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## This Week's Stories

### Snapchat Passes Twitter In Daily Usage

June 2, 2016

Snapchat Inc. has 150 million people using the service each day, said people familiar with the matter. That makes the four-year-old messaging app more popular than Twitter Inc. by daily active users.

Snapchat has been growing quickly, boosted by its popularity among young people. The app had 110 million daily users in December, said the people, who asked not to be named because they weren't authorized to speak about the numbers.

Twitter, which was founded in 2006, has less than 140 million users interacting with the service daily, according to an average of analysts' estimates surveyed by Bloomberg. The short-messaging service was once the largest social network after Facebook Inc. but has since been surpassed by Facebook's other apps, including Instagram, Messenger, and WhatsApp.

Twitter has 310 million monthly active users, according to its most recent earnings report. The company doesn't disclose how many of those people check in daily, but in the third quarter, it said about 44 percent of monthly users are active each day in the service's top 20 markets. Twitter Chief Financial Officer Anthony Noto said at the time that the percentage had been stable but that "we'll be sure to disclose" if there was a significant change. The company hasn't given an update since then. This implies a daily active user count of 136 million. Twitter and Snapchat declined to comment.

Snapchat has made communicating more of a game by letting people send annotated selfies and short videos. It has allowed people to use its imaging software to swap faces in a photo, transform themselves into puppies, and barf rainbows. (In March, Facebook said it acquired the startup behind an app called Masquerade, which offers similar photo-manipulation tools.) Snapchat encourages people to visit the app frequently with features such as the "Snapstreak," which counts the number of consecutive days they've been communicating with their closest friends. Snapchat's other content, such as news and Live Stories, disappear after 24 hours.

Messaging on Snapchat is "very modern," Twitter Chief Executive Officer Jack Dorsey said on Wednesday at Recode's technology conference. He acknowledged that Twitter at times can be confusing and alienating—something he's trying to fix.

[bloomberg.com](http://bloomberg.com)

### Smartphone Sales Are Slowing And Other Internet Predictions

June 1, 2016

The future might be an exciting world filled with self-driving cars and futuristic voice assistants, but Silicon Valley is facing a real slowdown in internet adoption.

Those are some of the predictions Mary Meeker, partner at VC firm Kleiner Perkins Caufield & Byers, lays out in her 2016 Internet Trends report. Released Wednesday, the 213 page Power Point presentation is an annual tradition. It's packed with stats, charts and helpful nuggets such as: never call a millennial on the phone. Here are some of the other highlights.



*“There's been a slowdown in the number of new internet users around the world. As developed countries reach a saturation point, the remaining billions are trickier to get online.”*

### Internet growth is stalling

There's been a slowdown in the number of new internet users around the world. As developed countries reach a saturation point, the remaining billions are trickier to get online. They might live in hard to reach rural areas, be illiterate and have low incomes. Countries like Ethiopia and Pakistan are particularly difficult.

Smartphone sales are also slowing. One bright spot is India, where the number of internet users is booming. It just passed the U.S. to become the second largest internet market behind China. Self-driving cars could be big for the U.S. auto industry

### Could self-driving cars be the boost the U.S.'s sagging auto industry needs?

Cars are becoming increasingly computerized, packed with automated systems and able to connect to the internet. As they get smarter and able to communicate with each other and the roads around them, cars will start taking over for the driver. It might even mean a shift from the traditional car-ownership model to more shared options.

Today, car companies like Ford, GM, and Tesla are working on a autonomous car technology, along with outside players like Google and Uber.

Meeker thinks the fact that so many U.S.-based companies and universities are working on automation means the U.S. could reclaim its title as the hub of the global auto industry. It will just need a little wiggle room with updated laws and looser regulations for ride hailing and car sharing companies.

### Eventually we'll all just talk to our computers

Conversations are shaping up to be the next major human-computer interface, according to Meeker. It started with voice assistants on phones and got a recent push from Amazon's Echo speaker.

Thanks to advances in natural language processing and machine learning, the tech is finally getting fast and accurate enough to be viable. To go all the way, the technology needs to improve in noisy environments and pick up a wider range of speaking styles and accents. Meeker says word accuracy is at 90% for major platforms now. When it gets to 99%, we'll all start using it constantly.

[cnn.com](http://cnn.com)

## Products & Services

### Google's Now On Tap Feature Gets A Text Select And Image Search Update

June 1, 2016

Google's Now on Tap feature is finally getting the upgrade it always needed. Now on Tap debuted at last year's I/O conference as part of Android 6.0 Marshmallow, and was designed to give the user Google Search data within whatever app they happened to be using. It promised to be Marshmallow's killer feature, but because of inaccuracies and general inconsistency, it never quite took off. Google hopes to fix that with a new update to Now on Tap, letting you select exactly what you want information on, and even letting you do searches on images from within the camera app.

