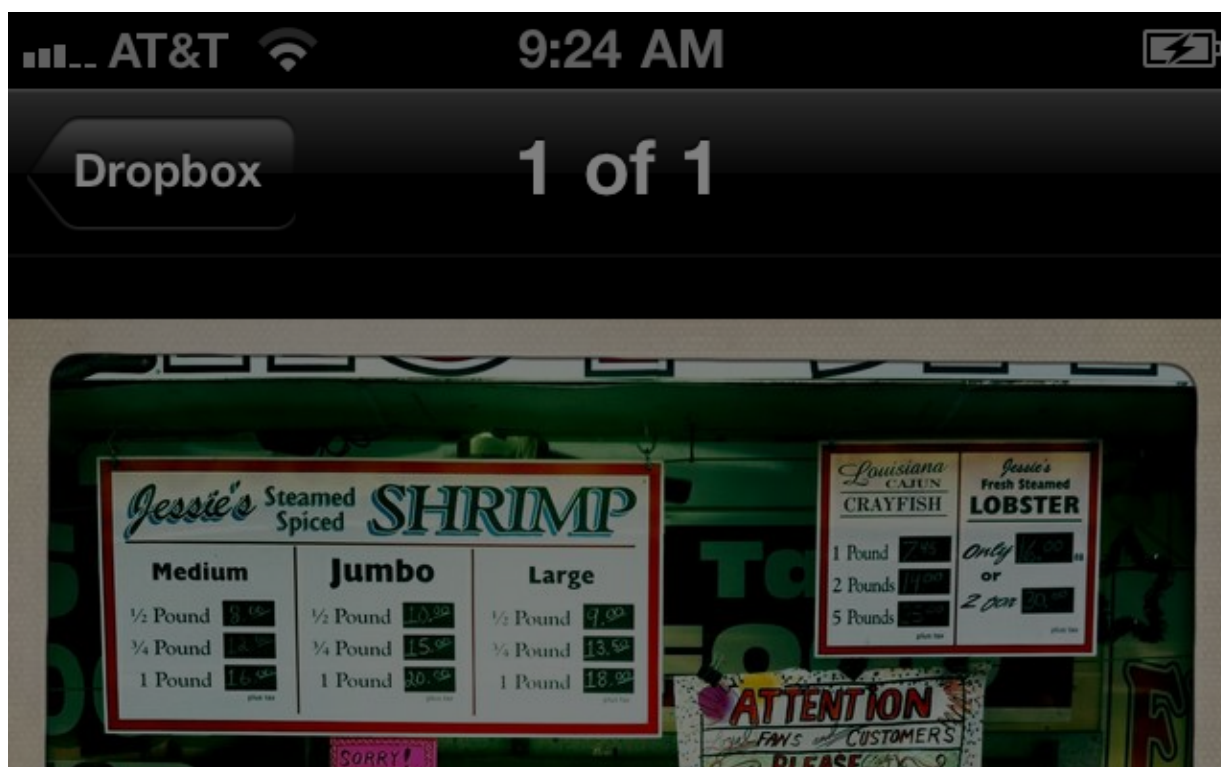


Dropbox



- Store your mobile media files in the cloud
- Easily upload and store photos and video
- Share files on your Dropbox
- Star your favorite files for viewing offline
- Many multimedia apps are linked with Dropbox





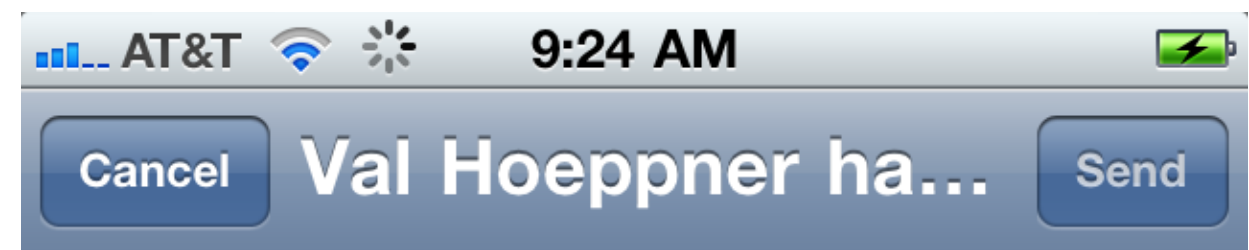
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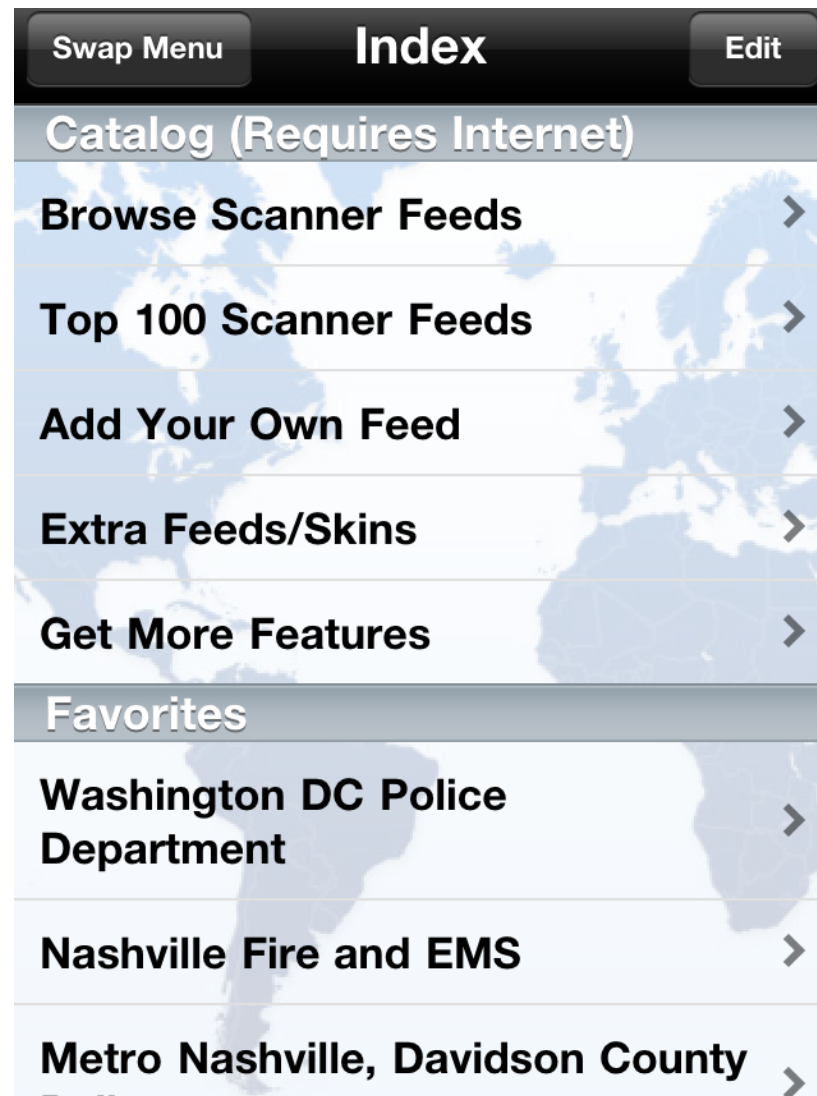


5-0 Police Scanner



- Listen to local, national and international scanner traffic.
- App plays in the background so you can write a story, take photos or video while listening to the scanner.
- App can map the location of the broadcast.
- App provides local police codes so you can follow the jargon.





AP Mobile

- Push notifications give journalists up to the minute news
- Share AP news with Twitter followers from you mobile device
- Send articles to Evernote--essential for reporters in the field
- Get pop-up alerts on your phone

AT&T 11:15 AM

AP Mobile
Updated 11:15AM Jul 26

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40 mins ago: OSLO, Norway (AP) - The man who confessed to the massacre th...

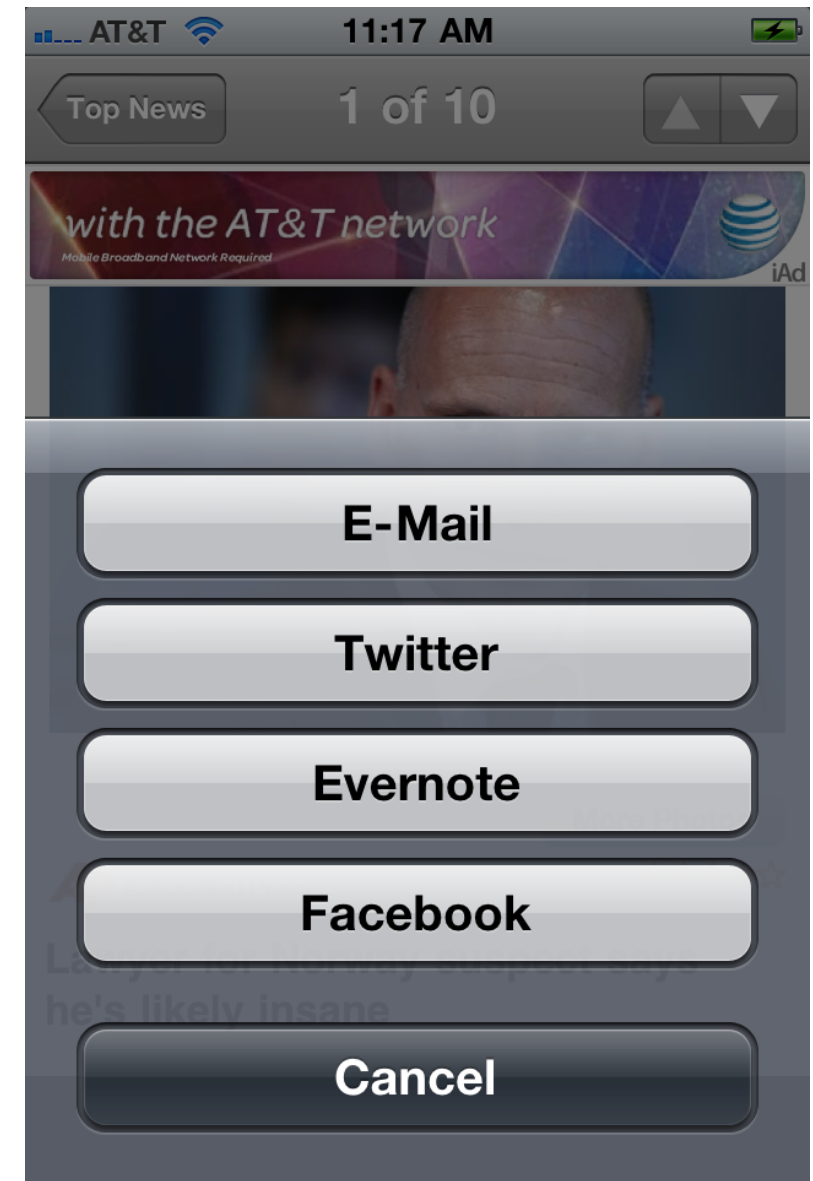
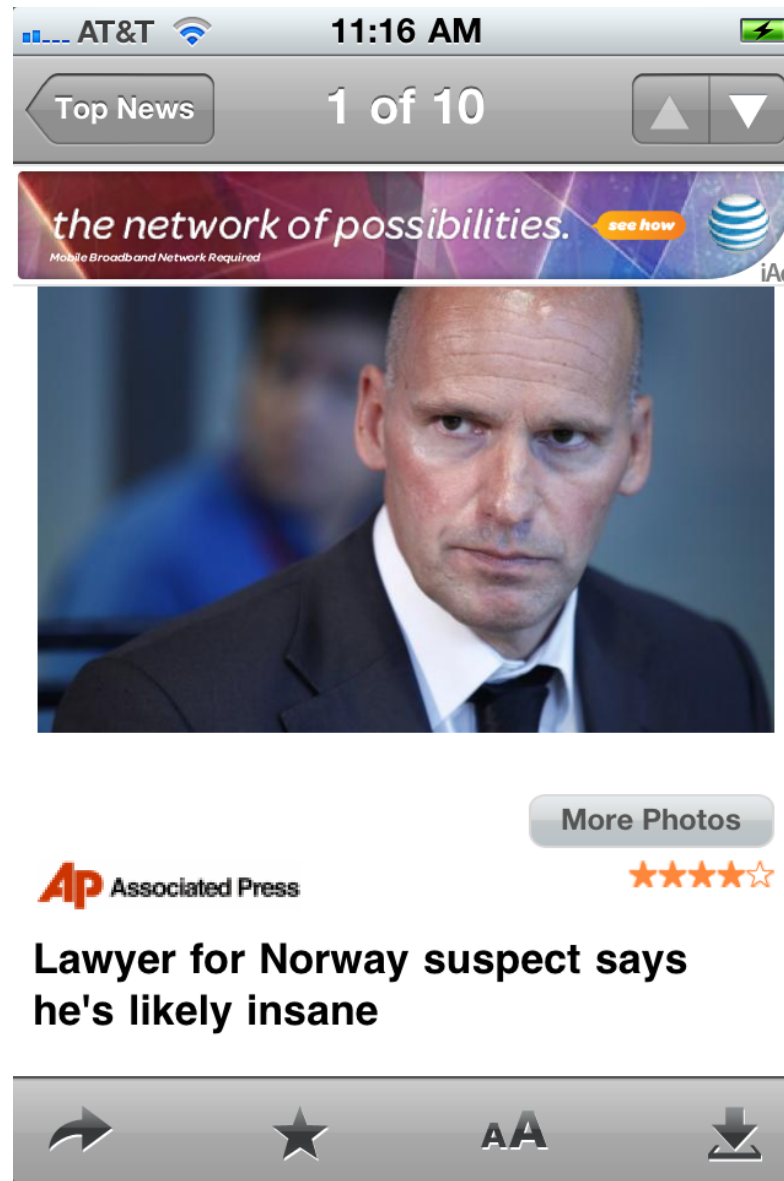
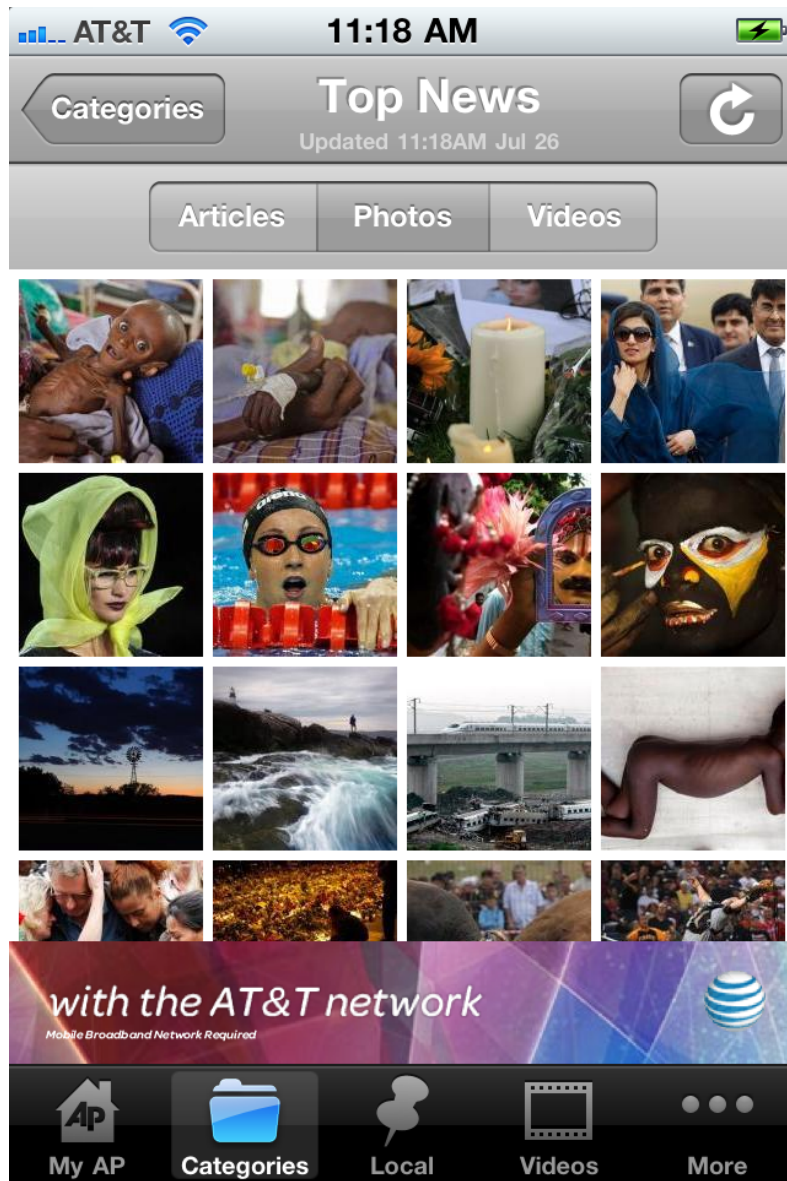
Rival plans ensnarl Congress over debt ceiling
39 mins ago: WASHINGTON (AP) - One week from a potentially debilitating debt...

Wealth gap widens between whites, minorities
47 mins ago: WASHINGTON (AP) - The wealth gaps between whites and minorit...

