

## LIFE SCIENCE AND TECHNOLOGY

### Entering the Age of the Smartphone

We are at a pivotal point in technology development. Continuous improvement in the technology industry has redefined our daily existence. Absolute reliance on technology has become the norm. Without our GPS devices, e-readers, smartphones, laptops, usb sticks, and digital cameras, many of us would have trouble getting through the day. With new gadgets being introduced constantly, we have come to crave the most up to date technology. Many companies are predicting the rise of the tablet and the death of the personal computer in the not so distant future. With this image in mind, it is difficult to imagine exactly what our relationship with technology will look like in five years.



One thing however is certain. We are now existing in the age of the smartphone. In previous years, smartphones were accessories of the elite, but now they are becoming tools of the masses. According to Canalys, a technology analysis firm, worldwide smartphone sales grew by 95 percent in the third quarter of 2010 as compared to the same period in 2009. Sales for the third quarter of 2010 reached 81 million devices shipping<sup>1</sup>. This massive increase in units shipped does not appear to be a fleeting trend. Further growth is predicted for 2011. Research from the International Data Corporation, a company that tracks technology market share and sales, anticipates more than 450 million smartphones will be shipped in 2011 compared to the 303.4 million shipped in 2010<sup>2</sup>.



<sup>1</sup><http://bits.blogs.nytimes.com/2010/11/01/apple-and-google-excel-in-u-s-smartphone-growth/>

<sup>2</sup><http://bits.blogs.nytimes.com/2011/03/29/smartphone-market-expected-to-soar-in-2011/?scp=1&sq=%22Smartphone%20Market%22&st=cse>

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### SETTING THEMSELVES APART

With such huge growth anticipated, it is no surprise that big names in the technology industry are investing ever more time and money in the development and marketing of their smartphone offerings. Not only are smartphones here to stay, but they are becoming increasingly popular. Apple has been the obvious leader in the smartphone arena since the release of the original iPhone in 2007, but Nokia was actually the first company to create a smartphone. Each mobile giant is working to carve out their own unique and profitable place in the market.

It has been recently announced that Nokia has teamed up with Microsoft. The Nokia hardware will be using Microsoft's Windows 7 software. Nokia, known as one of the founding forces in the modern mobile device market, hopes that this move will restore it as one of the industry's leaders. Other big names like Google and HTC are

making moves as well. Some predict that Google's Android will eclipse the iPhone in near the future<sup>3</sup> as Google has been making efforts to team up with more device manufacturers in hopes of reaching a larger audience.

Even with these agreements and partnerships, companies are still struggling to set their product apart from the competition. It is no longer enough to advertise a smartphone's internet browsing capabilities or easy to use address book. Over the past year the aesthetic of the smartphone has become somewhat standardized. Visually there are fewer ways to tell competing products apart. Touch screen rectangles with large glass displays have become the norm.

### GAMES AND APPS

Two factors have emerged clearly as setting one smartphone apart from the next. It is all about games and apps. At the Mobile World Congress in February of this year, the industry leaders showed off their devices with even more features. More and more smartphone producers are teaming up with gaming companies to expand the ca-



<sup>3</sup><http://www.nytimes.com/2011/02/17/technology/17phone.html?scp=1&sq=%22phones%20try%20to%20stand%20out%22&st=cse>

pabilities of their device. Sony Ericsson has even come out with a smartphone that has a slide out gaming controller. This allows mobile gamers joystick like control. These phones are promising play quality similar if not equal to that possible with a videogame console. These developments signal a departure from simple cult classics like Tetris and Snake. The South Korean company, LG, has created a smartphone with a 3D feature. This allows users to experience games in 3D without special glasses. It is anticipated that mobile gaming devices will soon replace handheld video gaming devices.

