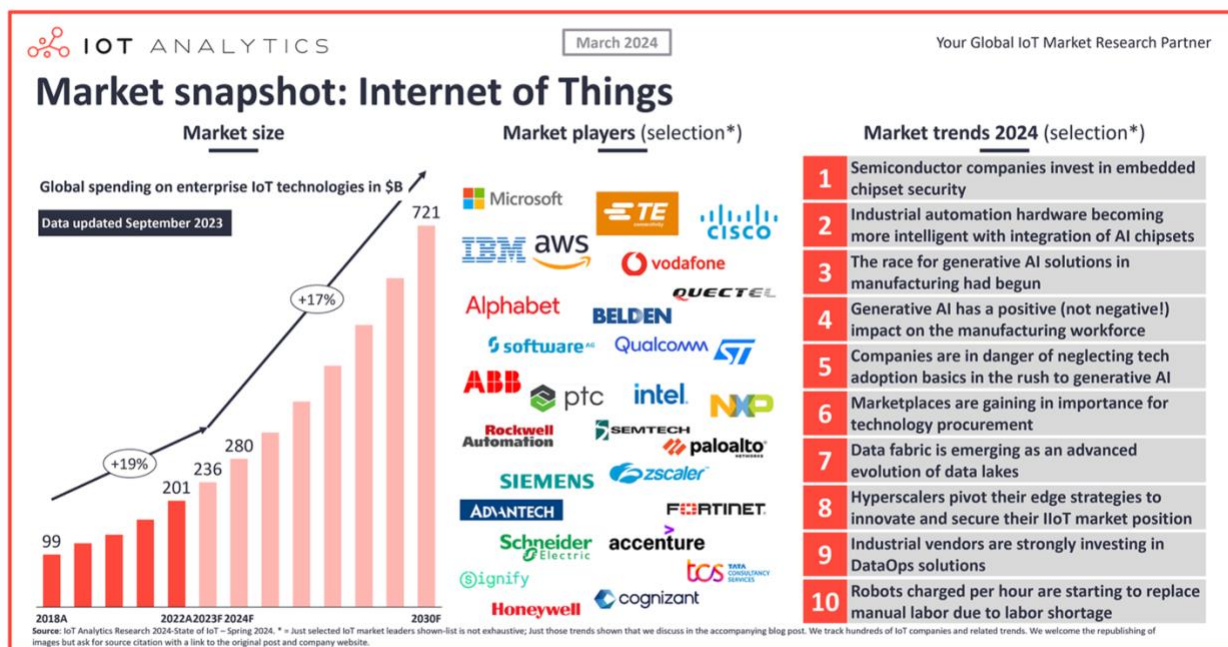


## The Early Edge

October '24

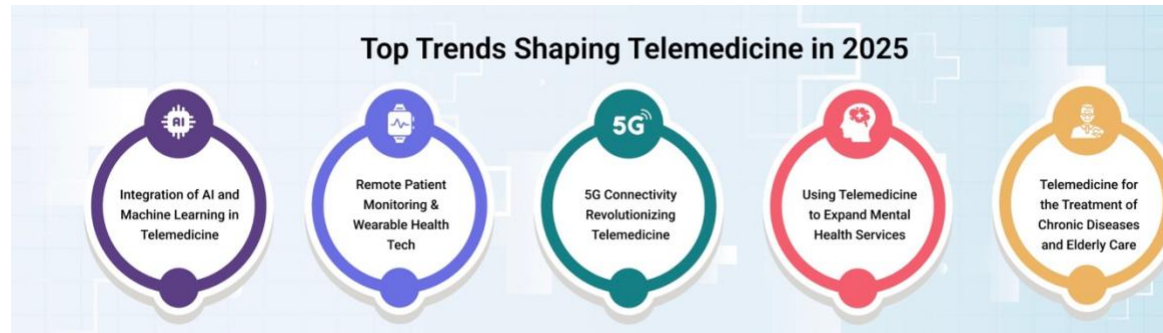
Welcome to the **Early Edge**, a monthly look at emerging mobile trends and a few thought starters to awaken your imagination.

1. **The circular economy is gaining steam in the mobile industry.**
  - Which companies will accelerate their initiatives and separate from the pack?
  - Research and ideas: <https://www.gsma.com/solutions-and-impact/industry-services/gsma-equipment-marketplace/>
2. **AI is seemingly everywhere and now a mainstream topic.**
  - Which mobile segments can leverage AI to accelerate their adoption? How about IoT?
  - Research and ideas:



- Source: IOT Analytics

3. **Conversational AI is generating enormous opportunities including with virtual assistants in the mobile ecosystem.**
  - Will it create new form factors for our consumer electronics and smartphones?
4. **Mobile marketing just keeps getting better with the increased use of Authentic User Generated Content (UGC).**
  - Will wireless subscribers unite behind this methodology if it comes from their carrier or OEM?
  - Research and Ideas: <https://www.socialnative.com/case-studies/crocs-reaches-gen-z-with-authentic-and-creative-storytelling/>
5. **Telemedicine trends suggest a growing adoption across the healthcare ecosystem.**
  - How can wireless carriers gain trust and credibility to best serve this growing market?
  - Research and ideas:



▪ Source: EMed HealthTech

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