APNewsBreak: Fringe leader speaks of growing anger
57 mins ago: LUTON, England (AP) - The leader of a

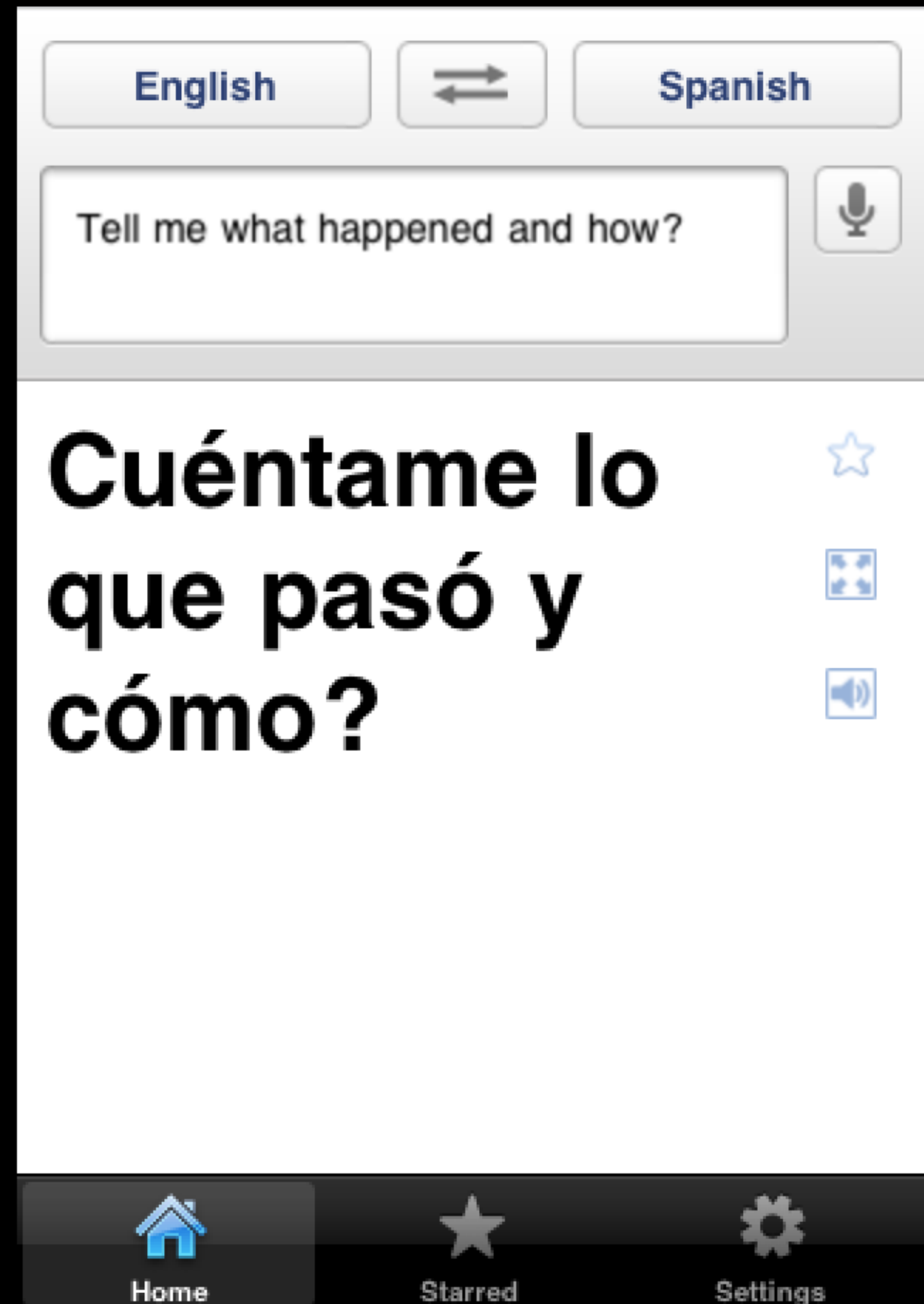
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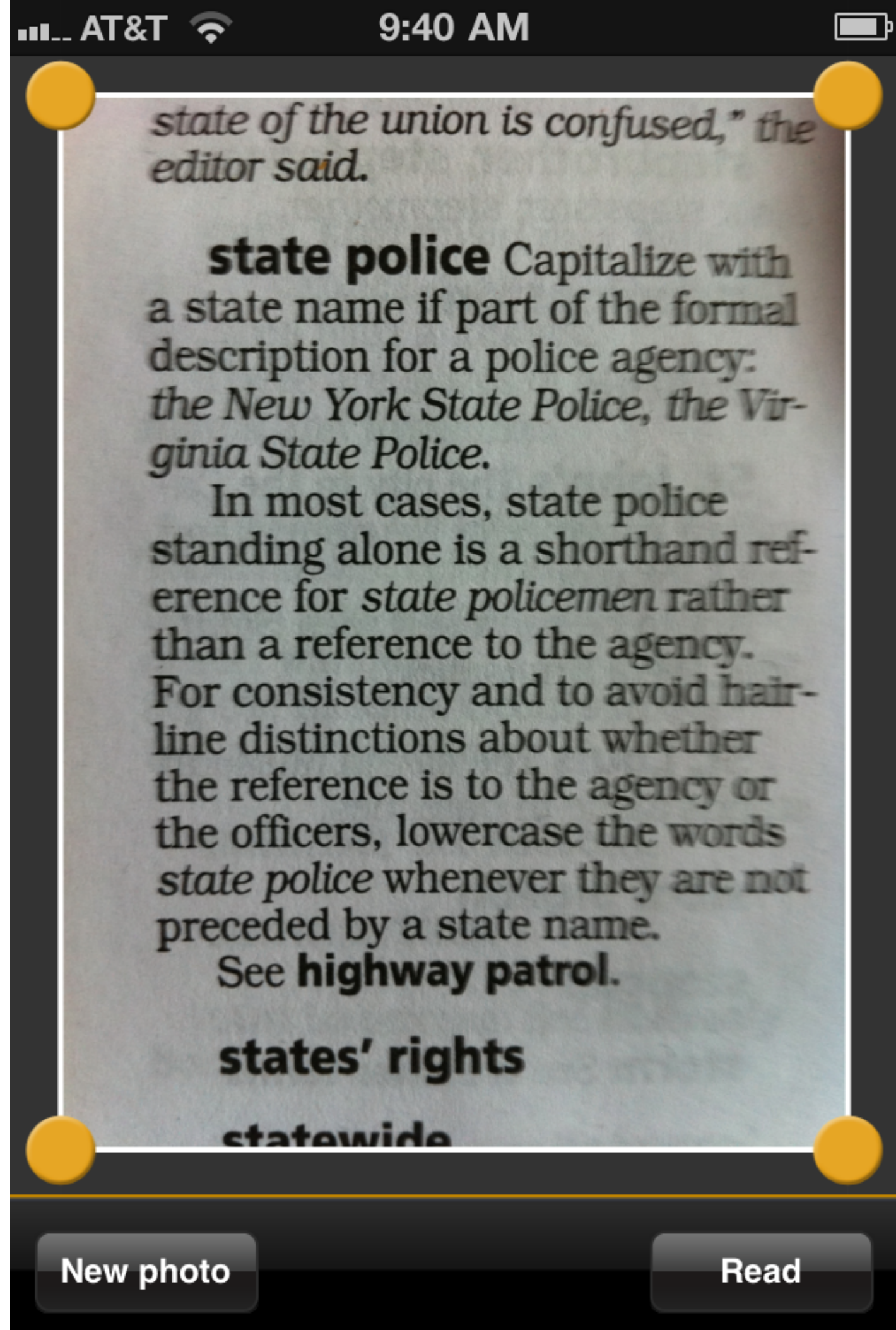
Google Translate

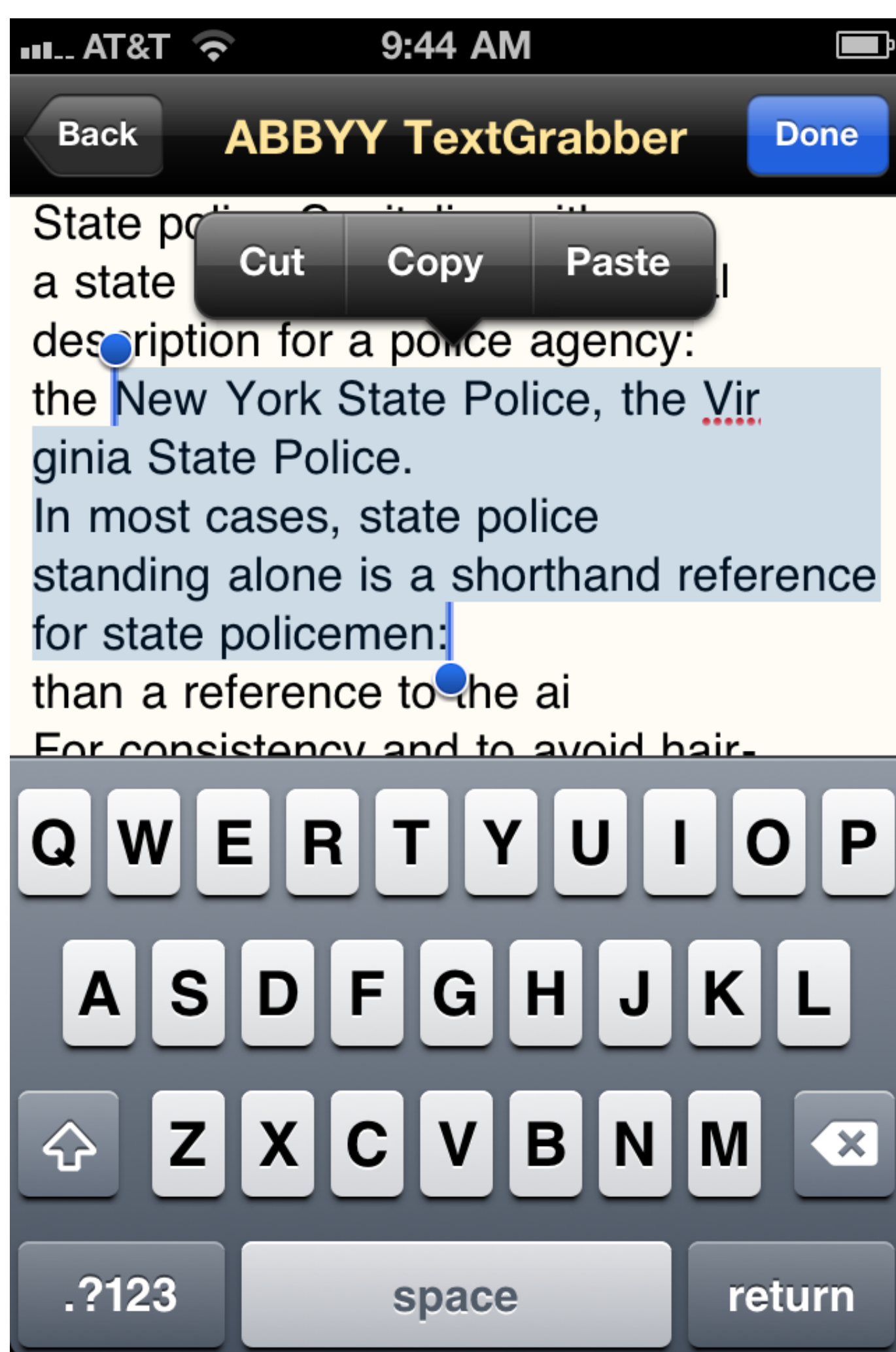
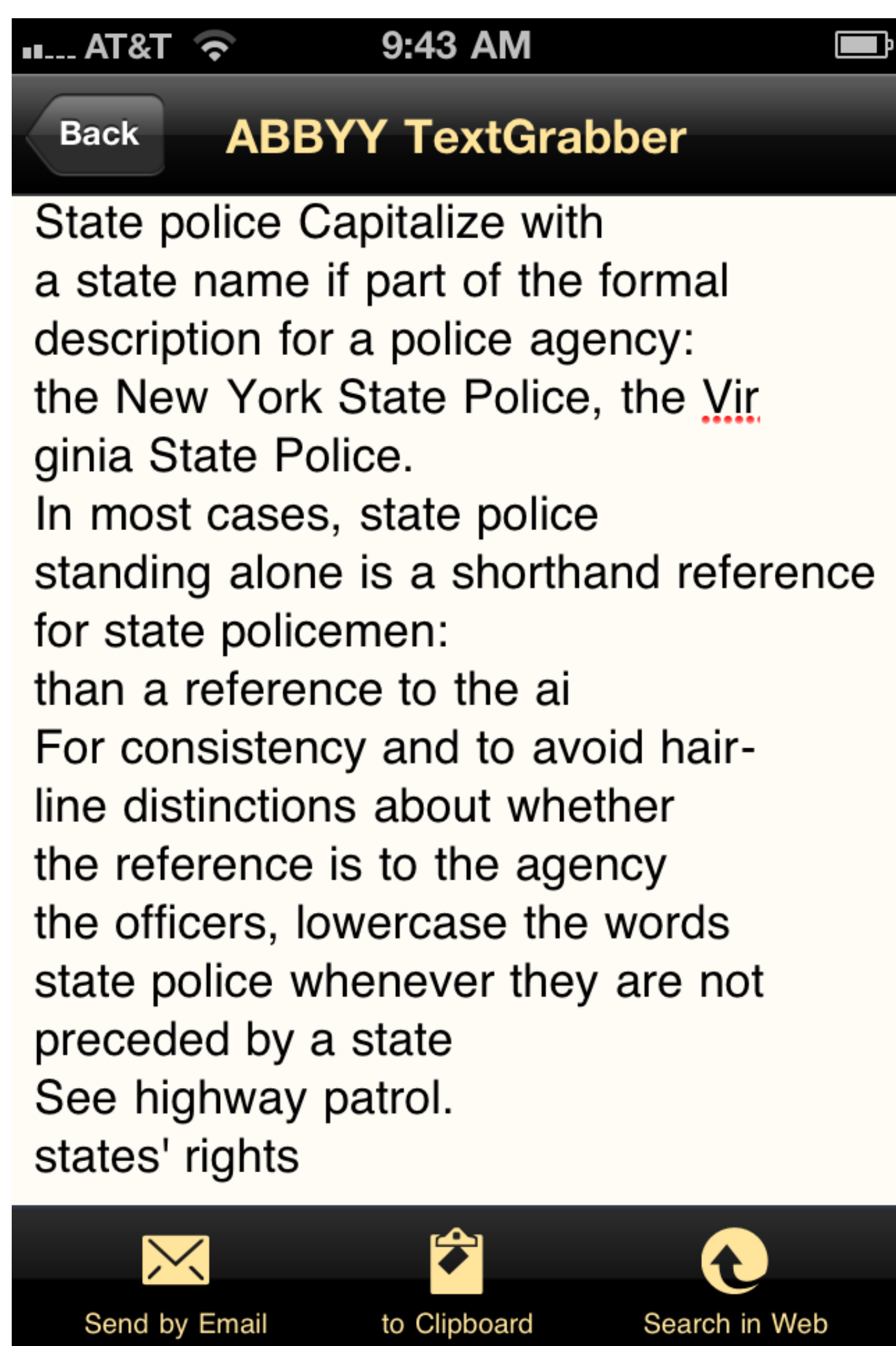
- Translate from English to Spanish and dozens of other languages
- You can type your needed translation or hit the mic button and speak it
- Press the speaker button next to the translation to hear it spoken



Abbyy Text Grabber

- Capture printed text from documents, magazines, books, etc.
- The text can be copied, pasted and edited
- Recognizes 60 different languages
- Works on iPhone and Android
- Similar software is used in law firms and costs \$300



