



IKIVO white paper examines 3D in mobile user interfaces

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London, 26 October 2009: IKIVO, the No. 1 European supplier of rich media application-enabling solutions, today announces a white paper examining the possibilities and limitations of using 3D for mobile user interface solutions.

The emergence of mobile device software and hardware supporting 3D poses the question of why and how this should be used in mobile user interfaces to deliver true user benefit. IKIVO’s white paper breaks down the key issues necessary to consider when evaluating the potential of 3D in what has to date been a primarily 2D, or pseudo 3D, environment.

The white paper finds that development of 3D user interfaces has typically been constrained by technology and the difficulty of evolving user interaction concepts to 3D, whilst maintaining or improving user functionality. Today, the technology is capable of a reasonable 3D UI experience on mobile devices, but the difficulty of evolving 2D interaction concepts to user friendly 3D concepts remains.

The popularity of the Apple iPhone – with its largely 2D interface, but impressive 3D gaming – has indicated that mobile users are more interested in usable functionality than impressive 3D graphics effects.

IKIVO has a successful track record in delivering attractive and performance UI and application solutions on a range of operating systems.

“The evolution of 3D mobile interfaces is at a crossroads. Innovations in 3D UI have been widely available for PCs since the launch of Microsoft’s Windows Vista in 2005, but have largely been ignored by the mobile user community who prefer the faster performance that turning off 3D effects can bring. The 3D user experience for mobile devices has only recently been introduced, and has delivered a significant ‘wow’ factor to many devices. This innovation needs to deliver real user benefit if it is to be widely adopted and developed in the coming years,” says Huw W. Hampson-Jones, CEO of IKIVO.

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About IKIVO

IKIVO is the No. 1 European supplier of rich media application-enabling solutions based on open standards, with a deployed base greater than 350 million mobile phones. IKIVO’s solutions empower mobile operators, mobile device manufacturers, consumer electronics firms and media companies to deliver rich compelling content services, such as innovative user interfaces, mobile widgets, interactive TV, on-device portals and mobile advertising.

IKIVO Enrich is a framework of products focusing on client side technology, delivering graphically rich, embedded applications and user experiences for mobile devices and consumer electronics products. It is

based on open web technologies and supports multiple platforms. For more information, please visit www.ikivo.com.

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