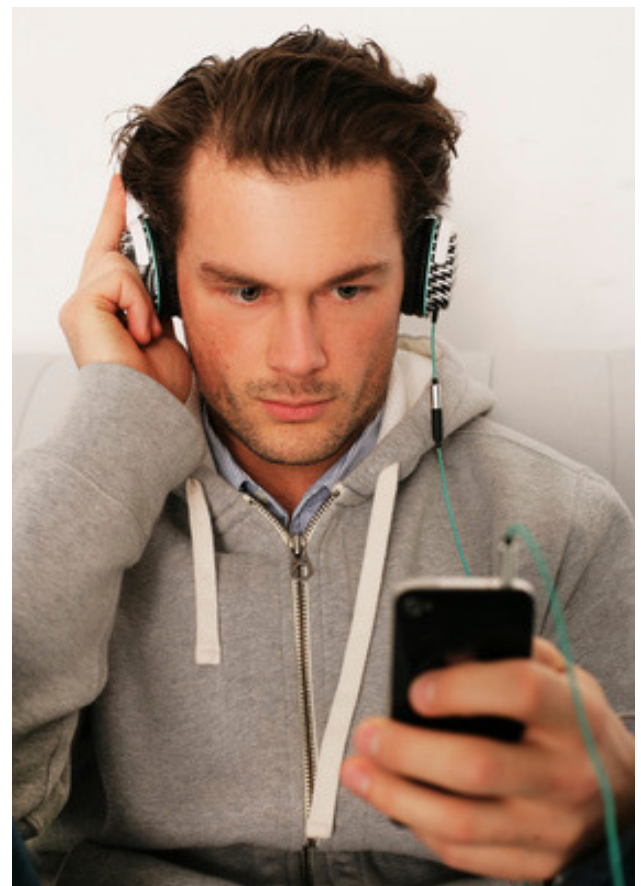
The app factor has become one of largest (if not the largest) influences on a consumer's smartphone choice. Apple has been a pioneer in the field of apps, though it is argued that Google was thinking about apps long before Steve Jobs. Apps provide the avenue for continuous sales. Companies no longer simply rely on the sale of a smartphone, instead they look forward to the new users adding to their app collection constantly. Companies continue to profit long after the initial sale.

Since Apple's app store opened in July 2008, iPhone users have downloaded more than 2 billion apps<sup>4</sup>. An American company call Admob, which specializes in connecting advertisers to possible outputs like iPhone apps, estimated that the average iPhone user downloads ten applications each month. Users are also willing to pay the hefty price tag that comes along with some of these apps.

There seems to be an app for almost everything. There is an app that will allow you to scan all of ebay quickly. Another app will point you towards Mecca when it is time for Salah. By downloading an app you could tune your guitar, call a cab, identify a song as well as get restaurant recommendations, find directions or check Facebook. Some of the most popular app downloads continue month after month to be games.

### FROM INTERNET GAMING CLASSICS TO SMARTPHONE ESSENTIALS

There are many internet game sensations that have been converted into apps. The games that once kept people in front of their computers endlessly can now be packed up and taken along. In-



<sup>4</sup> <http://www.spiegel.de/international/zeitgeist/0,1518,659563,00.html>



Internet gambling has, for years now, been incredibly popular. The market for internet gambling is vast and ever growing. The internet suddenly made gambling widely accessible. Where once it was dependent on free time and location in proximity to a casino as well as money, now with a few clicks players are placing bets and winning money.

Because of internet gambling's wild popularity, some are suggesting that it has caused the second dotcom boom. Lots of different parties, not just the internet gambling companies themselves, are hoping to profit from this expansion. Many European countries are liberalizing their gambling policies in order to get a piece of the internet gambling pie. The possible taxes generated from these e-businesses could be a significant source of revenue for governments plagued by rising debt. H2 Gambling Capital, a consulting firm, estimated that in 2010 the internet gambling industry made around \$29.3 billion in total revenue<sup>5</sup>. Because these revenues are heavily taxed, governments can profit as well.

With European countries liberalizing their policies to accommodate the rise of internet gam-

bling, it is expected that countries like China and the United States will soon follow. Both of these countries have been identified as huge potential markets. As countries deregulate, reaping the benefits of high taxes, the industry continues to grow rapidly.

### VEGAS IN YOUR POCKET

But it seems like internet gambling is no longer enough. We have come to expect almost everything to be available not only instantaneously, but also with a tap on a touchscreen. It was a huge revolution in gambling to move the Blackjack table from the casino to a website, but we are about to witness another metamorphosis. The Blackjack table is moving from your computer to your smartphone.