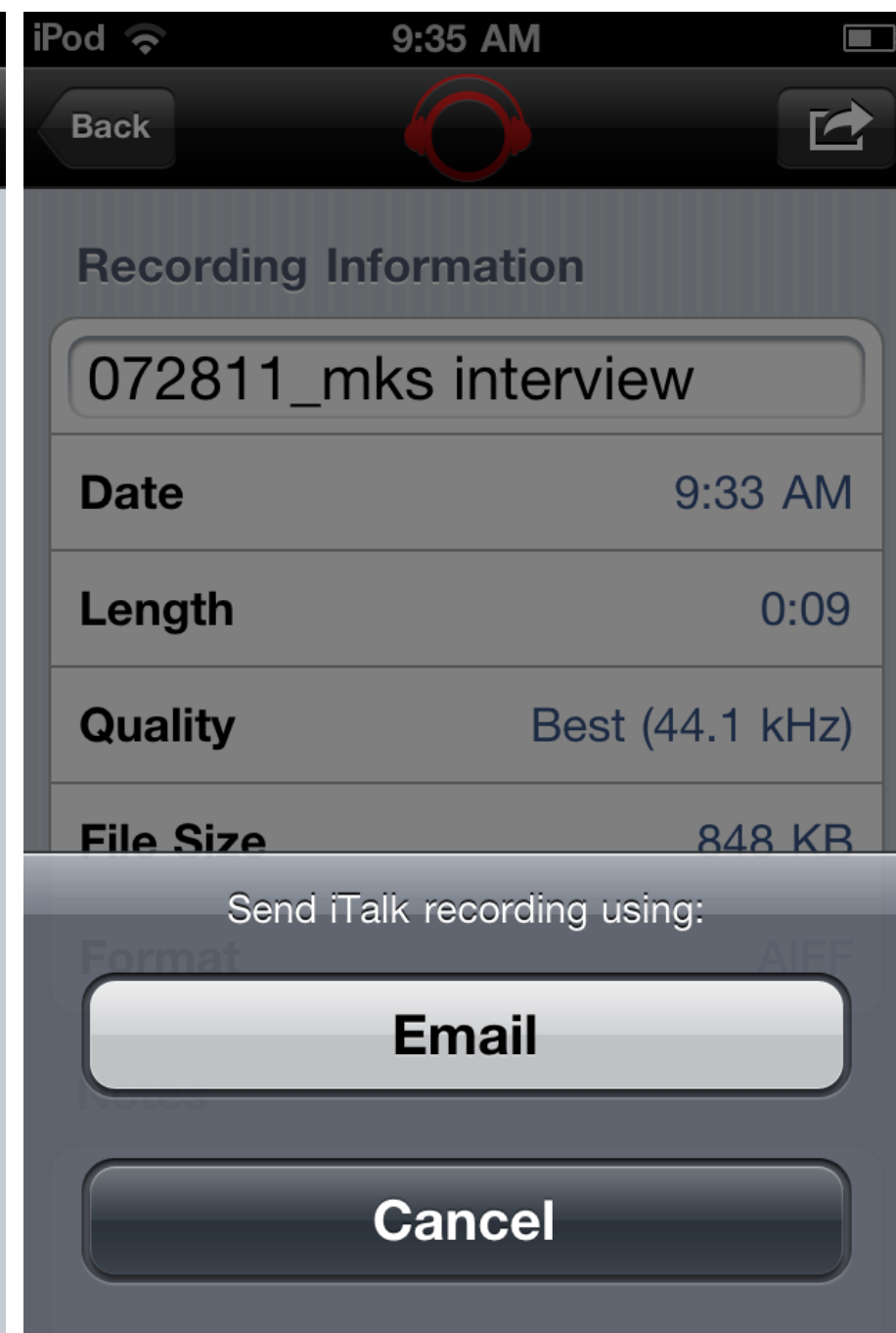
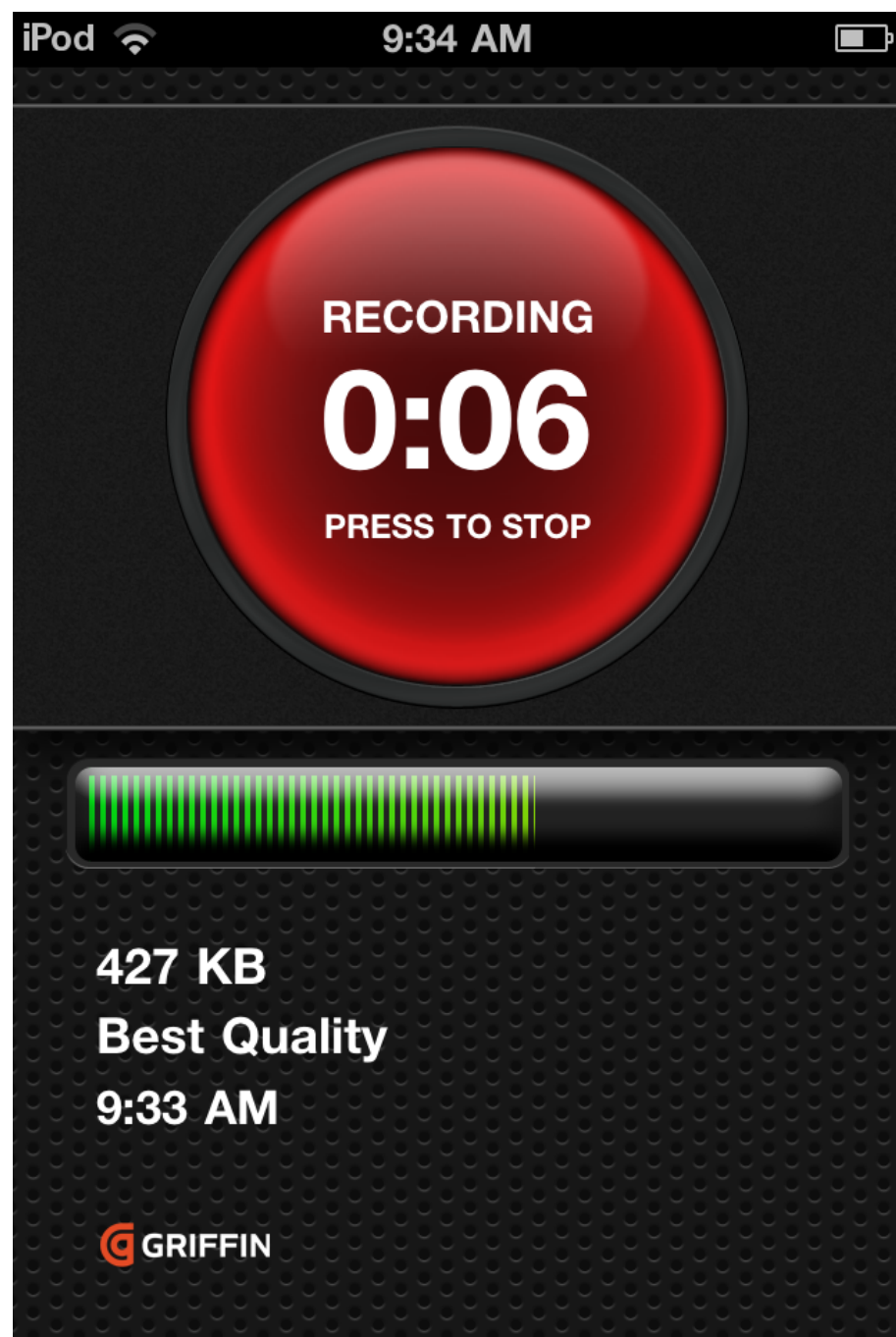


iTalk



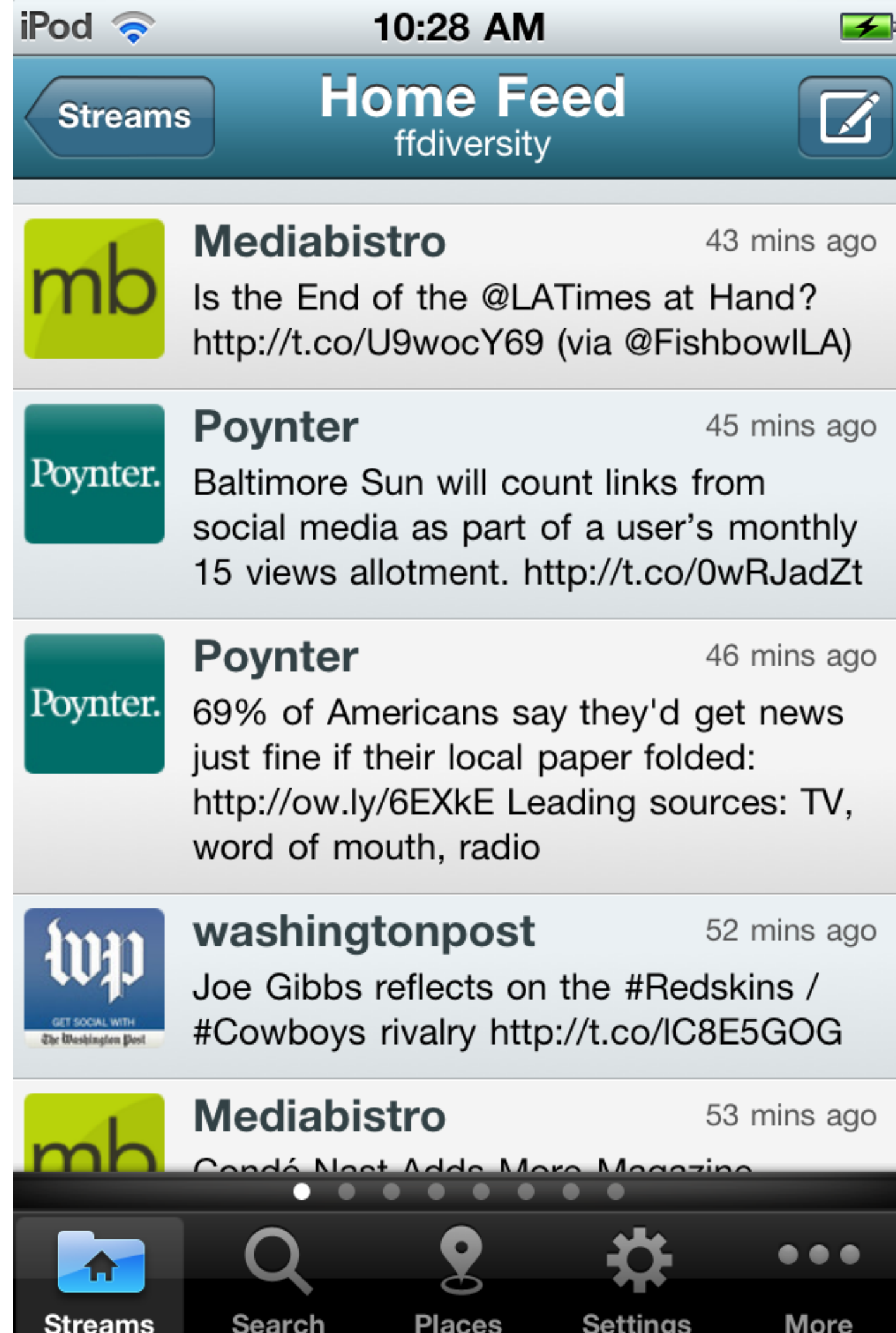
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- FREE!
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- Can email wav files
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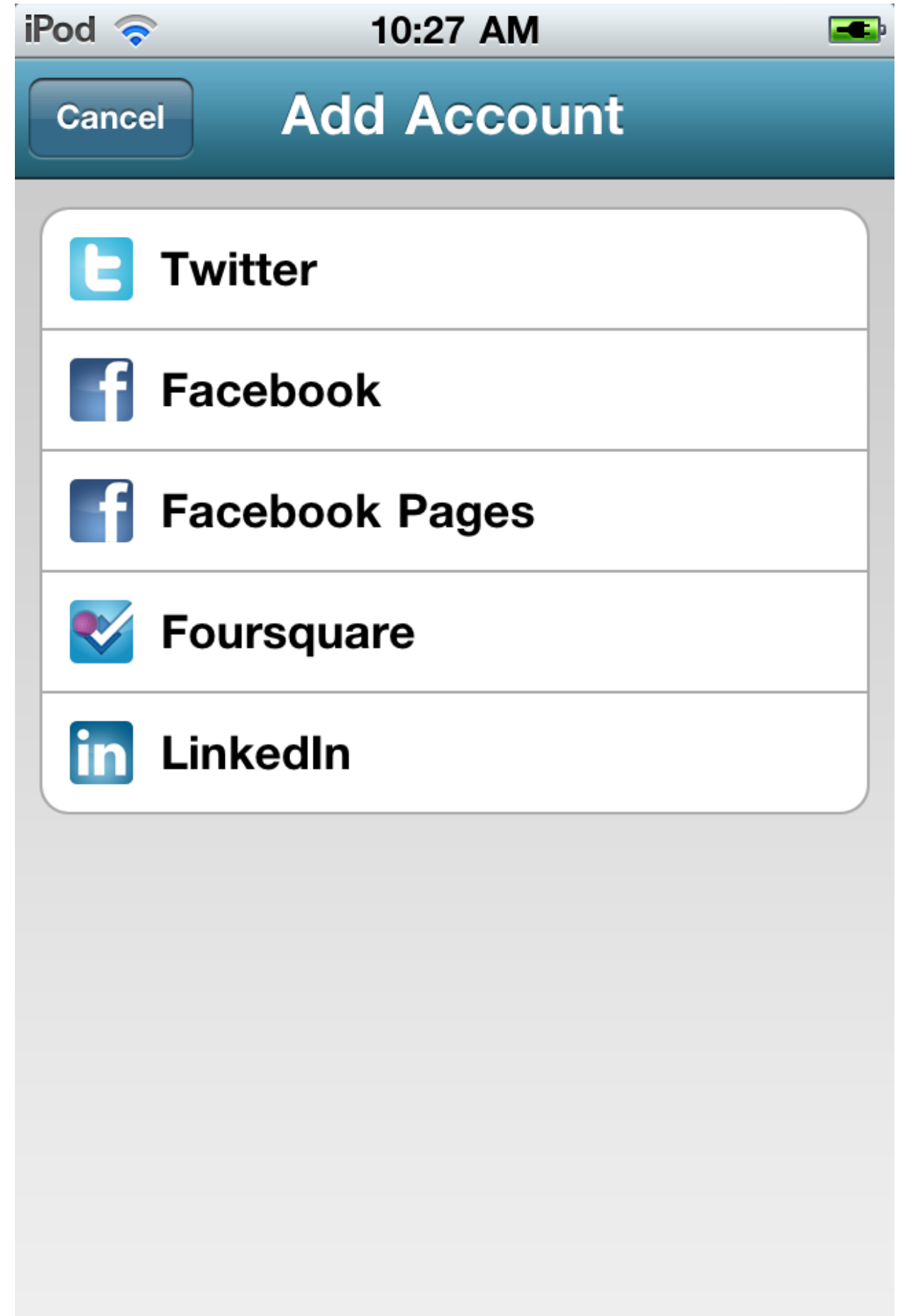
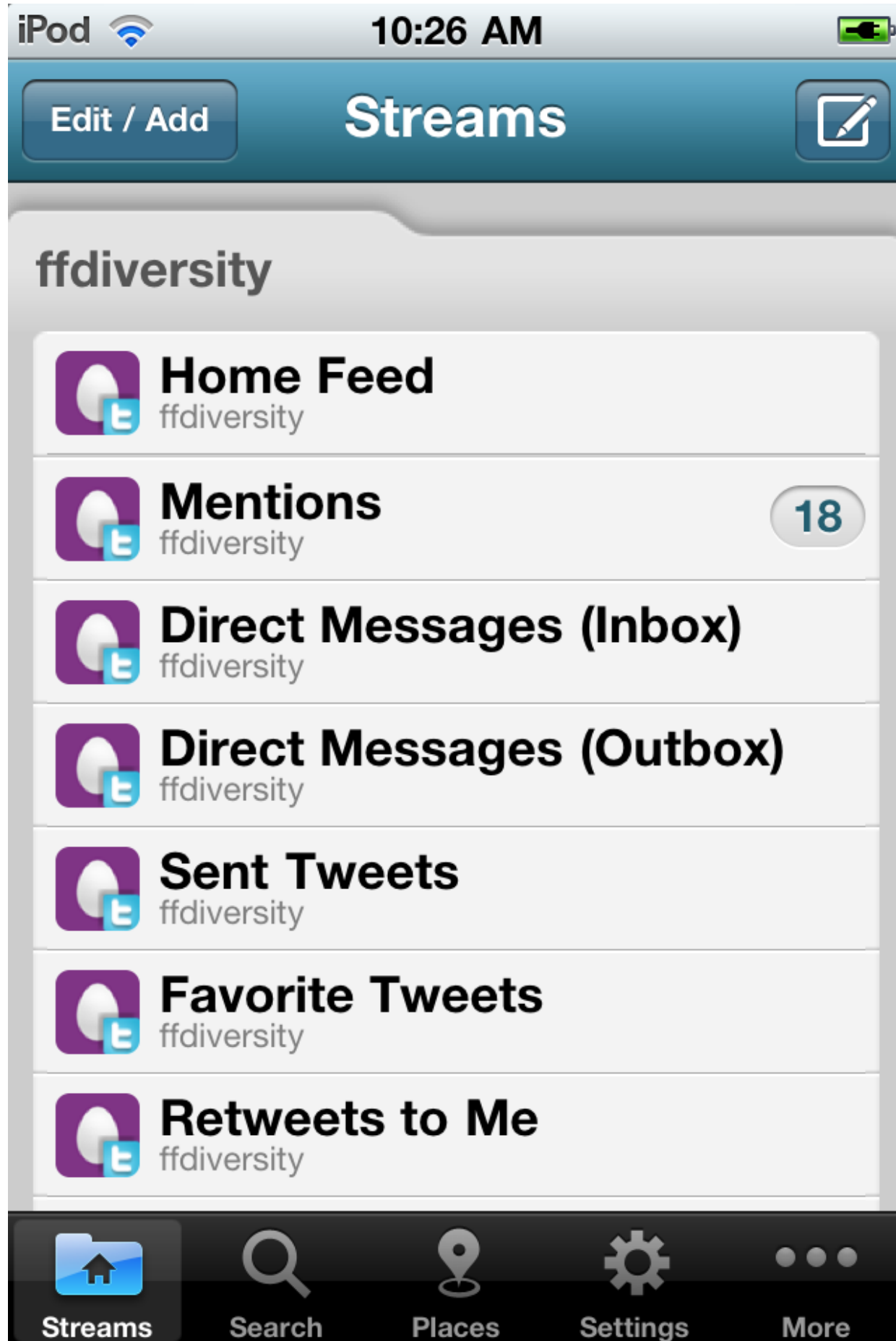




HootSuite

- Similar to TweetDeck
- Manage multiple social networks
- Schedule tweets
- Easily sort feeds, messages, mentions
- Automatically shortens links