In today's blog post, product manager Aneto Okonkwo explains that the new update, which launches today, takes Now on Tap a step further by adding more control. "If you use Now on Tap in an app,

email, chat, or news article with a lot of text," he writes, "sometimes the results aren't as precise as you'd like. Starting today, you can give Google a nudge by selecting exactly what you want help with, and you'll get the right information, right away."

That means, if you select a specific word before activating Now on Tap, you'll get a far more precise response. That's already a marked improvement over the last iteration of the feature; users who opened Now on Tap on the same screen might have gotten vastly different responses for no clear reason. It's a frustrating flaw, but that should happen much less often with this update.

What might be the most exciting part of the update is image search. By opening Now on Tap on an image, search will pull up cards showing what you're looking at. The same applies to what's visible in the camera app; without needing to take a shot, Now on Tap is able to pull up cards of what your shooter is picking up. Google has already demonstrated similar image recognition in its new chat app Allo, so it's exciting to see similar functionality here.

Aneto says that the new update is available today, and the features work on both Marshmallow and Android N. Now on Tap continues to be one of Android's more exciting features. Now — at least for people running the latest Google software — it has the chance to be a great deal more useful.

[theverge.com](http://theverge.com)

## Google Wants To Help You Find Your Lost Phone

June 1, 2016

*"[My Account] was an attempt to make Google's settings less opaque, and to put people at ease by giving them more control over the massive amounts of data stored with Google."*

When people panic, they tend to turn to a trusted source for advice. Like the Google search bar.

Google's search team has noticed that people regularly type the phrase "I lost my phone." Instead of just returning articles with conflicting advice on what to do when your phone is stolen or hiding under the bed, Google will direct people to a new Find My Phone page.

It's one a handful of features the company is adding to its My Account hub.

Introduced last year, My Account is a central place for people to control privacy and security settings for their various Google accounts, like YouTube, Gmail and Google Maps. It was an attempt to make Google's settings less opaque, and to put people at ease by giving them more control over the massive amounts of data stored with Google.

"We know that from research, users are curious or concerned about what data Google has about them," said Guemmy Kim, Google's My Account product manager.

Android and Apple have long offered settings for finding lost phones, but this is the first time they're collected in one place and integrated with search results.

Owners of a lost mobile device can text or ring their phone or tablet, disable any Google accounts remotely, or see it on a map. For some of the options, iOS users are redirected to the iCloud page.

There's even a link to "reach out" to the nearest Lost and Found office. Kim says this is a fairly effective option in Europe and Asia. (In San Francisco, I was directed to the police station or the Lost and Found Beer Garden, possibly to console myself.)

One of the most common Google search queries is people looking up their own names. In a few weeks, the first result won't be an arrest history or Facebook page, but a link to the My Account settings. If you're not logged in, you'll still be able to see what data Google has associated with your history.

More than a billion people have used the tool in the past year, but many probably still don't know that it exists. Now anyone who ever vainly Googles themselves late at night can take a moment to improve their privacy and security settings.

The Find My Phone tool is available now in My Account, coming soon to your panicked search results.

[cnn.com](#)

## Emerging Technology

### Amazon's Alexa Gets A Wearable: Pebble Core

June 2, 2016

Pebble's upcoming Android micro-computer, the Pebble Core, has promised a lot of potential and on-the-go connections. Add Amazon's Alexa to that list.

CEO Eric Migicovsky confirmed that Alexa will be one of the Pebble Core's new functions, and it will work when paired with a Bluetooth headset or a wired one. The Core has a standard headphone jack as well as Bluetooth.

Core can connect via Wi-Fi or a 3G SIM card. The Core already is a bit like a giant programmable Dash button, but it might also end up being a teeny-tiny Echo as well.

Alexa isn't on other wearables yet. But it has migrated to other devices, like the fridge-radio Tribby.

According to Migicovsky, Alexa won't work with Pebble yet because Alexa doesn't have a text response API yet, just audio. Pebble's newest watches have microphones but still don't have speakers, and they don't pair with headphones.

[cnet.com](#)

### Google Tests A Feature That Tells You Which Apps To Remove When You Run Out Of Room On Your Phone

June 2, 2016

Running out of room on your smartphone is a problem many mobile consumers have today, thanks to sizable photo, video, and music libraries saved on their device. That means that when these users try to download a new app, that process may fail due to a lack of disk space. Since mid-May, Google has been testing a new feature that could help solve this problem. Thanks to an updated user interface in Google Play, this feature would suggest which apps could be uninstalled to make room for the new download.

This news was first reported by the blog Android Police, which spotted this "uninstall manager" in the wild.

When a user tries to download an app they don't have enough space for, a new screen will pop up suggesting apps they could uninstall to free up space. It also links to "Settings > Storage" where you can delete unneeded media files. Unfortunately, it doesn't suggest uploading files to the cloud – like via Google Drive or Google Photos, for example – as a means of freeing up space.