An Amsterdam based gaming company, called



<sup>5</sup><http://www.nytimes.com/2010/07/28/technology/28eurogamble.html?scp=1&sq=%22Europe%20Unleashes%20Online%20Gambling%22&st=cse>

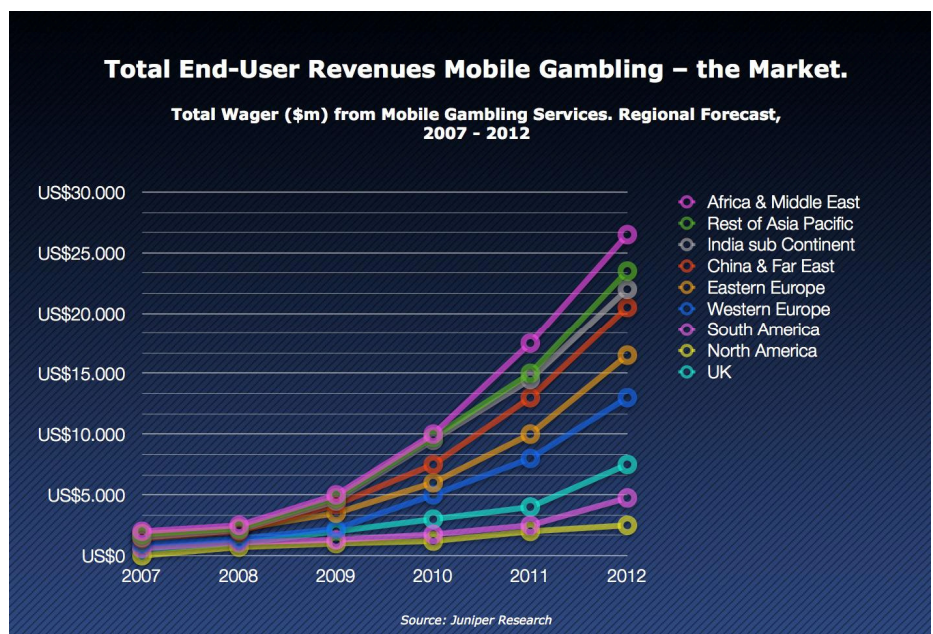


Playlogic Entertainment NV, is shaking up the gambling world. WannaGaming, a 100% subsidiary of Playlogic Entertainment NV allows players new possibilities in mobile gaming by introducing dynamic mobile casino systems. They are bringing Las Vegas to your smartphone. There are over 2,000 mobile devices that support WannaGaming's portfolio. This means you can download the native app on an iPod, iPhone, iPad as well as on a BlackBerry or Android. Players can gamble on their phones in their own currency, playing games like Black Jack, Roulette, or the Slots. WannaGaming also provides web browser versions of their casino games. This provides players with an even greater library of Casino games and games of chance regardless of which Smartphone is used.

Gambling moved from the casino to the home with the introduc-

tion of the internet gambling. Now the places to gamble are limitless. Users can ante while waiting for the bus, double down while grocery shopping or cashout while sitting in a cafe sipping a coffee. Playlogic Entertainment NV is the first company in the world to offer both entertainment on mobile devices as well as on existing game consoles like xbox and playstation. They offer traditional video games as well as their new Real Play Casino games. The market for mobile gambling is expected to grow to \$48 billion yearly in 2015 according to Juniper Research.

The mobile giants, like Nokia, Apple and RIM, realize that we have entered into the smartphone era. Now they are desperately trying to differentiate their products. Apps and gaming capabilities are emerging as huge factors influencing consumer's decisions. Combine these developments with the rise of the internet gambling industry and it is only logical that these trends collide in an app offered by Playlogic's subsidiary, WannaGaming.



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# Company Fact Sheets



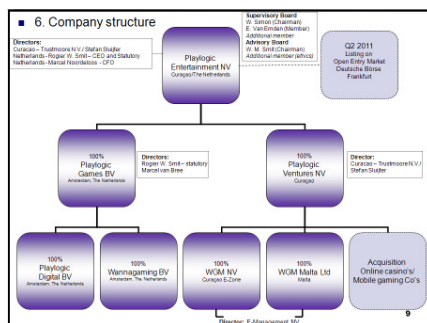
## Playlogic Entertainment NV



◇ Symbol	Final stages to receive listing on the Frankfurt Stock Exchange
◇ Website:	<a href="http://www.playlogicgames.com">www.playlogicgames.com</a>
◇ Market	Mobile Gambling
◇ Total Assets (in millions €)	1.737