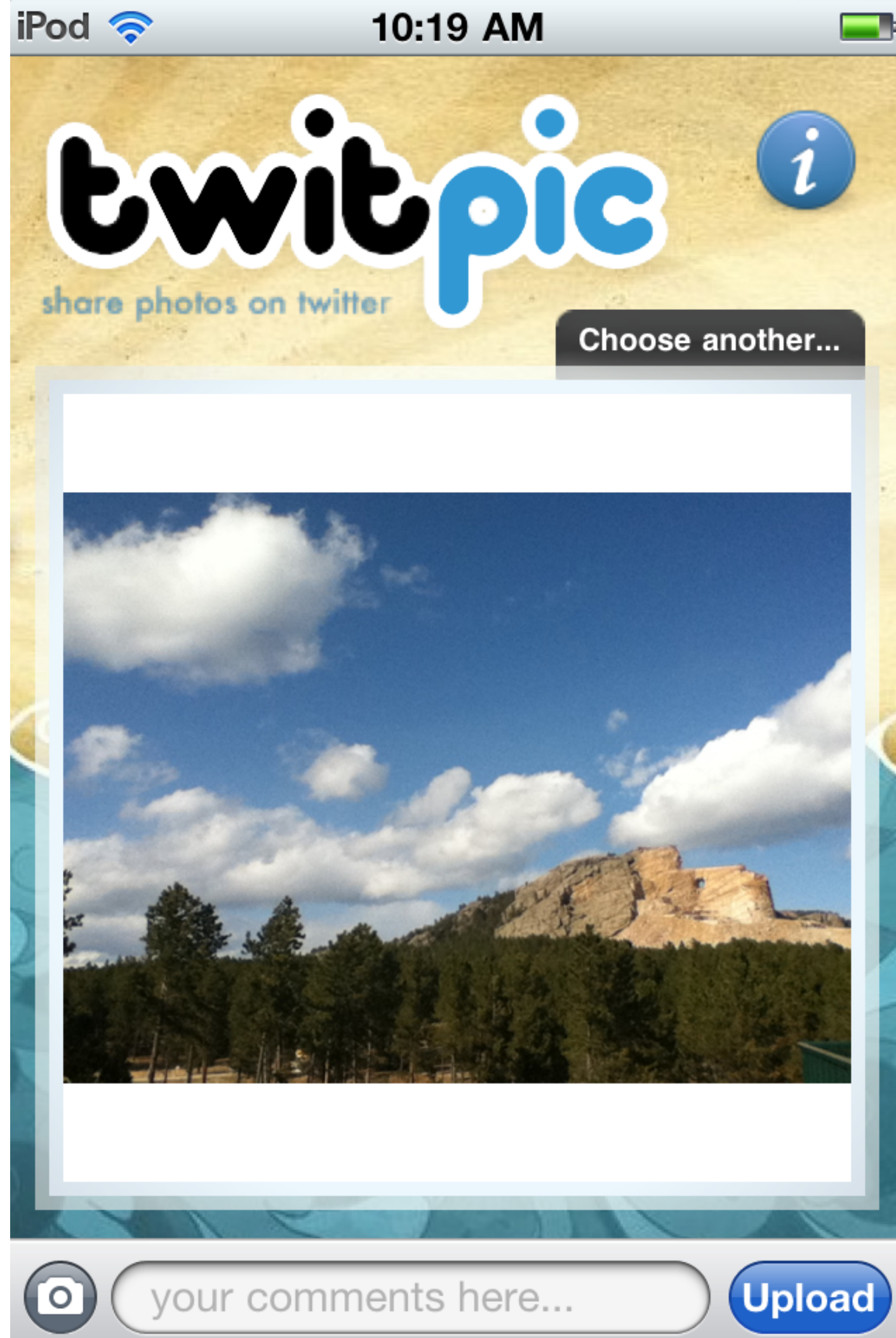




Tweet Pic



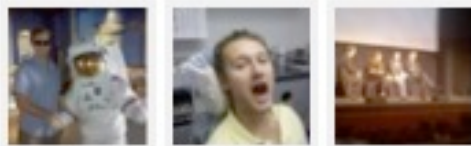
- Take a photo
- Upload the photo to Twitter via Twitpic
- Tweet about the image, how you got it, what or who is in it



TwitPic

- TwitPic user @jkrums gave us the first image of the Hudson US Airways landing.
- “Put this photo on your website” option in TwitPic allowed news orgs to post this image on their websites as the story broke.

More photos by jkrums



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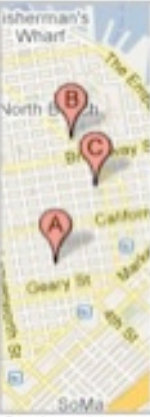


There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

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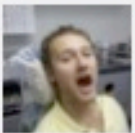

Posted on January 15, 2009
by [jkrums](#)



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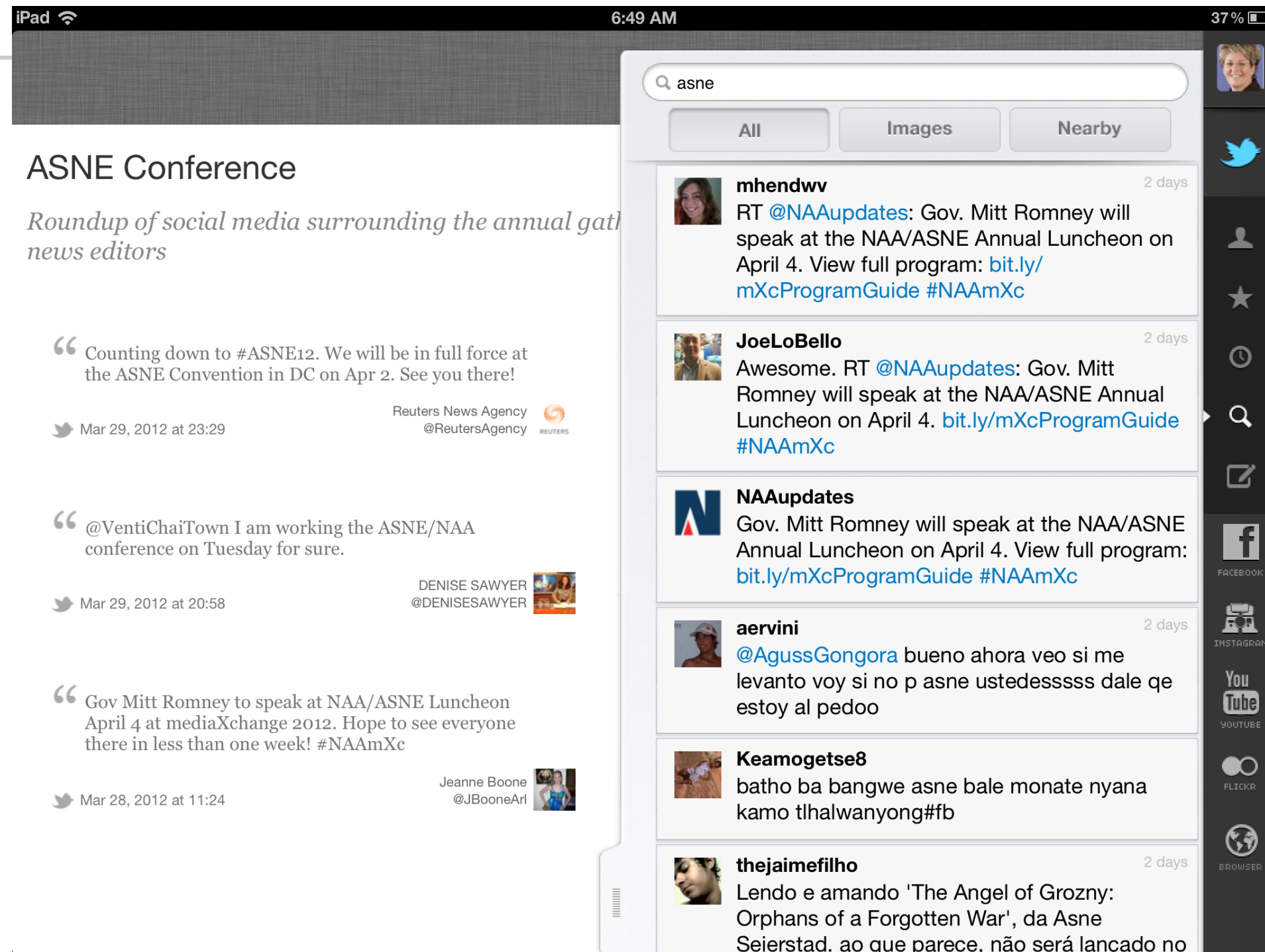
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Storify for iPad

- Curate breaking stories from your iPad
- Curate Twitter, Facebook, Flickr, Audio Boo and YouTube
- Curate around a topic, event and #hashtag
- Service is free



Social Curation - sharing news and information you find interesting or useful with your friends and networks

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Cute Overload
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The best links from Laughing Squid.

Popular in Cool Curators
Most popular stories shared by featured curators.

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Neat-o stuff.

Roger Ebert
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The Cool Hunter
Roaming the planet searching for cool.

Get Addicted To...
Daily mix of creative culture.

Oddity Central
Collecting bizarre, offbeat stuff from around the...


Longreads
Links to long-form journalism and fiction.


Twitter lists


- Organize people into groups or lists, most useful if the list is topic specific
- Subscribe to others lists, track who lists you
- News organizations can create lists of the staff, community resources or popular content
- Reporters can use lists to follow sources


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 **markbriggs** Mark Briggs
Who's ready to talk a little entrepreneurial journalism? I'm presenting "How to build what's next for news" in 10 minutes. #ej11
16 minutes ago

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The Art of Hiring Social Media Vendors: mbist.ro/qcQYwN (via @10000Words)
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 **Mediabistro** mediabistro.com
Time Inc. Rumors Kick Up Four Names: mbist.ro/q3xq0j (via @FishbowlNY)
57 minutes ago

My dream for curation and news

- Consumers are spending more than a quarter of their time online using social networks, news organizations should make it easier for readers to curate the news they find interesting on the web
- Add a “Read it Later” or Instapaper button to your site
- Find trusted community curators to share their favorite stories from your daily report or a “staff favorites” Twitter list each day
- Help users curate by creating #hashtags for your content and using tools like Storify to curate the most tweeted, reposted or emailed stories, photos and videos.



Multimedia Apps:

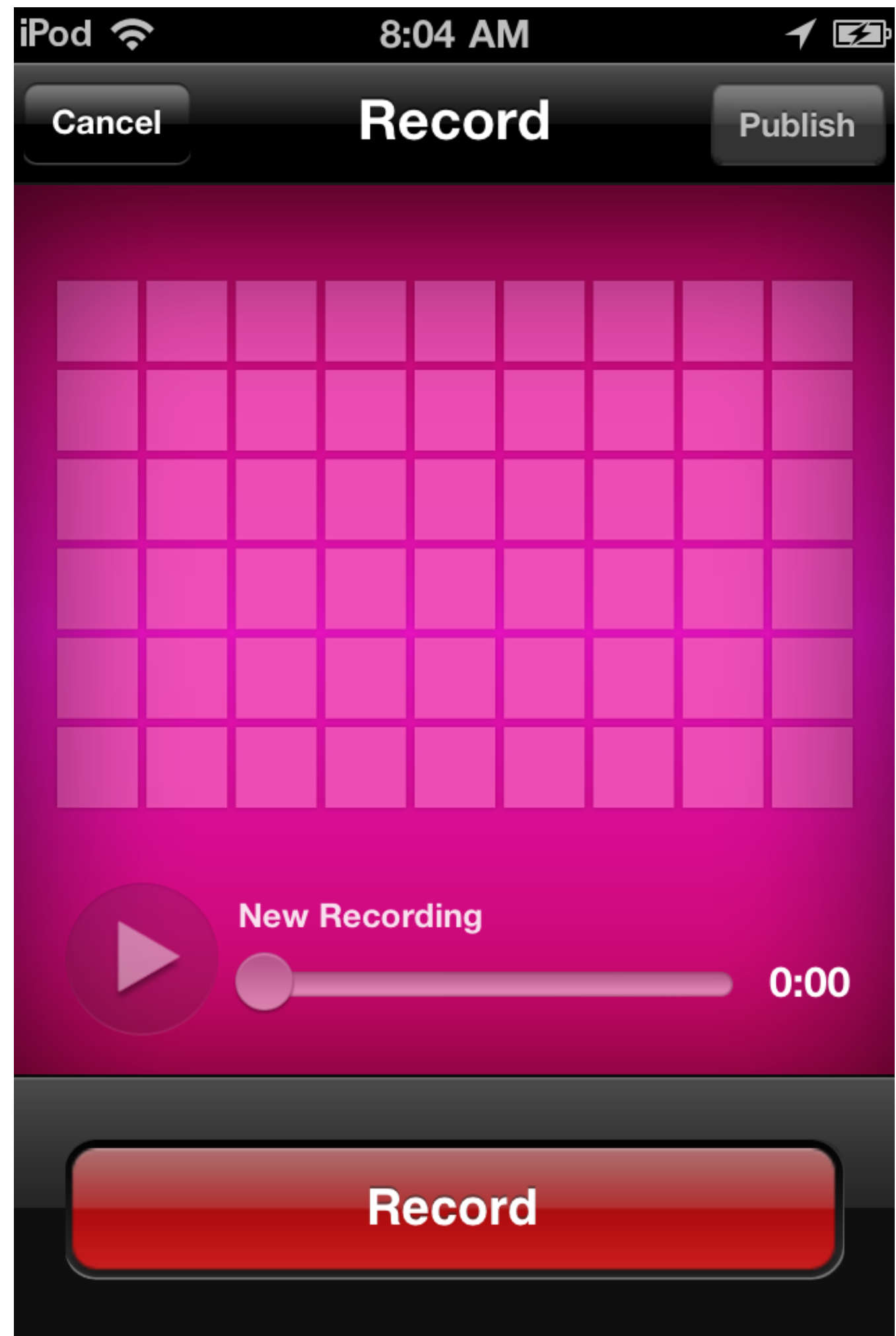
Apps for audio, video and photojournalism



Audio Boo



- An audio blogging app that allows you to record and publish short audio clips.
- Reporters can use Audio Boo to record interviews or events and post them quickly.
- Audio Boo uses geolocation to map your clip's location and allows you to upload a photo to complete the package.
- Can be connected to FB, Twitter and Tumblr



What makes good mobile audio?

- Breaking news/reporter updates
- Niche content, especially technology
- Short interviews
- Radio packages
- Music blogs



guardiannews



adamgabbatt@Middle East live blog

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0:04

6:59

♥ Love this? 1

Tweet

4

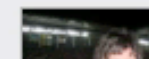
f Like

Embed

Tags

Add a Comment

Record a Comment

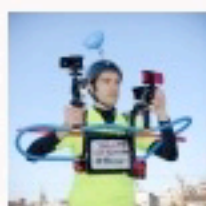


Next: @guardian's Chris



2:46

Quakebook Voices



tamegoeswild

98 boos / 0 favourites / 28 followers

iTunes

RSS

Tohoku Earthquake - How it was in Tokyo

29 days ago, Japan



0:00

1:56



Tweet

0



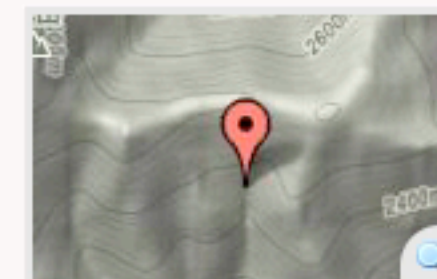
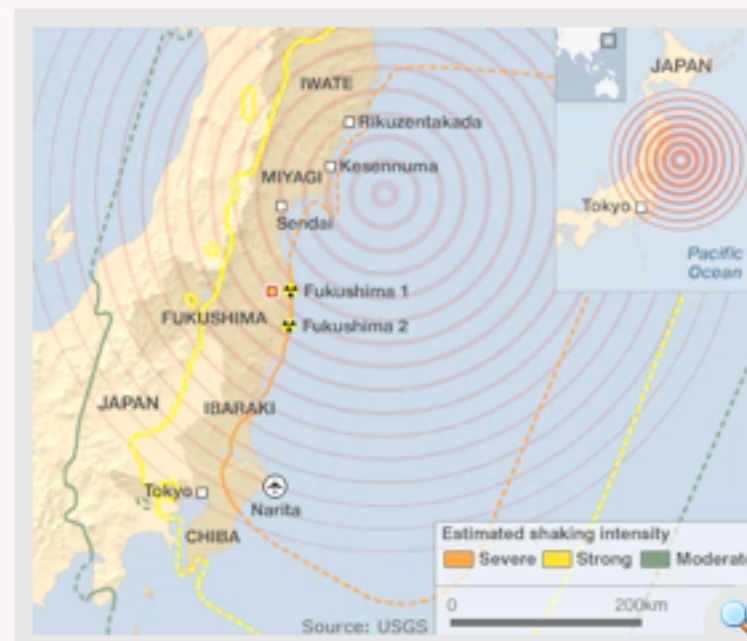
Like

Embed

 New to audioBoo?

Record audio with iPhone or Android apps or via the desktop.
Automatically post to Twitter or Facebook.
Or send and receive private messages.

[Sign Up](#)





LPDtraffic

2963 boos / 1217 favourites / 13 followers

Follow

iTunes

RSS

1640 Traffic Tim

23 minutes ago



0:00

0:12



♥ Love this?