What's interesting about this uninstall manager screen is that it doesn't just suggest apps to remove based on their size – it takes in consideration those that haven't been used in a while. These unloved

*"Thanks to an updated user interface in Google Play, this feature would suggest which apps could be uninstalled to make room for the new download."*

apps are presented to you, ranked by size. You can then check off the ones you want to get rid of, and click “continue” to complete the removal.

The problem of insufficient disk space is one that affects users with low-end devices more often, but that’s still a good chunk of Android’s user base, thanks to the rapidly declining selling price of Android phones, which has allowed it to top iOS’s market share by a wide margin. Combined with apps that ask for heavy amounts of on-device storage – especially games (Android Police cites LEGO Star Wars as needing over a gig, for instance) – it can be easy to run out of room.

Google’s larger solution to the problem of hefty, slow-to-load apps, more recently, has been to cut them up into tinier pieces to speed up their installation and launch. This technology is called “Instant Apps,” and is just now getting into the hands of developers. However, we understand that Google has no plans to tie this app uninstallation system to Instant Apps – it is its own thing.

Not everyone is seeing the new feature, as it’s only an experiment with a limited group of users for the time being.

Google has not yet determined when it will roll out to all users globally, reliable sources tell us. Google declined to offer an official comment on the feature.

[techcrunch.com](http://techcrunch.com)

## Mergers and Acquisitions

### Foxconn To Acquire SMART Technologies, Maker Of Connected Whiteboards

June 2, 2016

SMART Technologies, the Calgary-based publicly-traded maker of smart whiteboards, is set to be acquired by Foxconn.

Taiwan-based Foxconn has agreed to acquire all of the outstanding common shares of SMART for \$4.50 per share, a premium of approximately 21 percent of the volume weighted average price over the last 90 trading days, according to the companies. The deal is expected to close after July.

SMART Technologies was originally founded in 1987 and went public in 2010, raising \$660 million. Its stock has plummeted since the IPO and now trades at more than \$4 per share.

As of April 2015, SMART Technologies employed 65 people in its Seattle-based R&D office, which opened in January 2014 and is the company’s only engineering-focused office outside of Calgary. A SMART spokesperson did not provide more details as to what will happen to the Seattle-based employees and office as a result of the Foxconn acquisition.

SMART is well-known for its digital capture displays and whiteboards. It targets both education and business customers — the company’s enterprise product competes with other devices like Microsoft’s Surface Hub.

The digital whiteboards use a traditional dry-erase pen and eraser and let people share what’s being drawn or written on the board in real-time via an accompanying app or web browser. The boards also lets users take virtual snapshots of their work at any time — those watching the screen online or with the app can do the same, too — and save or share the files in digital form.

[geekwire.com](http://geekwire.com)

## Salesforce Will Acquire Demandware For \$2.8 Billion In Move Into Digital Commerce

June 1, 2016

As Salesforce continues to branch out into new types of cloud computing customers, it's willing to pay steep prices to buy what it can't build.

The latest proof is Salesforce's announcement on Wednesday that it's agreed to acquire Demandware, a digital commerce company that had gone public in 2012, for \$2.8 billion. Shares in Demandware had closed trading on Tuesday at \$48, meaning Salesforce agreed to pay a 56% premium, or about \$1 billion, to snag the company that includes Design Within Reach, L'Oréal and Marks & Spencer as customers.

The acquisition will create a new product line for Salesforce's cloud software called the Commerce Cloud. That unit will connect to Salesforce's customer success platform to create "yet another billion dollar cloud," CEO Marc Benioff said in a statement announcing the planned deal. And as Salesforce's existing customers would now have access to commerce management tools within their Salesforce suite, Demandware's customers will be encouraged to use Salesforce's marketing, analytics and sales tools.

"The acquisition of Demandware positions us to capture this multi-billion dollar commerce market," president and COO Keith Block said in a call with analysts and press Wednesday morning.

Salesforce expects to bring in between \$100 million and \$120 million in additional revenue through Demandware for the rest of fiscal 2017. It's financing the deal through cash and a loan.

The acquisition is Salesforce's largest to date, and the biggest since it acquired ExactTarget and made it the centerpiece of a new marketing cloud in June 2013. The following year it had purchased a mobile-friendly potential rival, RelateIQ, at an earlier stage in its life-cycle for \$390 million.

Burlington, Massachusetts-based Demandware had presented at Salesforce's annual conference, Dreamforce, as a partner in past years. The company has about 1,000 employees.