Source: Company Presentation

## Company Structure & Highlights



Source: Company Presentation

- ◇ An entertainment company that offers a broad range of products
- ◇ Traditional games for ps3, xbox 360, nintendo Wii and PCs
- ◇ First in the world to offer both entertainment on mobile devices as well as on existing game consoles
- ◇ Real Play casino games available on mobile devices
- ◇ Native app available on iPad, iPod, iPhone, Android and Black-Berry
- ◇ Web Brower version on online casino gaming and gambling also available

## Field of Activity & News

Playlogic Entertainment NV is an entertainment company that offers a broad range of products to its customers. These products include game software for the most popular platforms by Sony, Microsoft, Nintendo and Apple. Additionally the company is active in the mobile gaming & gambling industry. Gaming & gambling products are both Fun Play and Real Play which include fully automated services for customers.

- ◇ Fairytale Fights Wins Two Dutch Game Awards  
<http://www.playlogicgames.com/fairytale-fights-wins-dutch-game-award-2010>
- ◇ Company Enters Final Stages to be Listed on the Frankfurt Stock Exchange  
[Company Presentation](#)
- ◇ Long Term Casino Rights Agreement with Microgaming/Spin3  
[Company Presentation](#)

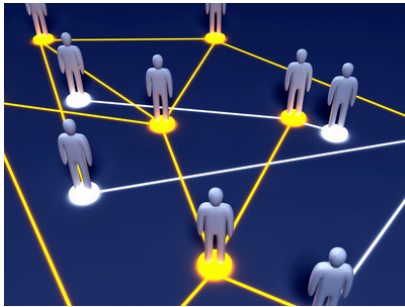
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## Telecorp, Inc., Ratios



◇ Symbol: Frankfurt	3TL
◇ Website:	www.telecorp.com
◇ 52 Week High	1.349 EUR
◇ Spread	5.44%

Source: comdirect, 13 June

## Chart & Company Highlights



Source: Comdirect, Frankfurt Stock Exchange, 13 June

- ◇ Provides innovative communications solutions at low cost by using cloud computing technology
- ◇ Technology can be useful in a number of different business contexts (for example: medical, healthcare, sales, retail, hotels)
- ◇ Specializes in CRM (customer relationship management) software solutions

## Field of Activity & News

Telecorp offers a variety of products and services for many individuals and businesses. Solutions that address communication needs and message delivery. Telecorp offers many solutions for customer communication, prospecting and customer contact through “State of the Art” technologies.

- ◇ 11 May 2011: Telecorp Inc. Secures More Sales with the Meteor Group of Companies  
<http://www.telecorp.com/2011/05/11/telecorp-inc-secures-more-sales-with-the-meteor-group-of-companies/>
- ◇ 26 April 2011: Telecorp Announces Acquisition of ByteXit  
<http://www.telecorp.com/2011/04/26/telecorp-announces-acquisition-of-bytexit/>
- ◇ 24 March 2011: Prime Capital Fund LLC– US Private Equity Firm Invests in Telecorp Inc.  
[http://www.eraecosystems.com/whats\\_new/company\\_news/index.php?&content\\_id=156](http://www.eraecosystems.com/whats_new/company_news/index.php?&content_id=156)

## Download Company Presentation



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[www.media.dr-reuter.eu/Telecorp\\_Investment\\_Presentation.pdf](http://www.media.dr-reuter.eu/Telecorp_Investment_Presentation.pdf)

## Phylogica Ltd, Ratios



◇ Symbol, ASX	PH7
◇ Website:	<a href="http://www.phylogica.com">www.phylogica.com</a>
◇ Market Capitalization	AUD 29.58 Mi.
◇ Government Grant Income 2010	AUD 44,727
◇ Commercial Income 2010	AUD 40,203

Source: Phylogica Limited Half-Year Statement, Period ending 31 December 2010  
Comdirect 13 June 2011