🐦 Tweet

0

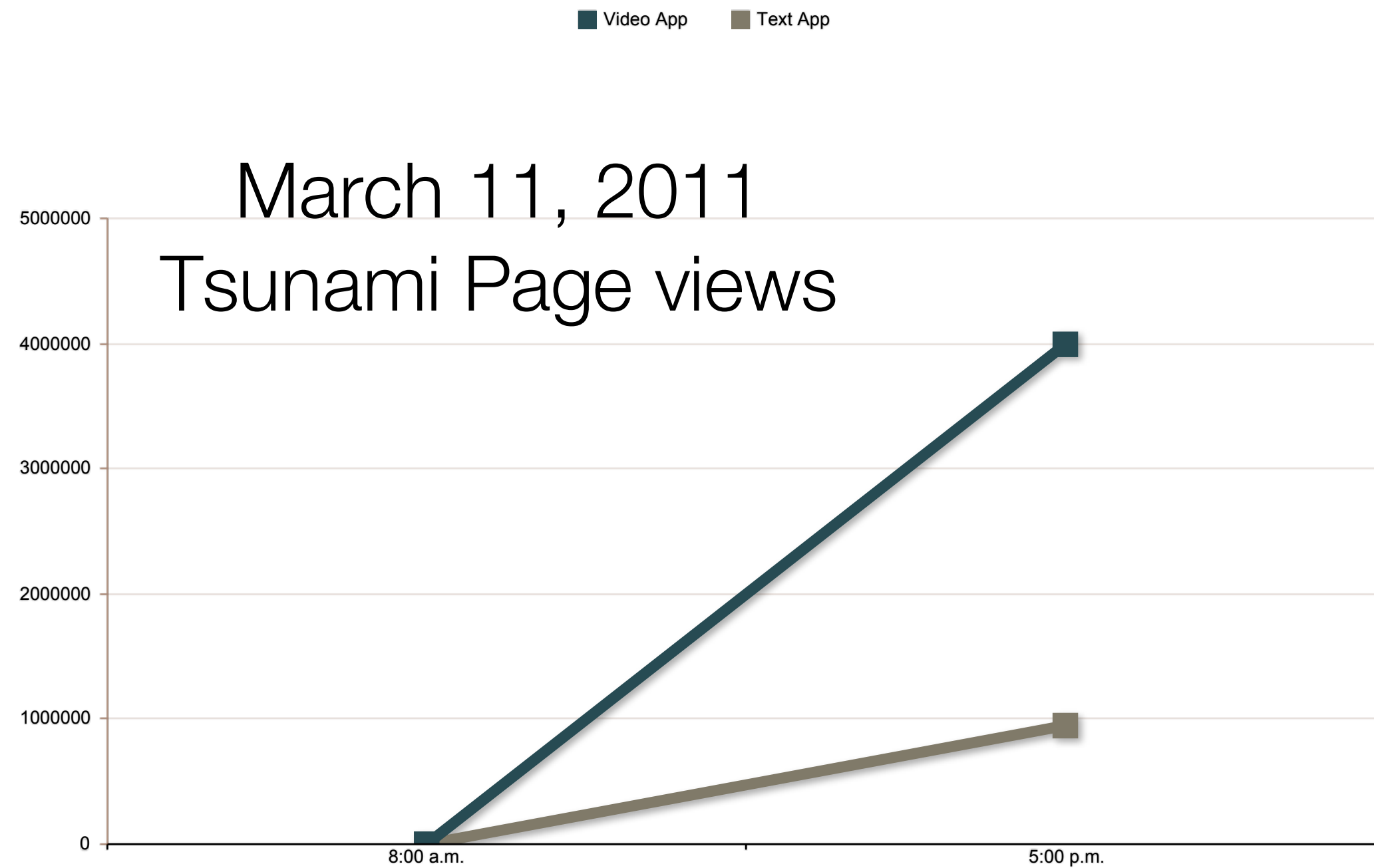
f Like

Embed

Video, especially breaking news video is key to
online/tablet/smart phone success

The audience for video is young and savvy

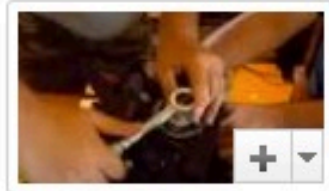
- 12-17 year-olds watch on average of 7 hours, 13 minutes of mobile video per month
- The general population watches on average 4 hours, 20 minutes of mobile video per month.
- American 18 year-olds spent nearly 40 hours online each month...5 hours, 26 minutes of that was spent watching streaming video
- American teens also watch the least television of all age groups, nearly 12 hours less per month than the general population





Video is being integrated into everything we do

Results for: [16 inch mcculloch chainsaw clutch repair](#)



McCulloch Chainsaw stuck clutch repair (my first attempt - not a how to video ...

Here is a light **McCulloch Professional Chainsaw** (a tree trimmer/delimiter) Model MS4016PAV. The centrifugal **clutch** was always engaged for some ...

by [zcomputerviz](#) | 3 years ago | **23,737 views**



HOW TO Remove Clutch & Sprocket on Poulan 2150 Chainsaw

HOW TO Remove **Clutch & Sprocket** on Poulan 2150 **Chainsaw**. The same procedure can be applied to many other **chainsaws**.

by [donyboy73](#) | 1 year ago | **22,201 views**



The chainsaw guy Shop Talk Wards McCulloch chainsaw

by [radougan120955](#) | 2 years ago | **4,622 views**



McCulloch MC4300 Chainsaw

Got this for \$5. Still needs a bit of work but it runs ok!

by [hairyalien](#) | 2 years ago | **1,534 views**



McCulloch 650 Pro Clutch, Sprocket, Rim Removal & Installation - Take Apart ...

This is a tutorial for the removal and installation of a **McCulloch 650 Pro Clutch**. It is very similar to the Mac 10-10 removal and installation. I ...

by [pinotfilmnoir](#) | 1 year ago | **719 views**

HD



Vintage McCulloch Kart Chainsaw Engine Motor Starting - SLOW MOTION

[vintagepowersport.com](#) video shows a slow motion view of a vintage **McCulloch** kart engine immediately after firing up with a electric belt starter ...

by [foxkart61](#) | 2 years ago | **3,643 views**

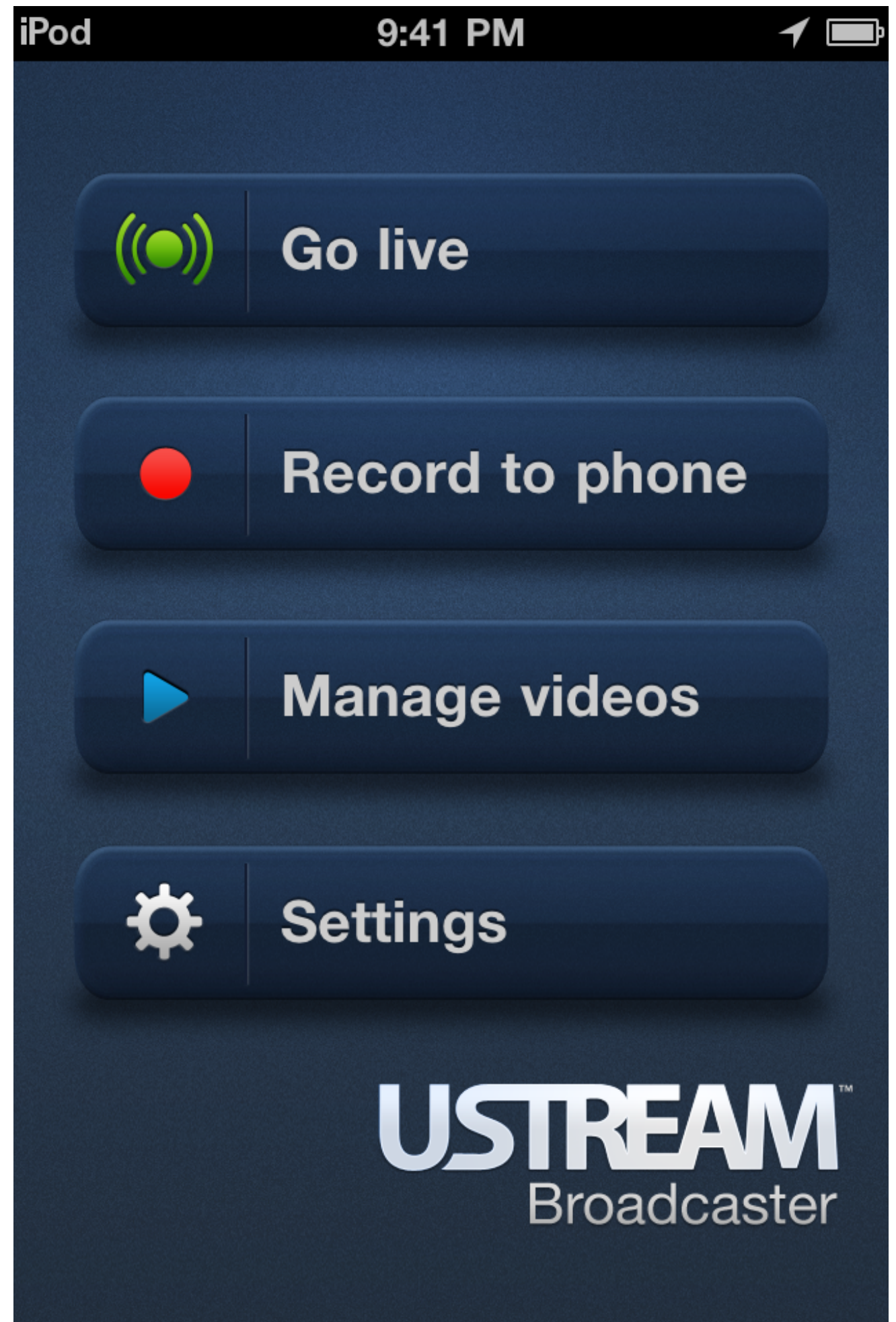
HD

- Education
- Home repair
- News consumption
- Streaming video sitcoms, dramas
- Entertainment

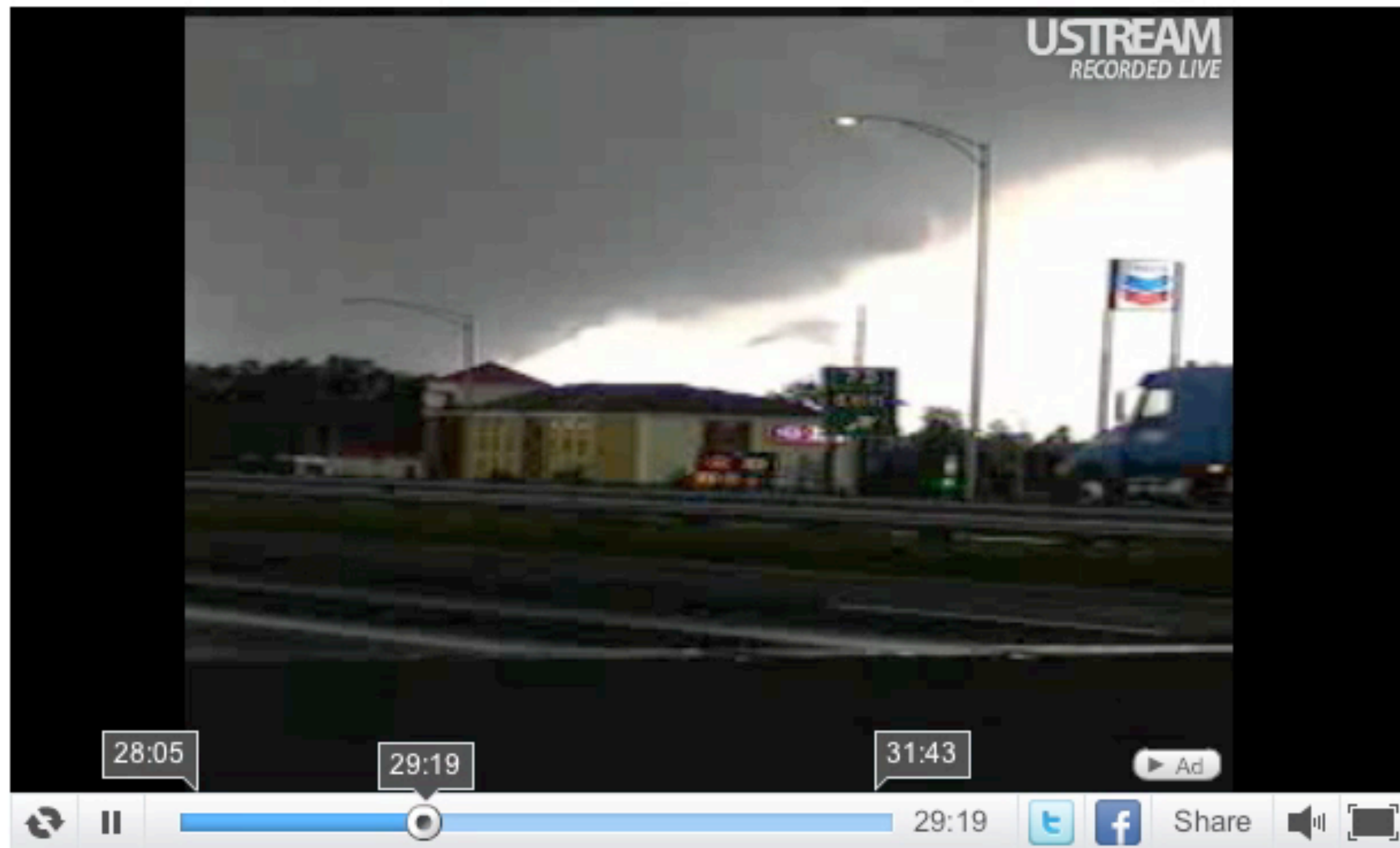
Ustream



- A video app that allows you to record video to your mobile device or go live and stream your video online.
- Newspapers and others can display UStream live video on their own websites.
- Television stations used UStream to broadcast live during the flooding in Nashville last May.



Alabama Tornado caught live on Ustream



★★★★★ 1 rated. *You must be logged in to rate this highlight.*

[Flag](#)

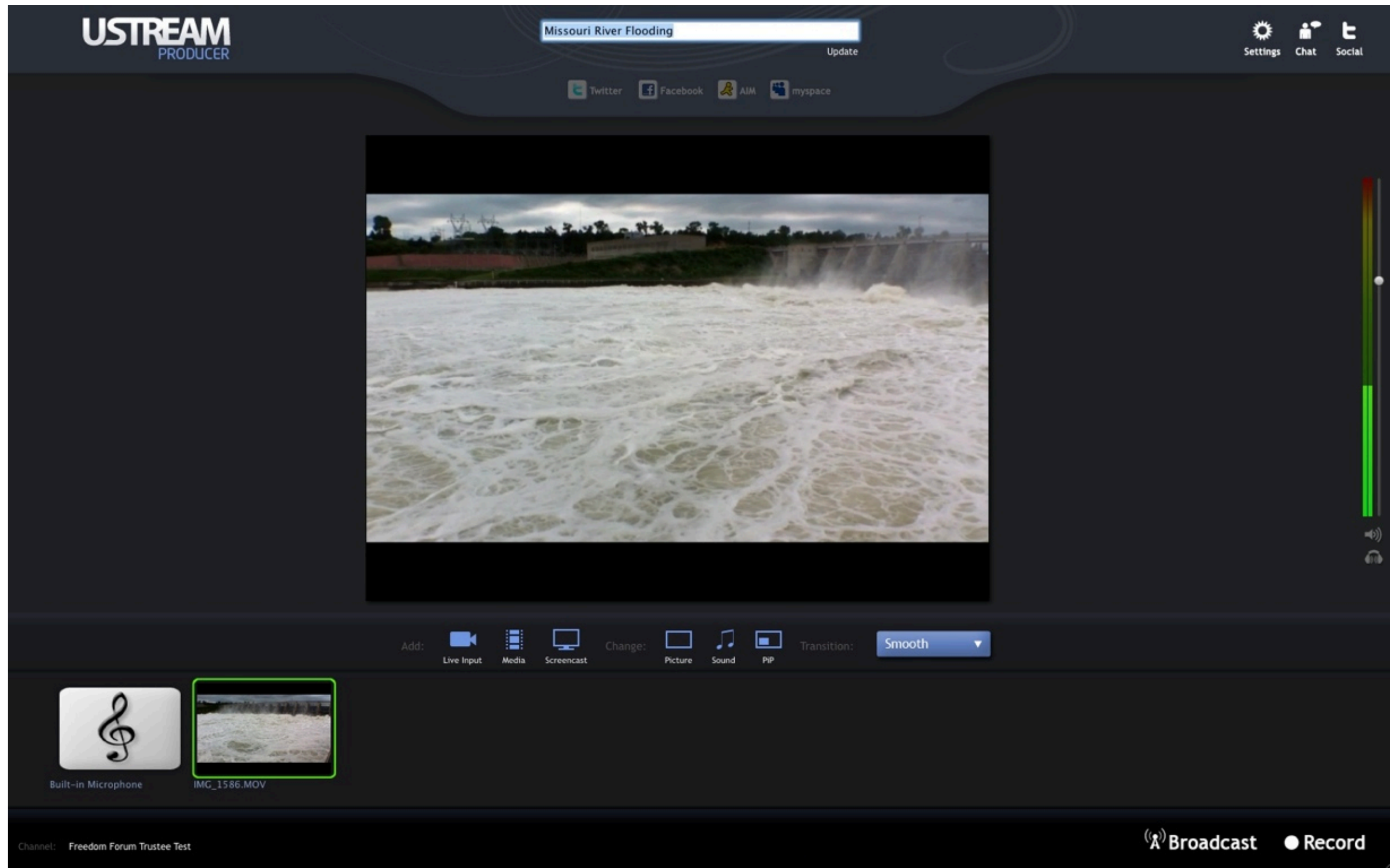
Share on

[facebook](#)

0

[retweet](#)

