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Mobile content solutions, dematerialized loyalty cards, digital coupons, personal shopping guides, dealer locators, social networking, 3D enhanced reality environments are just a few exciting mobile applications created with mobc3 and successfully deployed for the best brands in Europe.



mobile solutions for Fashion and Luxury mobc3 – make your ideas fly

by Michela Ornati

Social media, mobile advertising, e- and m-commerce, proximity marketing are some examples of the rapid technological and behavioural changes of the fashion and luxury landscape today.

To compete effectively, organizations must address this new market scenario and overcome cultural, technical and business challenges, focusing both on continuous product innovation and on consumer needs and expectations towards brands including mobile presence.

In fact the mobile channel is the most relevant brand medium today, and the iPhone and smartphones the most relevant devices. Leading fashion and luxury companies are well aware of it and are moving swiftly to effectively preside this channel and deliver an appropriate brand experience. Fashion and luxury companies wishing to remain competitive have to make their web presence iPhone- and smartphone-friendly, thereby reaching out to device buyers – by definition, high-value

potential customers who are constantly on the move. With mobc3 (www.mobc3.com), fashion and luxury companies can gain precious competitive edge by quickly and cost-effectively leveraging the marketing potential of the iPhone and smartphones. Also, since mobc3 supports all technologies, brands need not react to every new device or browser launched on the market, thereby saving on development costs and resources and ensuring brand message consistency.

mobc3 Content

Fashion brands and products distribution to the widest range of handhelds devices

by Dario Melpignano

mobc3 is the leading and standard mobile content platform offering a software base for mobile devices that is rich in features, includes best-in-class user interactions paradigms and advanced data capabilities.

By providing a customer-centric mobile content experience with mobc3 media, fashion and luxury companies can break out their siloed offering and abstract the content from the device, so that it can be leveraged cross-channel: mobile, web, web TV, internet-of-things and 3D immersive media.

mobc3 also enables companies leverage social media to interact with their customers in new and more meaningful ways, thereby capitalizing on their ability to understand their clients' behaviour, preferences and consumption patterns.

By applying a comprehensive mobc3-based iPhone and smartphone mobile presence and optimisation strategy, with a proper design and mobile

dietro...



dietro tutti iPrimi siti ottimizzati per iPhone ci siamo noi...

mobc3
fai volare le tue idee

content distribution strategy, fashion companies can gain the maximum benefit and take full advantage of the mobile revolution.

Accompanying the mass market adoption of rich media on mobile devices will make fashion companies achieve the promise of the mobile Internet and create new business opportunities. Brands who want to thrive must provide their customers with access to the brand through the screen and devices they interact with throughout their day. A proper iPhone and smartphone strategy is a critical - and

mobc3 has been adopted by prestigious brands such as Banca Popolare di Vicenza, Caterpillar, Carrefour, Cisco, Corriere della Sera, Fashion, Gazzetta dello Sport, GS, IlGiornale, IlSole24Ore, Orange, Nokia, Panorama, Publiespana, Pubblicità Italia, Radio 101, Rai, RaiNet, RaiNews24, Sesaab, Telecinco, Telecom Italia, TeleTicino, among others

Max Morocutti

profitable - first step towards creating a digital marketing and content mix that makes a difference with the consumers who spend the most on being in touch with your brand.

Even taking the first small step of making your website iPhone- and smartphone- compatible is a good starting point to begin understanding how your brand plays in this profoundly personal and dynamic space.

When it comes to fashion and luxury on mobile, mobc3 is this season's hottest trend.



mobc3 Social

The future of media and advertising is about putting customers in touch with the brands as co-creators, rather than expecting them to passively consume

mobc3 D

3D Web goes mobile

by Edoardo Fleishner

Whether on a Pc, a Mac, on the web, on an iPhone or an iPod touch, with mobc3 D, fashion and luxury companies are now able to dazzle their audience with the most engaging virtual or enhanced reality experience. mobc3 D computer-simulated worlds offer strong stimuli to the user, who in turn can explore virtual showrooms, products,

manipulate elements and thus experience telepresence and the most powerful exposition to the brand ever achieved on any media.

Among the key benefits provided by mobc3 D: deep and kinesthetic exposition to brands and products, engagement and customer feedback, PR/media buzz, the furthering of existing customer relationships and the creation of new ones, user-driven innovation, deepening relationships.