[forbes.com](http://forbes.com)

## Industry Reports

### T-Mobile Leads The Big Four In Customer Satisfaction Survey

June 2, 2016

*"[T-Mobile] has scored 74 out of 100. That's six percent higher than its result last year, though Sprint has shown the most growth with an eight percent increase."*

T-Mobile has outranked the rest of the big four carriers in the latest American Customer Satisfaction Index (ACSI), knocking Verizon off its throne. While prepaid company TracFone Wireless remains at the top of the wireless provider list, it only got a point higher than T-Mobile, which has scored 74 out of 100. That's six percent higher than its result last year, though Sprint has shown the most growth with an eight percent increase. T-Mobile became the third largest (un)carrier in mid-2015 and even gained 2.2 million new customers in the first quarter of this year. It has launched new no-contract options in recent years and expanded the features of its controversial Binge On offering.

AT&T and Verizon didn't do poorly -- the former got 71 percent, up from 70 last year, while Big Red got 71 percent like it did in 2015. However, it was Sprint's and T-Mobile's scores that brought the average wireless provider satisfaction up by 1.4 percent from last year. When it comes to phone manufacturers, Apple is now at the top of the pile with 81 percent after spending a year tied with

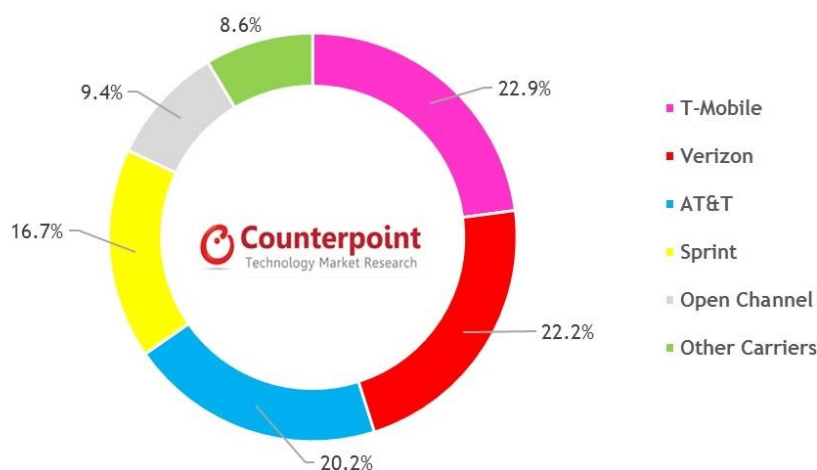
Samsung. The Korean company now comes in at a close second (80 percent). They're followed by Motorola with 77 percent, HTC with 75 and LG and Microsoft, both with 74 percent.

ACSI also tracked cable TV companies and ISPs, as you'll see in its report. But in all, wireless providers did a lot better than any of them. Despite getting higher scores than last year, for instance, Comcast and Time Warner Cable are still among the companies with the lowest customer satisfaction ratings.

[engadget.com](http://engadget.com)

## T-Mobile Overtakes Verizon As Top Smartphone Sales Channel

May 31, 2016



USA Smartphone Market Share by Channels 27 May 2016

T-Mobile has finally made its way to the top.

According to new data from Counterpoint Technology Market Research, the Un-carrier finally clawed its way to the smartphone channel summit, surpassing Verizon as the number one smartphone sales channel in the first quarter 2016.

T-Mobile's brand, including its MetroPCS prepaid platform, garnered 22.9 percent of the smartphone channel market share. The portion allowed it to finally squeak past Verizon, which pulled 22.2 percent of the channel market share. AT&T was slightly behind with 20.2 percent and Sprint trailed in fourth with 16.7 percent. Open channel sales accounted for nearly 10 percent of the market share for the quarter.

T-Mobile had occupied the number two position since it overtook AT&T in the first quarter of last year. The Un-carrier originally started its climb back in early 2014, when it surpassed Sprint's channel market share to trail AT&T.

"The U.S. market has undergone significant shifts in the power of the different sales channels with the move to unsubsidized plans," Counterpoint's research director Neil Shah said. "The growth of T-Mobile through its different 'Un-carrier' moves, the removal of subsidies and enticing subscribers with 'Simple Choice' and 'Jump' plans, has helped the operator to become the top smartphone sales channel in the USA."

During the first quarter, which saw the launch of Samsung's flagship Galaxy S7 and Apple's budget iPhone SE, Samsung and Apple sales accounted for nearly two-thirds of the total smartphone shipments share at T-Mobile. Samsung led Apple in those figures, Shah said.

Among all vendors, Apple led with 33 percent of the market share, followed by Samsung with 28 percent, LG with 15 percent.

Despite its success, Shah said T-Mobile's uphill battle will continue if it wants to stay ahead of Verizon. In particular, Shah said T-Mobile will have to continue to attract new subscribers to its network and fend off the bump in demand for open channel sales that has come with the move to unsubsidized and unlocked devices.

[wirelessweek.com](http://wirelessweek.com)



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