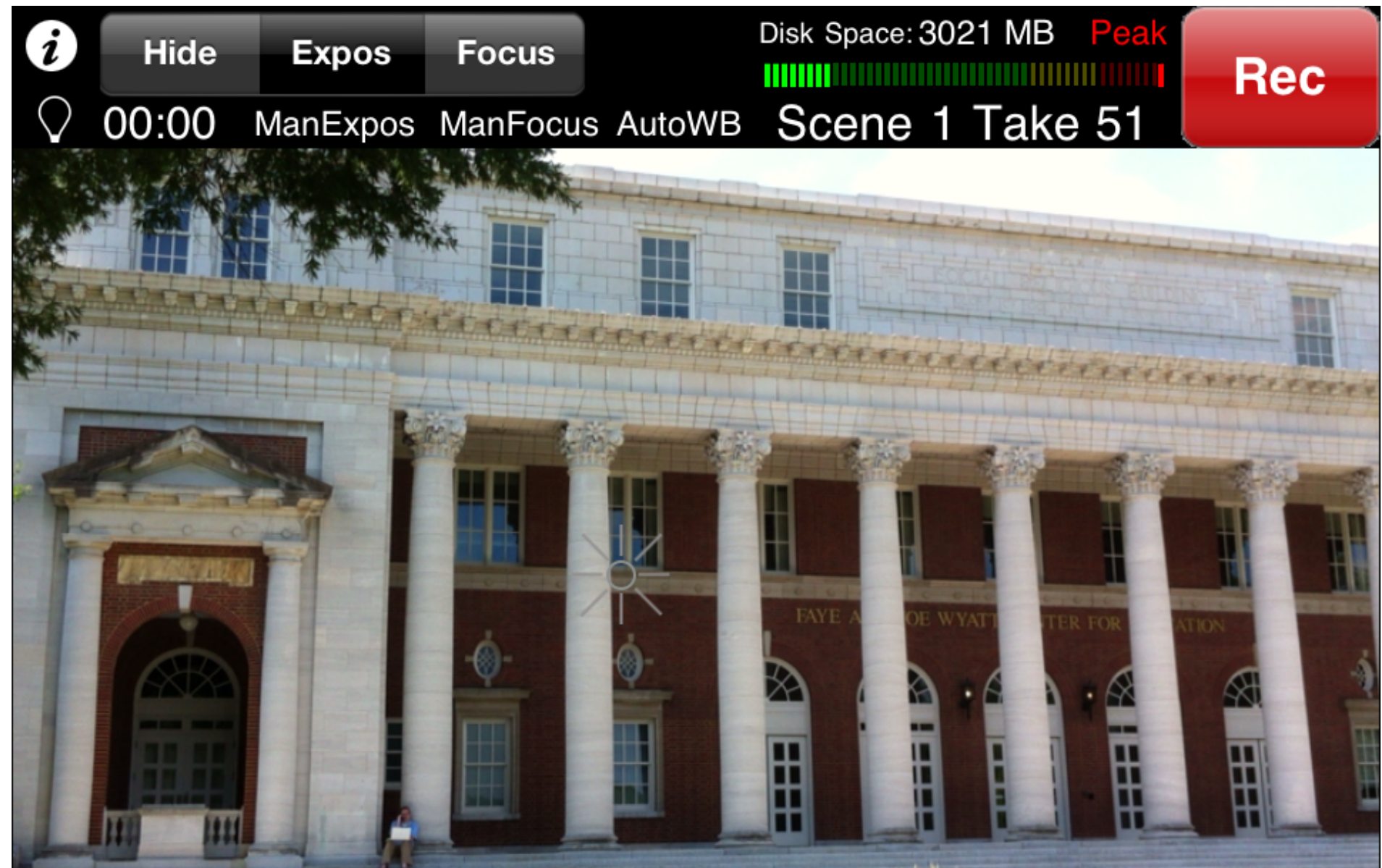
UStream Producer



Movie Camera

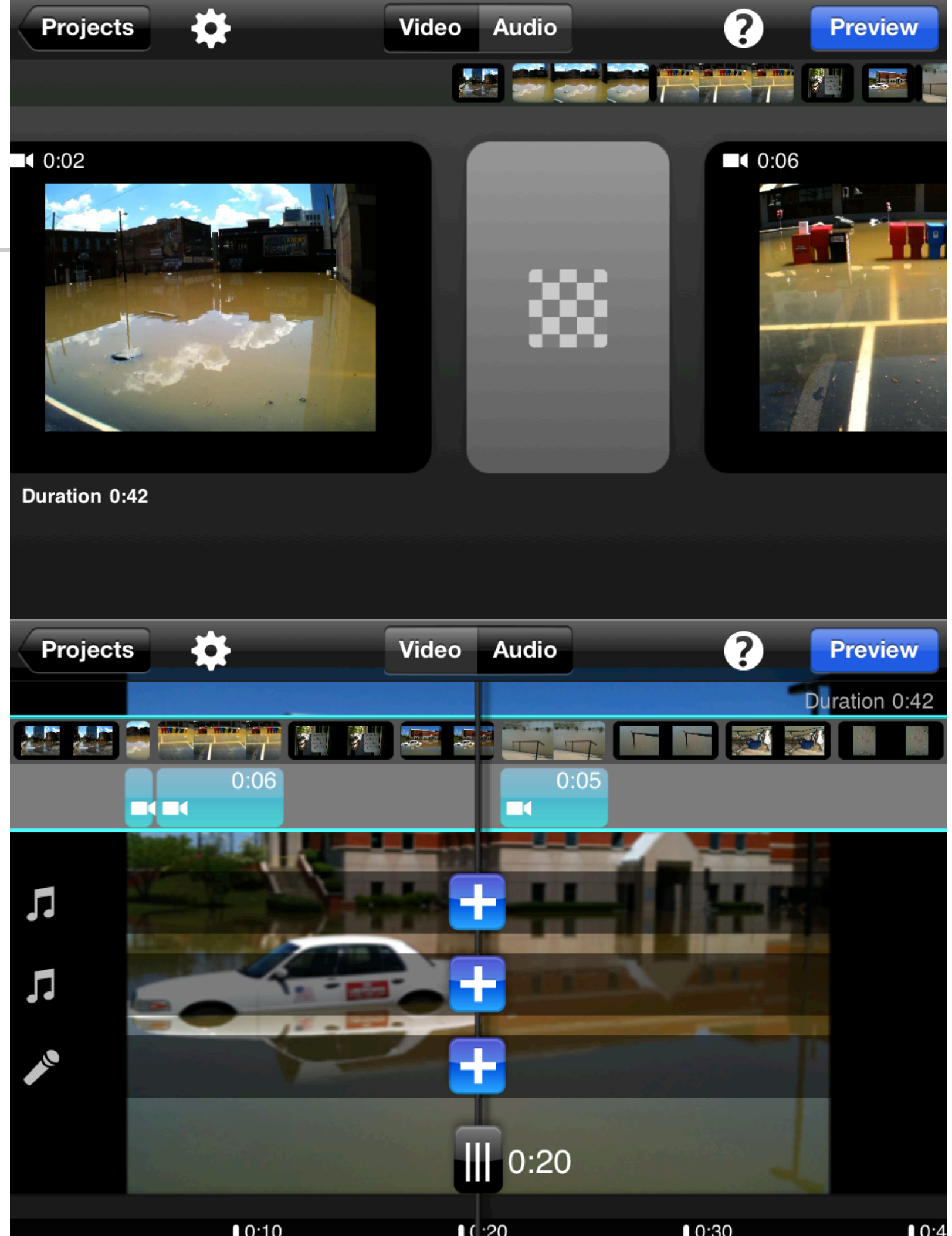


- Control your focus and exposure points
- See your audio levels
- \$4.99 but worth it
- Easily import files to iMovie, Vimeo or other editing programs



Splice

- Video editor - \$1.99
- Add a voice track or music to multiple audio tracks
- Simple interface, easy clip trimming
- Save time by automatically adding transitions
- Splice Store has royalty free music that can be added to projects



5 Minute Shoot/5 Minute Edit

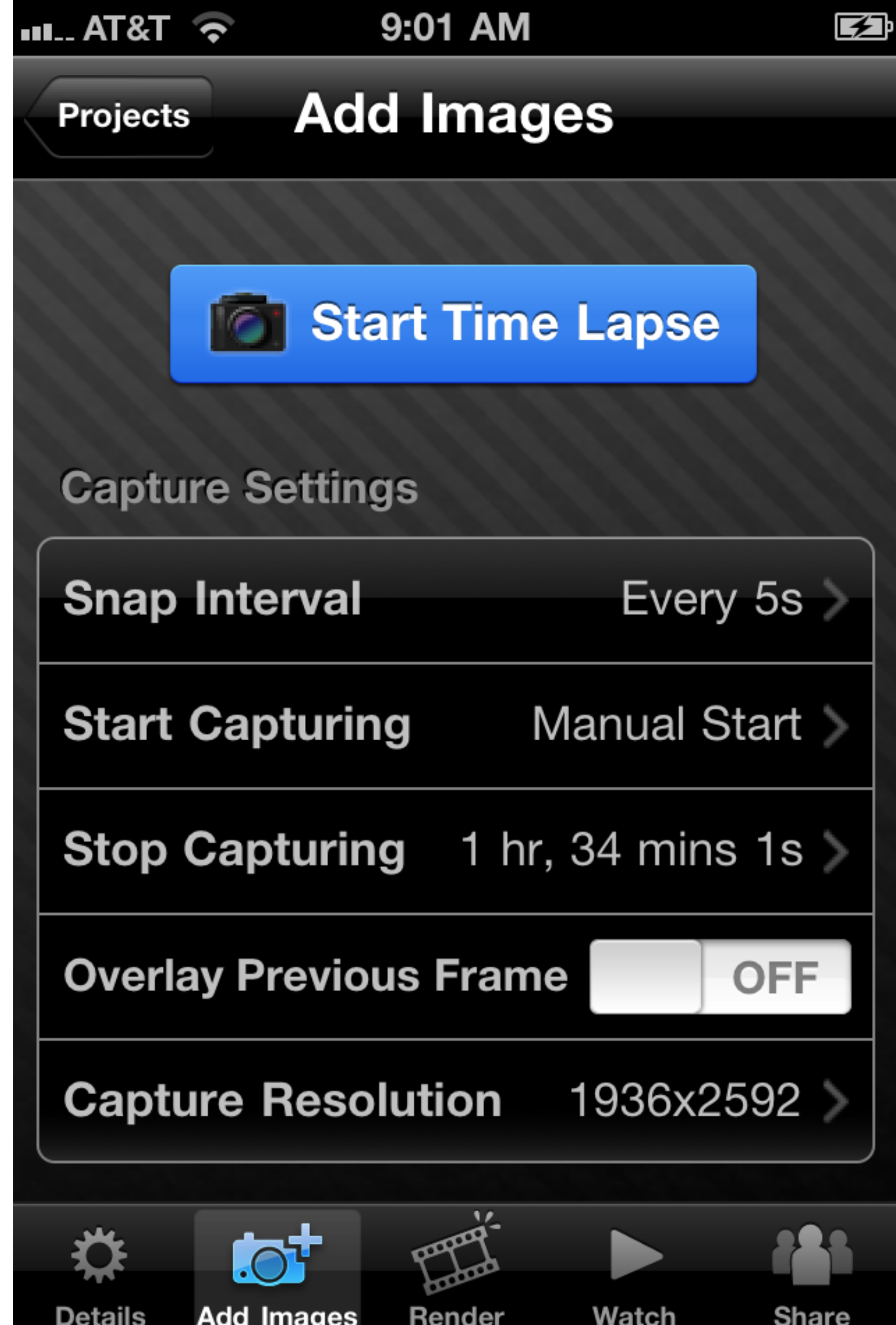
A photograph of the Missouri River flooding in 2011. The river is in full flood, with white, turbulent water flowing over a dam. In the foreground, a concrete railing runs along the right side of the frame. A person in a red shirt and blue cap stands on the walkway behind the railing, looking towards the river. In the background, a large concrete dam structure is visible, with water cascading over its spillways. The sky is overcast and grey. The text "Missouri River Flooding 2011" is overlaid in white, sans-serif font across the middle of the image.

Missouri River Flooding 2011

iTimelapse



- Create timelapse projects quickly
- Export single frames from the project for the web or print
- Using external power, let your timelapse run for 24 hours
- Share your video to Facebook, YouTube, Vimeo or send it the Camera Roll where you can email, FTP or upload to a blog



iTimelapse





Pano

- Panoramas take your audience deeper into a place central to the story
- Easy to use guides help you line up your next shot
- Quickly merges the images into a pano
- Saves the image to your Camera Roll

Take the **first** photo to begin

1





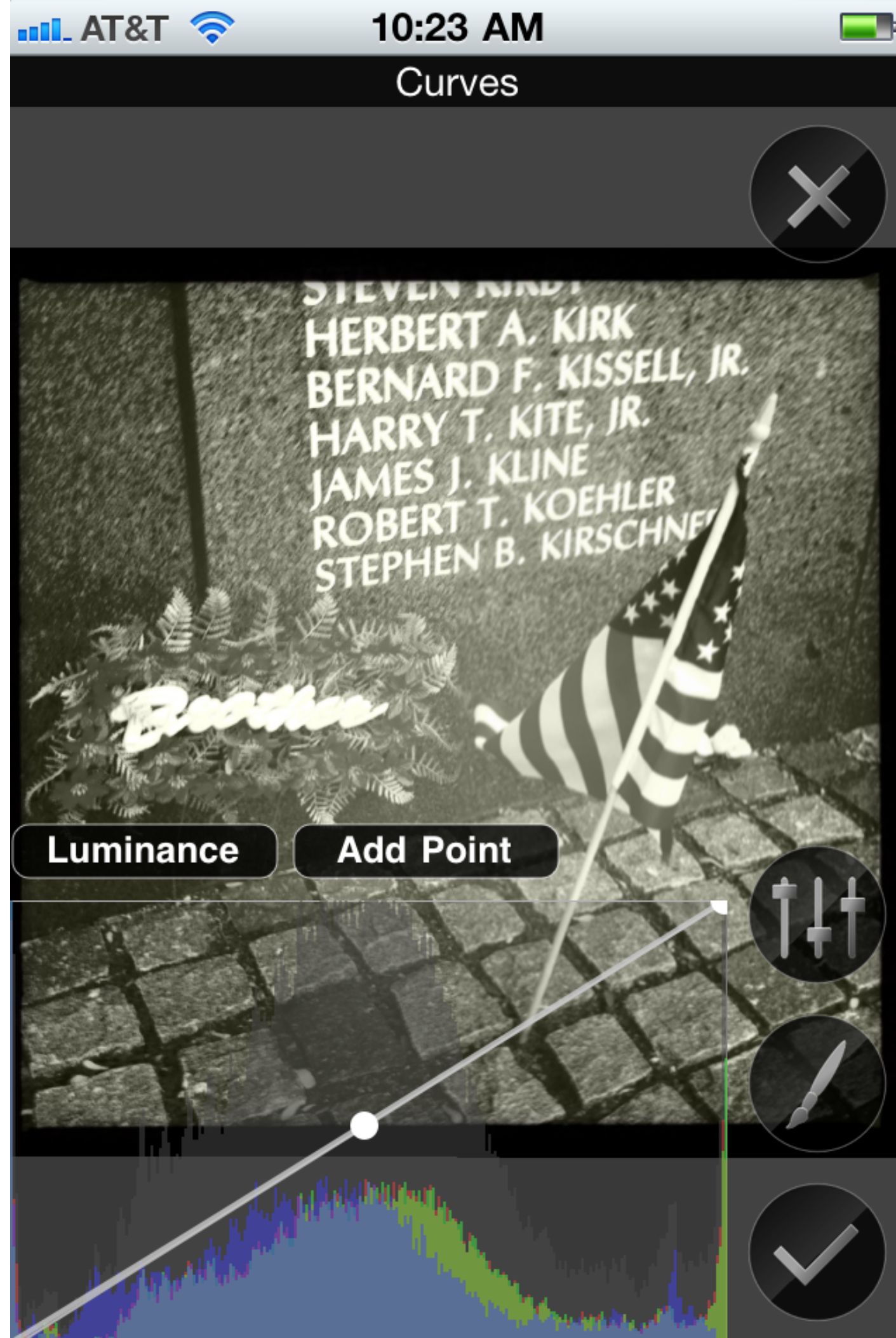


Mobile workflow: transmit, share and archive

Filterstorm



- Photo editing software for the iPhone and iPad
- Has most used photojournalism features of Adobe Photoshop, such as exposure, saturation, curves and history brush
- Caption information can be embedded into the file via IPTC info
- FTP images into your archive