## Chart & Company Highlights



Source: Comdirect, Australian Securities Exchange, 13 June

- ◇ Unique drug discovery resource for pharmaceutical industry
- ◇ Technology is fully validated, scalable and optimized for commercialization
- ◇ Broad patent protection for entire class of drugs
- ◇ Initiated commercialization phase, several late-stage deal negotiations
- ◇ Strategy for near-term cash-sustainability, driven by fee-for-service drug discovery
- ◇ Cooperation with Roche since December 2009 and with Astra-Zeneca since August 2010

## Field of Activity & News

Phylogica has discovered and developed a unique proprietary class of targeted peptide therapeutics (Phylomer® peptides). These peptides exhibit competitive therapeutic, manufacturing, and commercial advantages over other more traditional targeted biologics such as proteins, monoclonal antibodies and most current therapeutic peptides. The hit to target ratios from Phylomer® libraries are high and the proportion of hits which are functional is also very high.

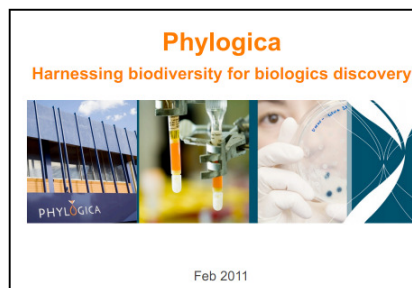
- ◇ 25 May 2011: Progress on Cell Penetrating Peptides  
<http://www.asx.com.au/asxpdf/20110510/pdf/41ykq9yjlbrgl.pdf>
- ◇ 23 May 2011: Roche Collaboration Extended  
<http://www.phylogica.com/media/articles/Investors---ASX-Announcements/20110523-Roche-Collaboration-Extended-617/110523RocheCollaborationExtended.pdf>
- ◇ 23 May 2011: Change in Substantial Shareholding Notice  
<http://www.phylogica.com/media/articles/Investors---ASX-Announcements/20110523-Change-in-substantial-shareholding-notice-616/110520CHRSubstantialShareholdingNotice200511.pdf>

## Download Half Yearly Report & Presentation



Half Yearly Report and Accounts

<http://www.phylogica.com/media/articles/Investors---Financial-Reports/20110224-Half-Yearly-Report-and-Accounts-584/949489.pdf>



Company Presentation

<http://www.phylogica.com/media/articles/Investors---Investor-Presentations/20110201-Investor-Presentation-566/PYInvestorFeb2011.pdf>



# Fairs & Congresses

## **Telecom World Congress** **21-23 June 2011** **Amsterdam, Netherlands**

Telecom World Congress 2011 unites global leaders in the industry at the definitive leadership forum for fixed line, mobile, satellite broadband and wholesale operators across 3 days with over 10 hours of networking time. The conference provides a unique opportunity to gain insights from A list speakers on how to structure business strategy and create a sustainable business model.

## **PROBIOTECH 2011** **23-24 June 2011** **Milan, Italy**

As for the previous editions, PROBIOTECH 2011 will provide the last updated information on the use (industrial applications, regulation) of these functional ingredients and will answer practical industrials' issues by a series of scientific- & technological-oriented conferences on prebiotics and probiotics.

## **Game Developers Conference** **15-17 August 2011** **Cologne, Germany**

This is the third year this conference has been held. It is widely known as one of Europe's most essential conferences for game developers. There will be over one hundred talks or lectures by leading industry experts. This year the conference will focus on four areas of particular interest in the industry: Community Management, Independent Games, Smartphone & Tablet Games and Social Games.

### **QUICK FACTS**

**WHEN?**

21-23 June 2011

**MORE INFORMATION**

<http://www.terrapinn.com/2011/twc/>

**WHERE?**

Amsterdam, Netherlands

**CONTACT**

[enquiry.uk@terrapinn.com](mailto:enquiry.uk@terrapinn.com)

### **QUICK FACTS**

**WHEN?**

23-24 June 2011

**MORE INFORMATION**

<http://www.probiotech.eu/>

**WHERE?**

Milan, Italy

**CONTACT**

[contact@probiotech.eu](mailto:contact@probiotech.eu)

### **QUICK FACTS**

**WHEN?**

15-17 August 2011

**MORE INFORMATION**

<http://www.gdceurope.com/>

**WHERE?**

Cologne, Germany

**CONTACT**

UBM Events Registration Department  
GDC Europe 2011  
303 Second St., South Tower  
Suite 900  
San Francisco, CA 94107