AT&T 10:23 AM

IPTC

● ★ ★ ★ ★ ★

Filename

081211_slug_vjh

Caption

Type your cation then hit next

Image City

Nashville

Image State

Tennessee

Image Country

USA

Sets Settings Done

AT&T 10:20 AM

Caption Clear

Type your cation then hit next

Previous Next Done

Image City

Q W E R T Y U I O P

A S D F G H J K L

↑ Z X C V B N M ↵

.?123 space return

FTP images from Filter Storm

AT&T 10:18 AM

Delivery Point

Name **New Destination**

Files to Send

Address

Folder

User

Password

Configure Destination Options

Delete **Done**

AT&T 10:18 AM

Export Destinations

Photo Library

Email

New Destination

dropbox

Scale to Fit: x

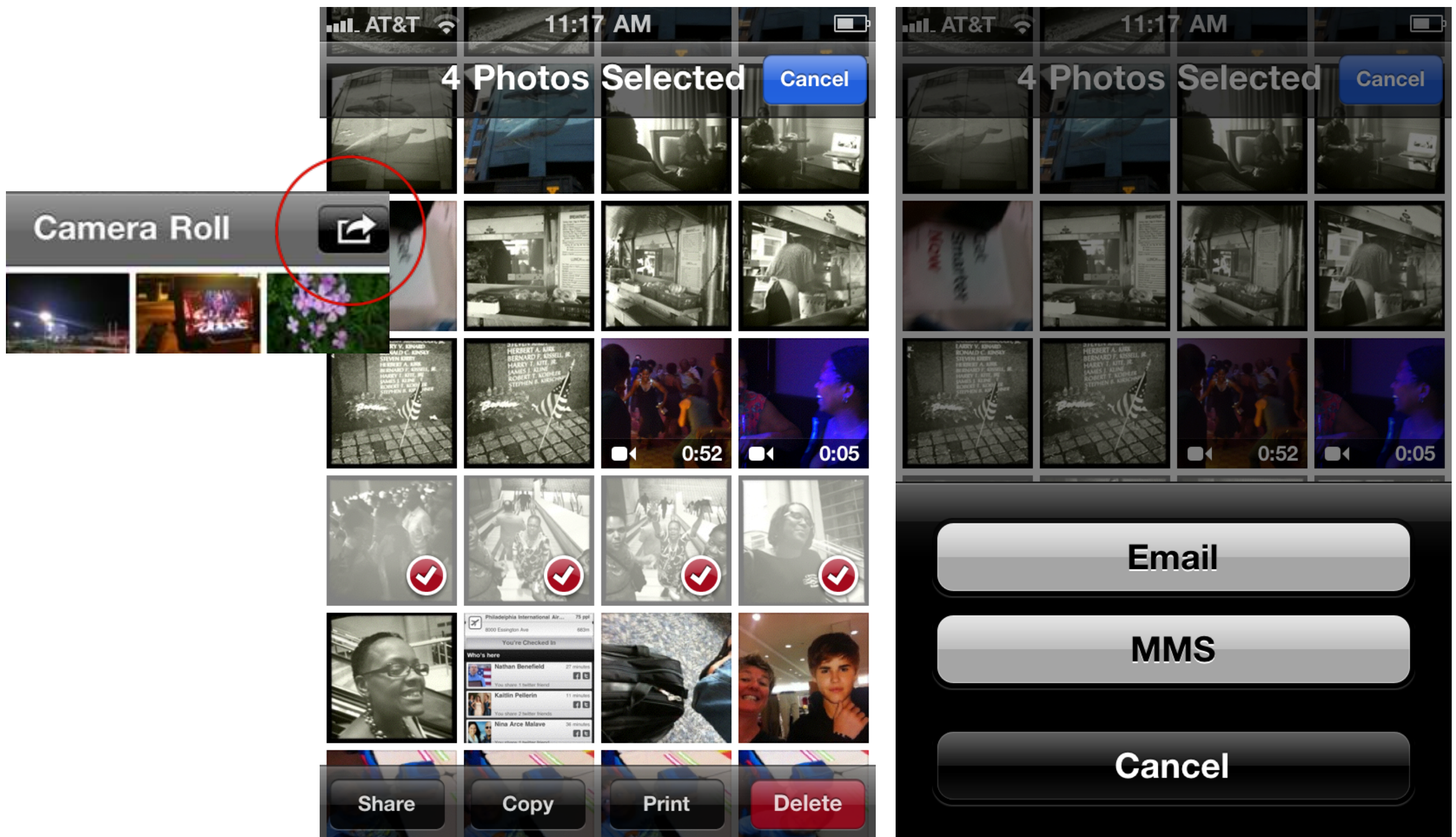
Max Size (MP):
Smaller is faster

Jpeg Quality:

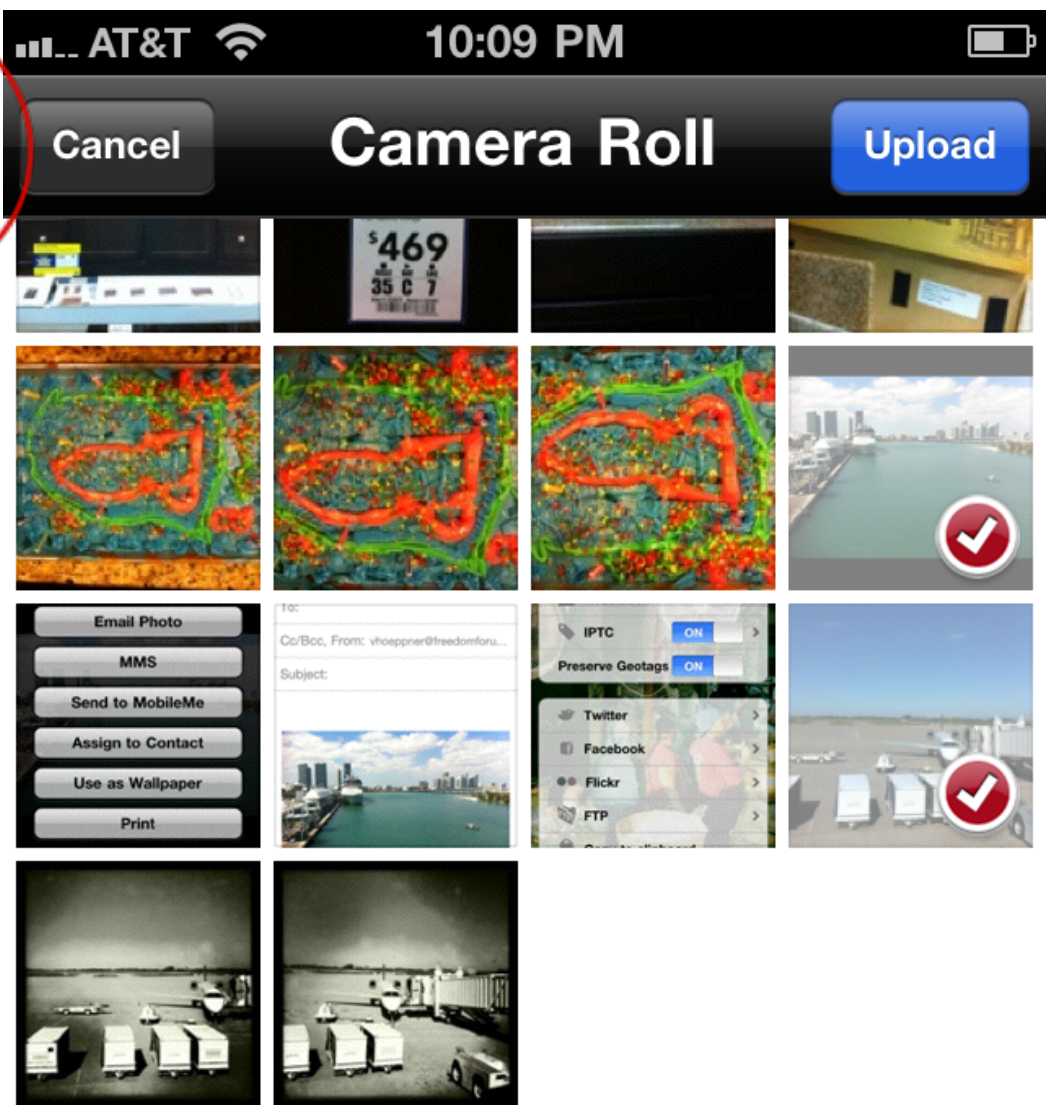
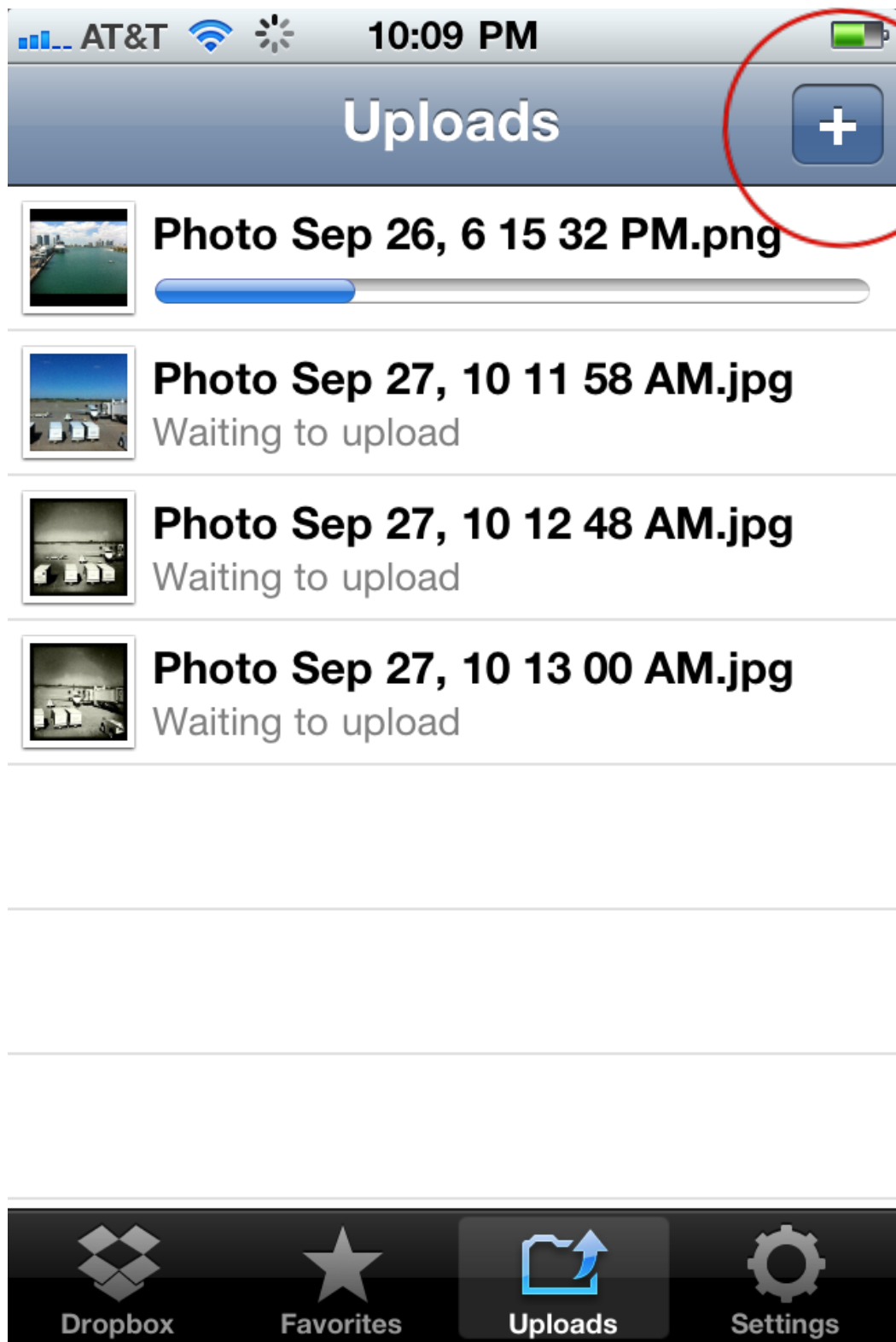
Confirm before export: ☐ **OFF**

Cancel **Settings** **Export**

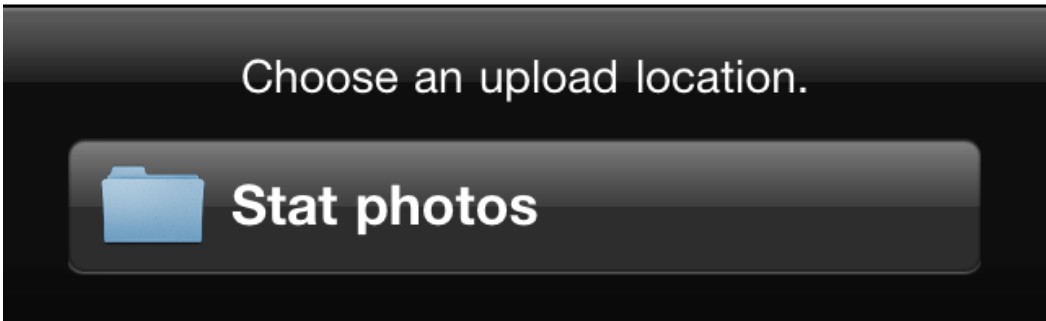
Share photos from the built-in camera app



Share to Dropbox

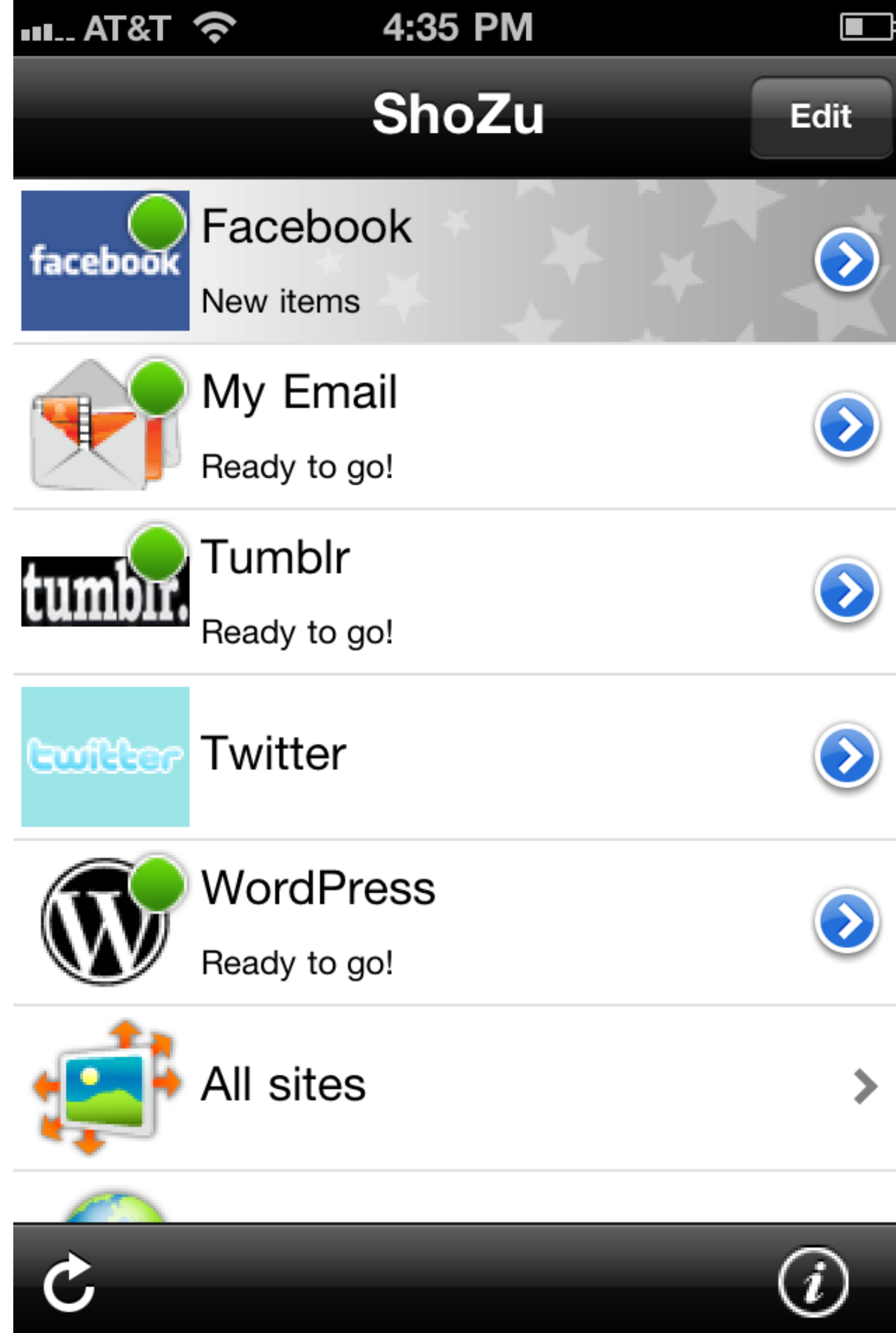


431 Photos, 47 Videos



ShoZu

- Upload images, video, text to multiple social networks and blogs all at once
- Easily send images to single or multiple accounts
- FTP to an archival server
- Works with Blackberry and iPhone

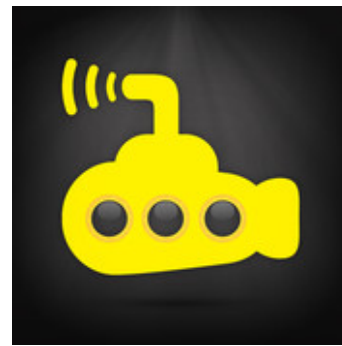


ShoZu Connections

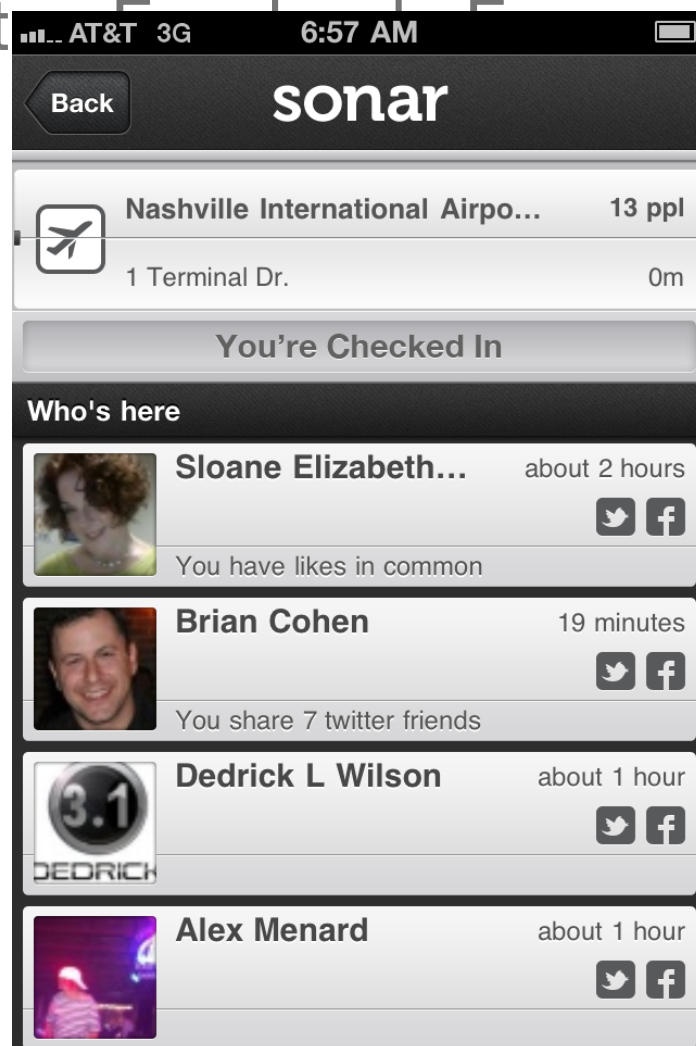


Hot mobile apps...location and facial recognition

Sonar



- Check into a location and see who you are connected to via social networks
- Twitter, Facebook, Foursquare





Sonar

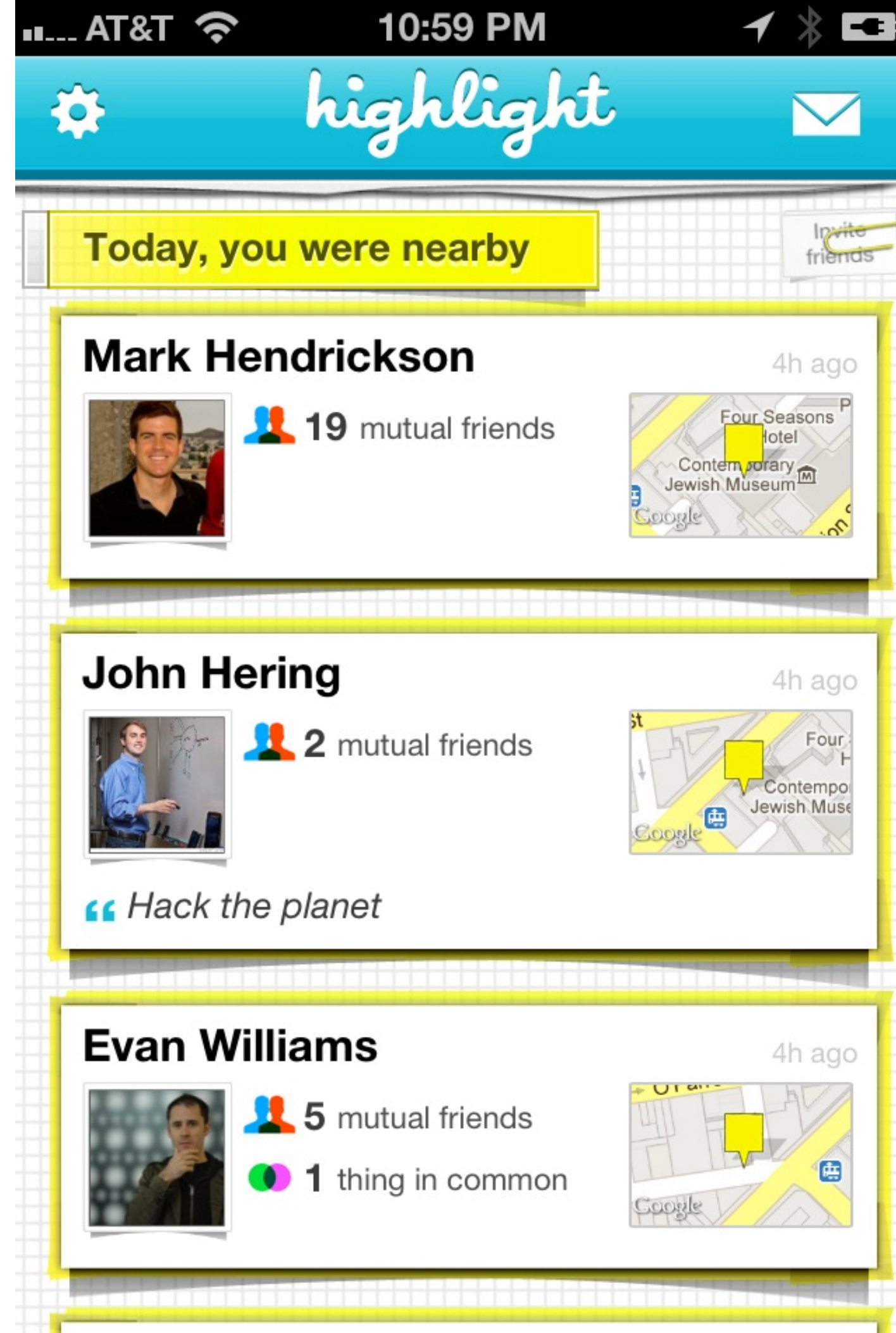
Erin Koehler, a friend of your facebook friend Dylan Geuther, is checked in @ Slagle Hall.

Close

View

Highlight

- Runs in the background of your mobile device
- Finds people around you who also use Highlight
- Allows you to see Highlight users profile, location

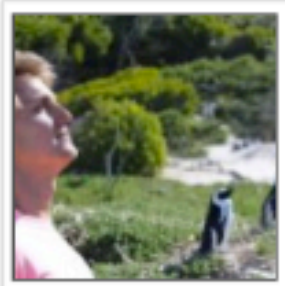


highlight

You have been nearby

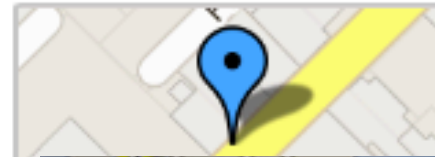
Paul Davison

6d ago



 **10** mutual friends

 **4** things in common



“ It is not allowed to be this cold.

Highlight

Ashley Harris is nearby. (43 mutual friends, 4 things in common)

Close

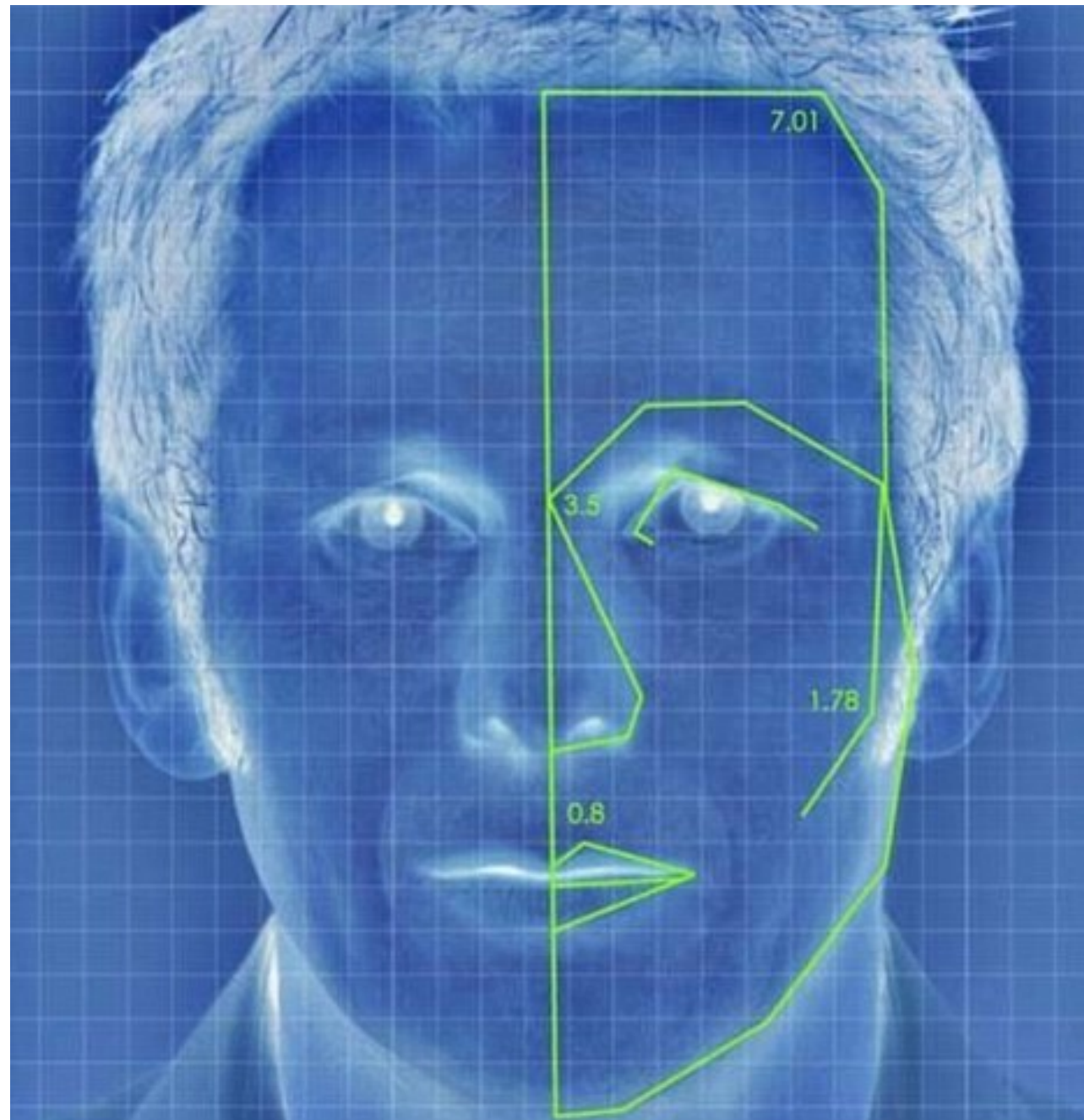
Launch

Gmail

Orchestra

App Store

Highlight



FACIAL RECOGNITION

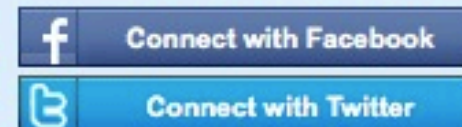
Allows computers and mobile devices to identify faces in still or video images based on a stored database of faces

Examples :: Tagger Widget

Tag photos with your facebook or twitter friends

This sample app uses the [face.com tagging widget](#) to add a face tagging interface on top of any image in the page. The tagging widget uses [faces.detect](#) to automatically place tags on people's faces, and allows users to add names. It requires no server-side coding for easy embedding, and supports lots of customization options.

[View JavaScript Code \(Highlighted | Plain Text\)](#)



More Photos



FC Barcelona stars celebrate after a score

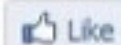
Recent celebrities and lookalikes on Twitter

Accuracy: High | [All](#)



ebarrera: Or maybe **Zooey Deschanel**? <http://twitpic.com/1isrc9>

55 minutes ago (accuracy: 64%)




 Be the first of your friends to like this.

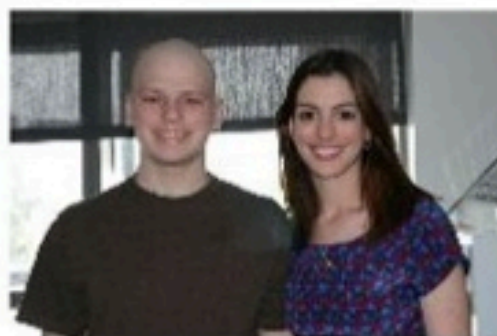


Matt__Turner: Here's a pic of me & retired boxer Michael Spinks at **Denzel Washington** event in NYC.
<http://twitpic.com/1ir1k3>

5 hours ago (accuracy: 83%)

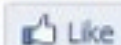


 Be the first of your friends to like this.

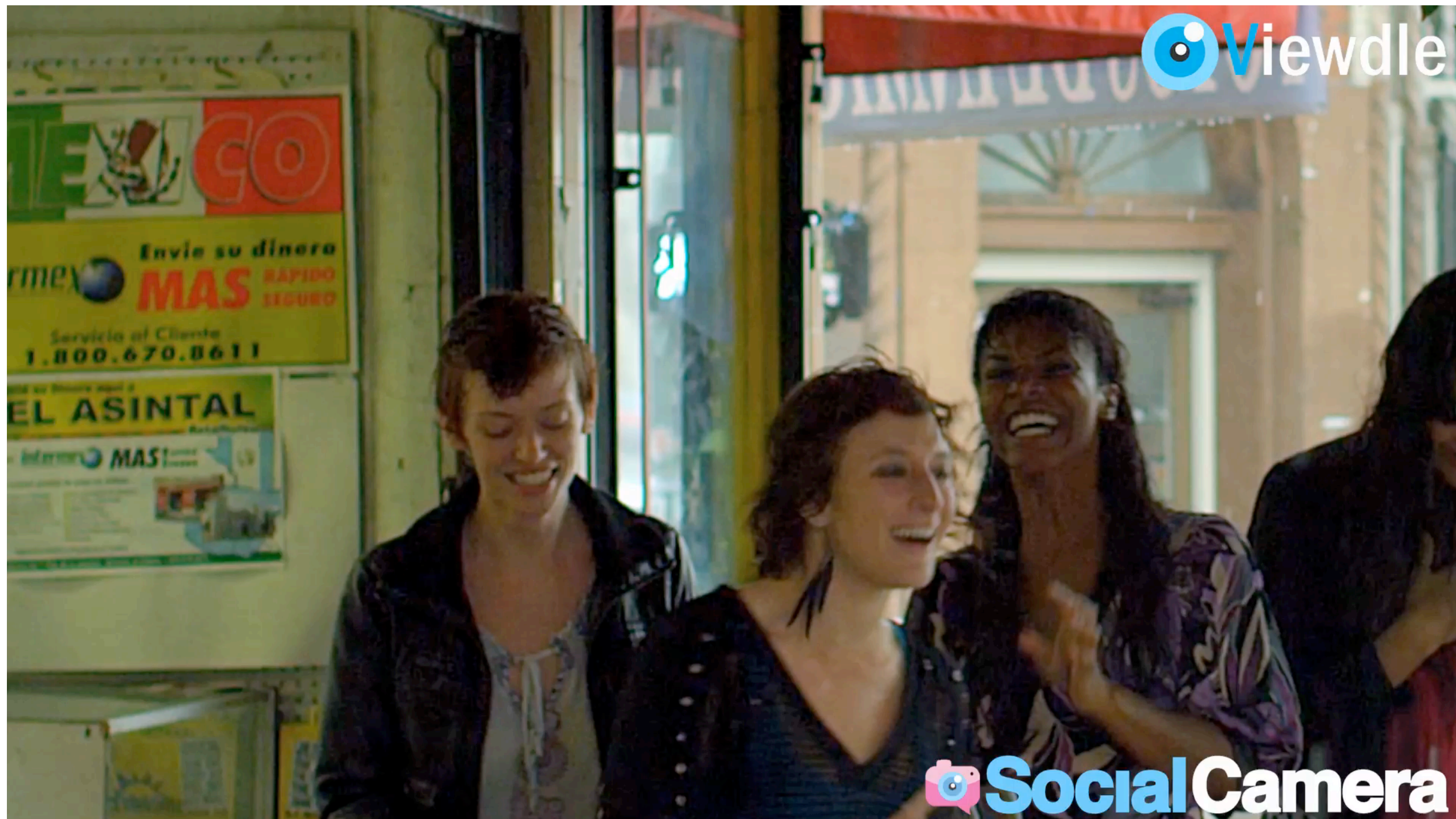


lollipopTheater: @lollipoptheater LOVES **Anne Hathaway**! She was so fabulous with the kids today!
Check out the photo: <http://tweetphoto.com/20066562>

6 hours ago (accuracy: 92%)



 Be the first of your friends to like this.



 Viewdle

 Social Camera



Use Fareclock **software** to streamline time-tracking

Fareclock is a high-performance, secure and affordable time-tracking application that allows companies to perform more efficiently and therefore become more profitable.

[Try Fareclock FREE](#)

App Features: everything you need in time-tracking software!



Get your FaceMate™!

We want to find love for everyone...one face at a time.

[Join Now!](#)

Find Your FaceMate® uses facial recognition matching technology to determine your FaceMate™. Amy & Jorge have similar facial features.



Here's How it Works

- 1 Enter Names
- 2 Upload Photos
- 3 Find Your FaceMate®

FaceMate® Gallery



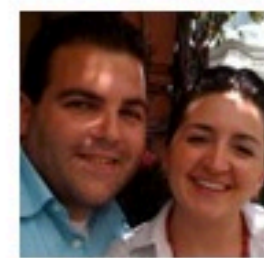
Seal & Heidi



James & Christian



Katharine & Sam



Anthony & Jennifer

What is Find Your FaceMate®?

The Science & Art of Love™

[Learn More!](#)

Android vs. iPhone



vs.



- The number one reason to go with an iPhone vs. Android is editing and computing power. You can edit audio and video on the iPhone
- Apple has 500,000+ iPhone apps, more than Android who has about 200,000 in the Marketplace
- Security. Android's open platform has created a huge target for malware sneaking in through fake QR codes, text messages and emails
- Better camera for still and video images
- Accessories available for the iPhone that extend photo, audio and video quality

Equip Your iPhone:

Owle Bubo, VeriCorder XLR, KV Connectors, etc



Owle Bubo

A camera mount that brings stability, enhanced optics, tripod accessibility and a microphone to the iPhone 3G, 3Gs and 4.



KV Connector

Vericorder XLR
Adapter





Sennheiser MKE 400, \$199



Audio Technica 24 CM,
\$69



Bluetooth
keyboards range
from \$25 to \$150



Griffen Power Block



Mophie Juice Pack

- Freedom Forum New Media Training, in partnership with ASNE can bring a one-day mobile workshop to your newsroom
- The workshop, “Smart Phone, Smart Journalist” is a six-hour, hands on course teaching journalists to extend the capabilities of their smart phone through the use of multimedia, video storytelling and editing, photojournalism, notetaking, utility applications, geolocation and live-streaming apps.
- 50 mobile devices loaded with newsgathering apps are available for workshop participants
- Contact Val Hoeppner, vhoeppner@freedomforum.org for more information

FREEDOM FORUM NEW MEDIA TRAINING



Freedom Forum New Media Training offers training in multimedia, multi-platform and mobile media training throughout the U.S. Scan the code and get on our mailing list.